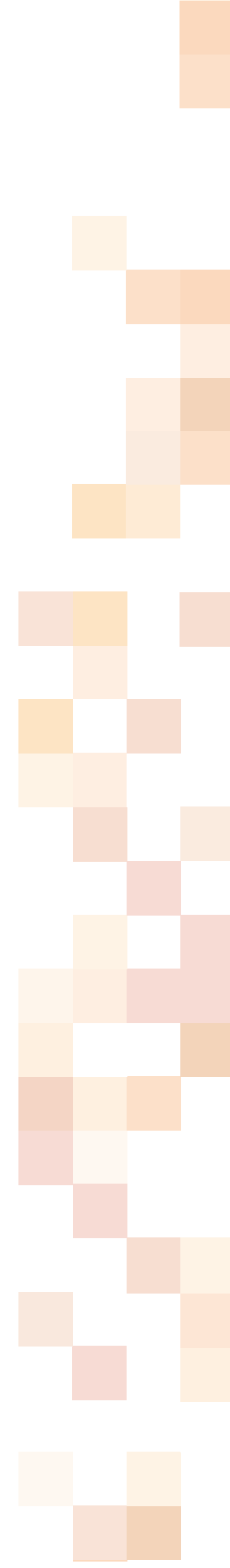
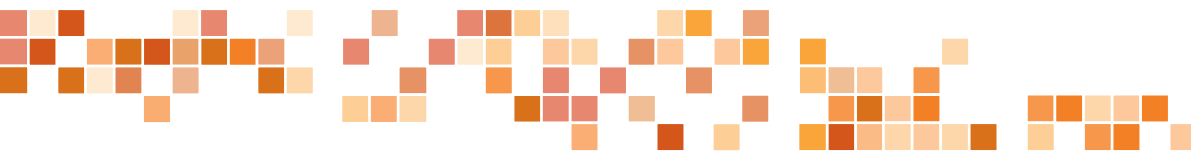


# SERVICE SKILLS AUSTRALIA

## ENVIRONMENTAL SCAN 2010



# 2010



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# INTRODUCTION

## THE ROLE OF SERVICE SKILLS AUSTRALIA

Service Skills Australia (SSA) is the Industry Skills Council for the service industries. Skills councils are the recognised national bodies providing advice to government and industry on industry training and skill development needs.

SSA is an independent, not-for-profit body, managed by industry members and funded by the Australian government to:

- develop a culture within the service industries which promotes and enhances the skills development of its workforce
- develop policies, programs and services, including industry training packages, that support industry needs in relation to skills and workforce development
- achieve quality skills outcomes throughout the service industries
- produce quality workforce development information and use industry intelligence to inform decision making.

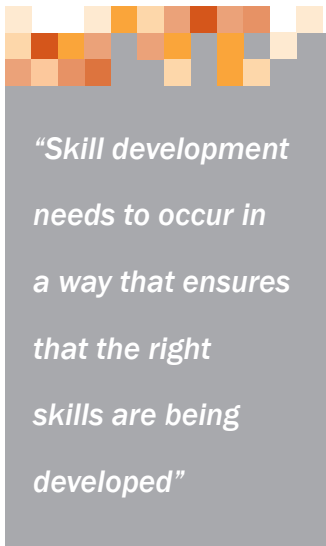
SSA represents the interests of businesses across sectors, including tourism, hospitality and events; sport, fitness and recreation; and retail, wholesale and personal services.

In this document the term 'service industries' will be used to refer to those sectors within SSA's scope.

## OBJECTIVES

This environmental scan provides an overview of current and future developments and trends in the service industries in relation to industry-specific workforce development and vocational education and training (VET). Developed in partnership with industry and based on data mostly collected between February 2009 and January 2010, the scan reflects key issues and provides information on current and future skill demands and their context, to inform the continuous improvement of SSA's suite of training packages. It includes information on the six sector-specific environmental scans that SSA has developed; each of which contains industry-specific data, trends and detailed analysis.

SSA's Environmental Scan 2010 informs the work of the National Quality Council, Skills Australia and the commonwealth Department of Education, Employment and Workplace Relations.



