

**A NEW
APPROACH
TO THE
RETENTION AND
DEVELOPMENT
OF STAFF
IN THE RETAIL
INDUSTRY**



A NEW APPROACH TO THE RETENTION AND DEVELOPMENT OF STAFF IN THE RETAIL INDUSTRY: AN INTEGRATED HIGHER EDUCATION AND VET QUALIFICATION

A continuing concern of employers in the retail industry is the difficulty of retaining quality staff and promoting retail management as a worthwhile career. Addressing this issue is vital to retaining skilled employees in the industry.

Service Skills Australia and the University of Western Sydney (UWS), together with retail employers, have initiated a pilot project to benefit employees, employers and the retail industry.

The program

The outcome for those who enrol in the program will be a Bachelor of Business & Commerce (Retail Management), Certificate III in Retail and Certificate IV in Retail Management.

The innovation is in the program being taught in a truly integrated way: students are simultaneously learning the theory, acquiring practical skills, and being able to practise those skills in the workplace.

This involves learners being:

- enrolled in the Bachelor of Business & Commerce (Retail Management)
- enrolled in the Certificate III (Retail) and Certificate IV (Retail Management)
- employed in the retail industry in a structured placement.

The duration of this integrated course is four years.

The benefits for employers

The program provides employers with potential managers who have integrated the applied skills and knowledge of practical experience in the industry, with the higher-level skills and understanding of a university course. It gives employers access to managers who can 'hit the ground running,' while at the same time lifting the level of professionalism of the industry.

For current retail employees, and students considering a career in retail, it provides a concrete pathway to an accelerated career in retail, and a respected tertiary qualification to underwrite future career progression.

For more information see www.servicesskills.com.au/retailmanagement or contact Alastair Wilson on 02 8243 1200 or awilson@servicesskills.com.au.