



22 September 2020

Committee Secretary Joint Standing
Committee on Migration

PO Box 6021 Parliament House
Canberra ACT 2600

By EMAIL: migration@aph.gov.au

Cc: Mr Julian Leeser MP, MHR Berowra and Committee Chair

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To the Committee Secretary,

Triptech is a fast-growing travel technology company operating across both Australia and New Zealand. Our majority shareholders include thl Holdings Limited and Jayco, our nation's largest caravan manufacturer and retailer.

Triptech operate across the trans-Tasman markets one of our region's most popular travel apps – **CamperMate** - which has become the leading in-trip and travel app. Today it has had nearly 2 million downloads, 56 million annual sessions and a local weekly audience beyond 50,000.

As CEO of Triptech, I write to the Joint Standing Committee on Migration, in direct response to reading last week's release of the Committee's Interim Report. We wish to provide some proactive thinking and solutions to aid and enhance some of the Recommendations ahead of an anticipated Final Report to the Government.

Specifically, these relate to providing additional tangible support and outcomes around Recommendations 4, 8 and 9 of the interim Report.

Triptech wishes to bring to the attention of the Committee a direct market-led response and mobile app technology offering by us. We believe if considered and adopted under a trial partnership with the Commonwealth, it could urgently address some of the current labour market failings and vacant jobs across a number of regional and rural based industry sectors, headed by agriculture and horticulture.

Uniquely the geo-fenced nature of Triptech's apps allows notifications and offers to pop up in the app within determined range. This feature is very valuable currently in notifications about deals for camp sites / regional accommodation, activities or road and weather alerts to app users when travelling. This therefore could be turned to jobs available in a specific region and by specific type and timetable.

Consequently, we believe an approach could be the following and involves either:

- A white label (cleanskin) version of our **CamperMate** app (we do this for a range of other corporate businesses). The app to be used specifically to connect travellers to jobs in agriculture, horticulture and other regional and rural industries with specific seasonal worker needs and shortfalls (including tourism, hospitality, child-care or specific categories of need).
- An alternative seasonal jobs category inside our existing and popular **CamperMate** app and then connect to a jobs aggregator to populate.

The App requires an appealing name which we have developed.

We believe the Interim Report's recommendations are collectively positive and strong. They correctly outline the critical short-fall and labour market dislocation out of COVID-19 including the rapid decline in overseas and visiting workers who traditionally fill thousands of annual seasonal roles across regional and rural Australia.

This existing and serious seasonal labour market shortfall requires improved awareness, connectivity, as well as incentivisation and immediacy to access vacant seasonal roles with both a remaining and new audience.

An element missing from the Interim Report was that the accessible 'employment' audience for immediate seasonal jobs and across Australia's regions needs to be expanded. This should include remaining Working Holiday Makers in-country and youth of working age (such as on a gap period). But it should also importantly target tens-of-thousands of mobile, working-age Australians who travel continuously and consistently through our country (such as by Caravan, RV, Campervan) and those based in regional and rural centres.

By operating Australia's most popular travel and in-trip apps, headed by CamperMate, we offer a practical technology solution, through our innovative consumer apps and back-end performance. A user-friendly, well-marketed, accessible and connected app to important existing portals, such as the Harvest Trail, could immediately attract or incentivise more seasonal job seekers. Further, alignment to the proposed recommendation of a WHM 24-hour Hotline could occur.

In New Zealand, Triptech has successfully partnered and trialled with horticulture partners across the South Island, activating an App that directly promoted and offered vacant, seasonal farm and produce positions, plus the combined alignment of adjacent accommodation and hospitality offerings. The results were pleasing.

The potential to successfully replicate this approach in Australia we believe holds real appeal and Triptech would be pleased to update the Committee around this work. Importantly this approach can be activated both quickly and efficiently.

We are also in conversation with leading organisations including those bodies that have already presented to the Inquiry.

Triptech's app products are heavily consumed by overseas visitors across both Australia and New Zealand. However we also attract a majority domestic audience and in particular those travelling by road due to our product's in-trip capabilities.

The impact of COVID-19 on the seasonal overseas workforce within Australia to undertake seasonal, casual and short-term work in agriculture, horticulture and other regional industry sectors including tourism and hospitality, needs a circuit breaker.

That is better matching and connecting live audiences, both travelling or stationary, overseas visitors and residents, with a supply of available roles and to stimulate demand. With the future pipeline of Working Holiday Maker visa holders likely to be heavily restricted due to a closed international border, the situation is now critical.

Our company would be pleased to directly present at a future hearing. As CEO of Triptech I can be contacted directly on [REDACTED]

Yours sincerely [REDACTED]

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