## KEY MESSAGES

SSA’s Environmental Scan 2009<sup>1</sup> advocated for skill development in the right way and in the right timeframe. Skill development needs to occur in a way that ensures that the right skills are being developed for the job outcome, context of learners, and learners’ work circumstances. The scan also promoted the need for the service industries to be recognised for their significant contribution to the Australian economy<sup>2</sup>. While these issues are still valid and current for most service sectors, changes in consumer trends and the demography of the Australian and international population have driven changes in tourism and hospitality.

Businesses in these sectors bear the consequence of a broad misconception that their industries comprise low skilled workers with a lesser need for support and resourcing to develop skills. Consequences may be seen to include poor funding support, lack of recognition of careers in the industry, and ongoing issues in the quality of training and assessment.

Driven by changes in consumer trends and the demographics of the Australian and international population, the nature of the industries is changing. The complexity of the businesses, organisations and workforce that make up the industry needs to be understood by skill markets and policy makers to avoid a ‘one size fits all’ response to productivity and participation outcomes.

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### Key message

Any consideration of strategies to improve the capability of the service industry workforce needs to be predicated on a clear understanding of these changes.

Sectors like sport, fitness, and outdoor and community recreation as well as tourism and events provide additional income for other industries, as they attract international visitors to sports events and promote Australia as a travel destination. The gross output multiplier for the tourism industry is estimated to be 1.85 – meaning that every dollar directly spent on tourism generates an additional 85 cents of activity in the rest of the economy<sup>3</sup>.

The value of the service industries for Australia’s economy and population cannot be underestimated. Sectors such as retail and hospitality often provide the first job for many Australians, whether a part-time job while studying or a first full-time job – for many individuals providing the basic ‘know how’ for their future working life, in the service industries or beyond.

### Key message

When measuring the contribution that the service industries make to Australia’s economy, significant multiplier effects and less tangible areas like social inclusion and psychological wellbeing have to be taken into account<sup>4</sup>.

In keeping with the complex set of trends impacting on the service industries workforce, interventions to improve skills use and increase participation must take account of the dynamic of the workforce. Skilled labour (whether paid or unpaid) often transitions across the sectors, and so runs counter to traditional career ‘silos’. Failure to effectively recognise these transitions will result in loss of valuable human capital.

### Key message

Education and training systems will need to be more flexible and innovative in creating links between training organisations and industry in order to improve skill use and increase productivity in the service industries’ workforce.

# LATEST INDUSTRY INTELLIGENCE

## MARKET FACTORS

The vocational future of many Australians depends largely on a current, sound and industry-driven vocational education. Employees are the most important asset for a business in the service industries, and business success depends largely on the quality of the service that those employees provide.

### Need for skills deepening

Australia's economy is made up of many diverse industries and sectors, each of them demanding a range of specific skills<sup>5</sup>. Workforce development is about ensuring that Australian industry has access to appropriate numbers of skilled workers to address future need. Workforce development must tackle the skill shortages that will come about as a result of trends, such as the ageing population, and improve levels of workforce participation and skills of the current workforce. Any course of action to solve skill shortages and increase workforce participation will be influenced by the imbalanced sector-specific labour market, as each market may need a tailored solution<sup>6</sup>.

Training, assessment and recognition of prior learning (RPL) are of concern for many employers. The prevailing focus on higher level skills does not reflect the composition of the service industries' workforce and its need for vocational education and training.

While there has been a trend towards employment in industries requiring higher skill levels, job opportunities have also increased in industries such as retail<sup>7</sup>.

The reality is that the majority of jobs that will be available in most service industry sectors will be at entry level – that is, Certificates II and III. These skill levels are suited to the majority of employer needs, with most employees commencing with basic skills in customer service and then, for some, gaining skills and experience in specialised fields. However, 59.6% of all employees in the retail trade sector and 48.4% in the wholesale trade sector do not hold an industry qualification. Similarly, for the accommodation and food service sector, as of May 2008 62.3% of workers were without non-school qualification compared with 39.8% for all industries<sup>8</sup>.

In part, this reflects the younger age profile in the accommodation and food service industry, including students working while studying<sup>9</sup>. However, the skills gap does need to be addressed. It should be noted though that while the mismatch in supply and demand represents a need for higher level skills for those who do not possess a qualification, it does not equate to a demand for training only at diploma, management or trade level (Certificate III).

Over one in five Australian workers start work in the occupation of sales assistant and salesperson<sup>10</sup>, and so the service industries may be seen to be a gateway to the workforce. Adding even more value, the skills gained working in the service industries – such as customer service – are readily transferable to other industries. Hence, to raise workforce participation levels, training should primarily be concentrated at entry-level skills in these industries.

In October 2009, Skills Australia released the *Workforce Futures* paper<sup>11</sup> in which it suggests that a 'one size fits all' approach to workforce development is possible, if not the most appropriate approach for the Australian workforce. The paper describes Skills Australia's recommended approach for workforce planning for future skills. It identifies a need for more and higher qualified workers, and the implicit message is that resources will be concentrated at the traditional trade and professional levels. However, much of the rhetoric in the paper does not reflect the reality of the workforce today or, for that matter, the future.

Work in the service industries dominates the economy, and working in these industries demands a range of different skills to those required in other industries, such as traditional trades<sup>12</sup>. Workforce development is about ensuring that the Australian industry has access to appropriate numbers of skilled workers to address need into the future. It aims to tackle the skill shortages that will come about as a result of trends such as the ageing population, by increasing levels of workforce participation and developing the skills of the current workforce. Any course of action to solve skill shortages and increase workforce participation will depend on the sector-specific labour market in imbalance – as each market may need a tailored solution<sup>13</sup>. If the Skills Australia recommended blanket approach to workforce development is adopted, the result will be an under-representation of the development of service industries workers.

### **Institutional delivery of qualifications**

Industry feedback to SSA has revealed significant dissatisfaction with fully institutional delivery of qualifications and concern about the way qualifications are promoted to learners, particularly international students. Concerns were expressed about misleading promotional material, which can result in learners believing they will be fully qualified at the end of a course of training. It is worth noting however that training is a partnership and employers have a responsibility to work with training providers to ensure a sound training experience for their workers.

### **New deal<sup>14</sup>**

Reacting to ongoing industry feedback regarding the quality of training and assessment in the national VET system, during 2009 SSA examined three main areas as part of its 'New Deal' project.

- The Industry Skills Council (ISC) and industries' role in quality training and assessment.
- Effective workforce development of trainers and assessors who work in the service industries.
- Effectively and transparently recognising high quality training products, services and support materials.

### **The ISC and industries' role in quality training and assessment<sup>15</sup>**

The aim of this sub-project was to explore how SSA could contribute to quality training and assessment. Specifically, what practical strategies and tools might be developed to promote high quality training and assessment outcomes in the VET system.

While there is undoubtedly support for the VET system and the pathways and training packages it offers, there is also a level of dissatisfaction among some stakeholders who feel that industry has been marginalised within the system, and that the outcomes of training and assessment need to be improved.

Ideas generated as part of the New Deal to address these issues and so increase industry engagement and ownership of the training and assessment process fell into five main areas.

1. Workforce development.
2. Auditing and regulation.
3. Provider recognition and information.
4. VET workforce capacity building.
5. A continued focus on developing high quality resources, both to support training package implementation and to explain the VET system to industry.

### **Workforce development of trainers and assessors in the service industries<sup>16</sup>**

Some of the major themes that have emerged are:

- SSA industries are diverse and workforce development strategies for VET practitioners will need to be targeted differently for the different industry areas. This has particular implications for registered training organisations (RTOs) that are 'mixed' or 'comprehensive' in nature.
- Most industry groups pointed to a lack of understanding of customer service (especially its importance for the success of a service industry company) among their workforce, and therefore a feeling that RTOs failed to develop this understanding in learners. However, teaching technical skills to learners was viewed as more important in some industries (e.g. parts of hairdressing and hospitality).
- Some industries believe that small business management skills are lacking and this was identified as a training need for those managers. This issue presents difficulties for learners located in enterprises, where managers sometimes lack the skills required to manage junior learners.
- RTOs with international students need additional structures and features to achieve high-quality teaching and training.

All participants (from diverse industry areas) regarded industry currency as being of the utmost importance. The group of respondents that value currency least was students, but even they value it highly. Yet RTOs do not appear to focus on industry currency in their staff development planning. One reason for this may be that they do not see the maintenance and development of industry currency as a 'program', but rather as individual teachers' responsibility

### **Recognising high quality training products, services and support materials<sup>17</sup>**

Due to the issues raised in the consultations and current direction in regulatory policy, emerging recommendations are focusing on supporting a partnership approach between SSA and industry. Therefore, a key issue in proceeding with the development of high quality training products, services and support materials is to develop a strategy that identifies aspects of the current regulatory system that it can work with, while incorporating the recommendations of the New Deal ISC Role in Quality Training and Assessment. This may include an 'ISC tick' for:

- facilities providing technical expertise to state and territory training authorities
- trainers and assessors participating in SSA-facilitated professional development activities, and
- learning resources developed by industry though the SSA criteria.

Based on industry feedback, SSA implemented the 'Resource Ready' evaluation process to ensure high quality outcomes for learners undertaking hospitality qualifications from SIT07 Tourism, Hospitality and Events Training Package in 2009. As part of this process, SSA engages industry experts with specific experience to assess the technical aspects of a provider's application to deliver training. This process has enabled direct industry input when determining the adequacy of a provider's facilities and equipment. In 2009 SSA engaged with 21 applicants in NSW, with industry experts evaluating over 70 kitchens. Resource Ready has also expanded into Victoria, with three applicants being evaluated by industry experts.

## Career development

The development of flexible career pathways for employees will increase retention rates and improve job satisfaction. These pathways need to recognise that many employees will wish to remain in operational job roles, while others will be looking to advance to management and leadership positions.

Industry consultation identified that pathways to higher education are attractive to large enterprises, with the view that linking formal study to job roles will make study meaningful and will assist in filling identified skills gaps. The opportunity to undertake formal study would be particularly useful to those staff moving into management positions.

The view expressed by industry to SSA is that study at a higher level gives participants the opportunity to increase skills and knowledge and makes them more competitive in the job market, either at their existing place of employment or in other positions within the service industries. Facilitating staff access to further education can also increase staff loyalty. However, concerns have been raised about the potential risk of training staff only to find they are poached by other employers. Having robust succession plans in place can help address this.

## Training for volunteers

In addition to paid employment, there are a large number of volunteers that support many parts of Australia's service industries, including retail, events and outdoor recreation. The results of the 2007 Survey of Work in Selected Culture and Recreation Activities indicate that 1.4 million of the population aged 15 and over were involved in one or more non-playing roles associated with organised sport in an unpaid capacity<sup>18</sup>. In addition, governance positions in most sporting and recreational clubs and associations are usually filled by volunteers, who need additional training to increase professionalism.

Unfortunately the work of volunteers is still not receiving sufficient recognition and support<sup>19</sup> and industry feedback has revealed concerns about the distribution of training products as well as issues around accessing training. Feedback stated that the higher cost of providing training in remote and rural areas can lead to reluctance on the part of some training providers to offer it. But it is vital for future workforce development that the status and work of volunteers are recognised and that training, including RPL, is appropriately funded to allow access for volunteers that reflects their high importance and values their contribution to the workforce.

## INDUSTRY FACTORS

The service industries employ almost 2.4 million people and represent nearly a quarter of Australia's workforce<sup>20</sup>. These workers, with their range of skill levels and qualifications, contribute to Australia's economy. The contribution of the service industries to Australia's gross domestic product (GDP) for 2008–09 was AUD57 billion (4.9%) for wholesale trade and over AUD54 billion (4.7%) for the retail trade sector, almost AUD28.5 billion (2.5%) for accommodation and food services and AUD9.8 billion (0.8%) for the arts and recreational services<sup>21</sup>. In 2007–08, tourism contributed over AUD40.6 billion to Australia's GDP, an increase from AUD38.9 billion in 2006–07<sup>22</sup>.

The service industries can be summarised as follows:

- There were 344,655 businesses in mid-2007. The service industries are dominated by small businesses, with 70% of companies employing fewer than 20 persons<sup>23</sup>.
- The retail industry differs from this profile as it is dominated by a small number of major companies. The concentration of businesses varies between retail sub-sectors. The department store segment shows a high level of concentration, with key retailers holding 95% of market share. Medium levels of concentration exist in takeaway food, footwear and domestic appliance retailing. Low levels of concentration are found in the liquor, sport, camping equipment and photographic equipment retailing sectors<sup>24</sup>. Micro-businesses through to multi-national companies are represented, as well as franchises.
- Employment across the sectors is diverse in terms of demography. Many young people commence work in one of the sectors and 54% of all working women are employed in the service industries. 48% of employees work part-time<sup>25</sup> and traditionally the industry has a high casual workforce (in 2004, 45% of all retail employees)<sup>26</sup>.

In the four years to 2013–14, employment in accommodation and food services is expected to grow at an average rate of 1.4% per annum, which equates to around 49,900 new jobs<sup>27</sup>. During the same period, employment in the retail industry is expected to grow at an average rate of 1.1% per annum, which equates to around 67,600 new jobs. Within this industry, supermarket and grocery stores are expected to have the strongest annual employment growth of 3.3% per annum, followed by specialised food retail (2.8% per annum)<sup>28</sup>.

Business sales in retail, wholesale and personal services are of a cyclical nature and react quickly to economic trends and changes in consumer spending patterns. The level of consumer spending changes in response to various factors, the most noticeable being interest rate changes and fluctuations in petrol prices.

## MACRO-ENVIRONMENT FACTORS

### Growing population

Australia's estimated resident population of 22 million in June 2009<sup>29</sup> is projected to increase to between 30.9–42.5 million by 2056, and to between 33.7–62.2 million by 2101<sup>30</sup>.

This population growth will lead to an increased demand for workers in the service industries. Staff efficiency and productivity gains will be required in some sectors to service the growing number of customers and changing nature of their needs.

A further result of the growing and ageing Australian population is the rise in the number of deaths. From 134,800 deaths in 2006–07, deaths are projected to more than double by 2056, and reach around 411,400 in 2101<sup>31</sup>. The impact of this in the funeral industry is seen in the recruiting taking place from overseas as a result of the lack of qualified embalmers in Australia and the need to meet ongoing demand. In terms of recruitment strategies, this is obviously a partial, short-term solution.

### Ageing population

Population ageing is occurring globally, with a substantial shift in the age structure towards older ages. The median age of Australia's population (36.8 mid 2007) is projected to increase to between 38.7–40.7 in 2026 and to between 41.9–45.2 in 2056<sup>32</sup>.

Australia's population aged 15–64, which encompasses much of the working-age population, is projected to decline from 67% in 2004, to between 57–59% in 2051<sup>33</sup>. As labour force growth is forecast to be slower than population growth, the participation rate decreases.

This is a significant issue for the many sectors in the service industry as they have traditionally looked to younger labour to fulfil their workforce needs. The accommodation and food service industry has a relatively young workforce, with 43.9% of workers aged 15–24, compared with 17.7% for all Australian industries. Hence, in 2008, the median age of workers in accommodation and food services was 27, compared with the median age for all industries of 37<sup>34</sup>. A similar picture exists in the retail industry: 73% of the workforce is aged less than 44. This reflects a high proportion of youth employment, with many working part-time while in full-time education<sup>35</sup>.

As a result of projected population growth and current workforce participation rates, the service industries will have to increase their share of total national employment to meet labour demand forecasts. However, as many companies are struggling already in the short-term to find appropriate employees to sustain their business, long-term strategies often do not exist. Having said this, SSA applauds the forward-looking Indigenous training initiatives being undertaken by leading tourism and hospitality industry stakeholders, who are investing in training and workforce development.

## Sustainability

Given the high level of customer contact, the service industries are in a strong position to build awareness of sustainability issues. The issue is about contextualising existing skills and changing behaviour. When a customer sees sustainable practice in a hotel, local food promoted in their favourite café, and sustainable products used at a hairdresser it promotes sustainable practice, engages customers and helps to change existing mindsets – of both customers and the workforce.

Green skills are driven by consumer demand. Companies are being urged to become more environmentally friendly because customers are looking for companies that incorporate sustainable practice and provide green products and services.

Furthermore, so-called ‘green collar’ skills are not only covering areas like trade skills (such as green plumbing, construction of energy efficient buildings, renewable energy and low input gardening) but also business leadership, entrepreneurialism and project management.

For many employers in the service industries, green skills have always been a part of best practice activity. For others, sustainable business practice can be promoted to existing and potential customers and used to increase productivity, and save energy and money. Waste management and energy conservation are effective strategies to reduce costs and impact a business’s bottom line. Making the transition to a sustainable and more resource-efficient economy will require innovation across all industry sectors.

## Health agenda

The community recreation, fitness, outdoor recreation and sport sectors contribute to maintaining and improving the health of the community, which radiates out to the rest of the economy by reducing health care costs, enhancing workforce productivity and increasing the amount of available labour<sup>36</sup>. In addition, the sport and recreation industry, underpinned by the VET system, assists in fostering intangible benefits like social inclusion, psychological wellbeing and stress reduction, for occupations such as sport coaches, program coordinators, sports umpires and fitness instructors.

Community pharmacies play an increasingly significant role in the health agenda and an increasingly significant role as primary health providers. Industry feedback reports a growing number of people choosing to consult with a pharmacist initially, rather than making an appointment with a doctor. This puts further emphasis on the need for vocational education and training of pharmacy assistants.

Feedback to SSA reported a growing consumer awareness of vitamin and herbal supplements, and highlighted the role of television media in influencing consumer trends. A news story about a particular treatment, supplement or drug often leads to increased customer enquiries about the reported issues. In terms of demographics, baby boomers appear particularly interested in complementary or alternative medicines and health care products.

## Economic factors

Feedback to SSA showed a diverse picture of the impact of the global financial crisis (GFC) to the service industries. Supported by cuts to interest rates and cash handouts from the Australian government, shoppers were spending 6% more at shops in winter 2009 than before the crisis<sup>37</sup>. While this helped to avoid the worst, the service industries will continue to face a difficult environment as it is very likely that interest rates will rise during 2010, having negative effects on consumer spending.

To counteract this, many companies are focusing on upgrading their facilities and providing high quality customer service to keep existing customers loyal and attract new customers. Vocational education and training in this customer service, as well as in dealing with conflict resolution, is vital for ongoing business profit.

As a result of the GFC, some businesses indicated that they are very conscious of expenditure, wherever possible reducing it through such measures as delaying capital works, cutting back on conferences and training for existing workers, and not taking on additional trainees. The GFC has highlighted the need for managers to have a greater knowledge and understanding of financial matters, including business planning, as managers are expected to maintain outputs on smaller budgets.

Feedback to SSA indicated that the GFC provided the opportunity for some businesses to restructure operations and make better use of frontline employees, rather than terminate staff.

It is important to consider that the variable responses to the GFC are also based on adjustments within a market. For example, there is a change in the way that the tourism industry distributes its products, and in the way consumers purchase them. The use of online booking tools is increasing drastically, and there is a significant change in the way that consumers use travel agents; many people don't use them at all and go directly to the source or use aggregators, others simply use travel agents for very specific purposes like family travel or luxury travel. These changes were occurring before the GFC and will continue.

Downturns in the market created by these changes have been confused with the affects of the GFC, but there are often more nuanced reasons for the downward trends.

## Business trends

During consultation with SSA, representatives from the retail and wholesale industry were asked to identify the major business trends and changes they expect to take place over the next five to ten years. The trends identified included a wider range of products, changing service delivery, incorporating franchising elements into department stores, self-service checkouts; the promotion of career pathways, the changed perception of retail jobs as a 'real profession', and increased computer literacy.

Franchising in Australia represents a dynamic small business sector with total sales turnover of approximately AUD130 billion a year. It comprises enterprising entrepreneurs as franchisors and franchisees and suppliers to the sector, employing approximately 600,000 Australians<sup>38</sup>. The majority of franchising continues to take place in retail trade which accounts for 28% of franchisors and 17% of franchise units. Accommodation and food service (including fast food) franchises represent 16% of franchisors and 23% of franchise units<sup>39</sup>.

The current economic climate and ever-evolving new products and services demand well-trained employees. Buyers continue to play a key role in the success of any business. Retail buyers are responsible for developing product assortments using market trend analysis information as well as managing sales and margins, hence having a major impact on the success of the business.

The major technological trend indentified by the retail industry during consultation was the development of radio frequency identification (RFID) technology, which has the potential to bring about major changes. RFID tags are seen as a potential replacement for barcodes, having a number of important advantages over the older barcode technology. The development of RFID technology may eventually lead to the replacement of cashier staff with an automated system that requires no barcode scanning. RFID technology is already finding application in the management of supply chain inventory (e.g. containers). While it is hugely challenging and costly for businesses to implement, RFID could potentially improve customer experience by making checkout faster and freeing staff to handle other aspects of the business, like customer enquiries.

Another major identified trend in the retail industry is the growth in online retail, which will lead to expenditure shifts and savings on such things as use of space for retail outlets. There may be a reduction in staffing, but good web-based customer service is viewed as critical in terms of responsiveness and handling customer queries and complaints.

The importance of increased computer competency was also raised by the floristry industry, which noted increased online requirements to allow instant answers to customer queries and orders, constant website updates and regular special offers. Another noted trend is the decreasing market share for florists. By expanding their products to include gift lines, florists are attempting to reverse this trend.

From a labour and skills perspective, lifestyle transitions provide a point of reference for understanding market impacts. Individuals' purchasing habits are a case in point. For instance, industry reports an increase in online and just in time purchasing of products. Distribution of messages and advertising of tourism destinations are increasingly promoted informally through social networking and instant communication vehicles, such as Facebook and Twitter. Those involved in wholesaling and the distribution of tourism products may find themselves facing redundancy if they do not adapt to more flexible and modern business models or seek leverage from these consumer trends<sup>40</sup>.



*“The service industries are ready, willing and able to be more supportive of the national training system.”*

## IDENTIFIED WORKFORCE DEVELOPMENT NEEDS

Work in the service industries dominates the economy, and working in these industries demands a range of different skills to those required in other industries, like traditional trades<sup>41</sup>. Workforce development is about ensuring that all of Australian industry has access to appropriate numbers of skilled workers to address need into the future. It aims to tackle the skill shortages that will come about as a result of trends, such as the ageing population, by increasing levels of workforce participation and developing the skills of the current workforce. Any course of action to solve skill shortages and increase workforce participation will depend on the sector-specific labour market that is in imbalance – as each market may need a tailored solution<sup>42</sup>. If a blanket approach to workforce development is adopted, the result will be an under-representation of the development of service industries workers.

In a service-based economy generic, cognitive and interpersonal skills are valuable. The reality is the majority of the jobs that will be available in the service industries will be at entry level – that is Certificates II and III. These skill levels are suited to the majority of employer needs, with most employees commencing with basic skills in customer service and then, for some, gaining skills and experience in specialised fields.

Apart from vocational education, the development of core skills (language, literacy and numeracy skills) is important for the productivity and efficiency of businesses. Sometimes employers and managers focus their training on vocational skills, neglecting the literacy and numeracy that underpin those skills.

In response to ongoing industry concern, SSA has already made improvements to the quality of our industry training packages resulting in more specific units of competency; tighter assessment guidelines; more helpful, detailed resource checklists; and more detailed requirements for assessors.

The service industries are ready, willing and able to be more supportive of the national training system. Our commitment to ensuring that the skilling system is able to support productivity growth has been reiterated in a range of projects, including the ‘New Deal’<sup>43</sup> project mentioned above, which explored ways that industry can value add and support better quality outcomes in its training system.

In 2010 SSA will implement recommendations of the ‘New Deal’, which will result in:

- retaining a panel of technical industry advisers that will be available to audit systems to assist in the audit process and spot checks
- establishing a provider recognition and information system to support the selection of quality training providers
- establishing a service industry assessor network to enhance VET practitioner capability, and
- implementing a strategy to improve the capability of VET practitioners working with the service industries, including an annual series of professional development activities aimed at improving industry and pedagogical skills and knowledge.

## TOURISM, HOSPITALITY AND EVENTS

If one combines the nature of the tourism, hospitality and events industry, the evolution of consumer trends and patterns as well as the changes in the available labour market, it is evident that solutions to improve the capacity and capability of the labour market must be as nuanced and tailored as the industry that they serve.

Access to, and retention of, a sufficient quantity and quality of workers are fundamental for the tourism, hospitality and events industry<sup>44</sup>. Faced with increased competition for skilled labour, often from mining and construction industries, a typical context in which operators find themselves will be based on the fact that:

1. There is growth in restaurant and café business in major and growing population centres.
2. The way that consumers are spending their money and the channels that this is typically flowing through are changing.
3. The available labour market is ageing.

Often in response to the above, operators find themselves 'making do' with what is available and hiring at a skill level below that which is required. As of May 2008, 62.3% of workers in the accommodation and food service sectors did not have post-school qualifications.

### Current skills and labour shortage

There is a discrepancy between the required supply of skilled labour to the tourism, hospitality and events industry and that which is being delivered. This discrepancy is linked to issues of both the quality and the quantity of supply.

A significant amount of tourism and hospitality labour sits at Australian Qualifications Framework (AQF) levels II and III and a range of qualifications have been developed to accommodate the breadth of industry requirements at these levels. Industry has noticed that through a range of changes in the system, skill shortages in the sectors for entry and mid-level occupations are still prevalent. A change in policy focus would improve the supply of skilled labour to tourism and hospitality.

Industry feedback indicates a:

- concern that government policy encourages a focus on higher level qualifications (Certificate IV, Diploma and above) at the expense of lower level qualifications
- focus on workforce planning based on higher level occupations, and
- decrease in funding for AQF level II qualifications.

These factors have resulted in significant challenges as well as barriers to effective provision of appropriate skilled labour supply.

As mentioned earlier, Australia's working-age population is projected to substantially decline, resulting in a reduction in the pool of available labour. This, together with the forecast growth in several hospitality sectors, highlights emerging gaps in the labour supply. While the economic downturn has alleviated labour shortages in the short term, the industry may still struggle to attract sufficient quality workers over the long term<sup>45</sup>. Industry feedback indicates that the availability of staff at junior or frontline level continues to be an area of great concern<sup>46</sup>.

## SPORT, FITNESS, AND OUTDOOR AND COMMUNITY RECREATION

Leadership and increased professionalism are seen as crucial factors for the sport, fitness, and outdoor and community recreation industry. While the sectors are diverse in terms of role, focus and needs, common themes do emerge from the feedback which provides an opportunity for development.

### Current skills and labour shortage

While not universally the case, many leadership roles in the sport and recreation industry are filled by those who do so as part of their commitment to community involvement. This means that these leaders invariably have other obligations that impact on their time and capacity to engage. Impacting particularly on retention are those parts of the sector with strong volunteer involvement, which often struggle to retain staff due primarily to the lack of career pathways.

This combination of a voluntary workforce and a relatively young, employed workforce means that the leadership group is relatively inexperienced and so may lack the skills to address the basic issues underpinning the requirements of a workforce development agenda.

A strong focus on professionalism, whether in paid or unpaid positions, and the associated cultural change will deliver improved quality service to the Australian community and support the objectives of the Commonwealth's preventive health and social inclusion initiatives.

The decline in participation, especially with younger age groups, is a problem for several components of the sport and recreation industry. Lack of staff in key positions, such as swimming coaches and lifeguards, becomes an access issue as leisure facilities are unable to program a sufficient number of classes to keep up with demand, resulting in large waiting lists for classes and providing a barrier to participation.

The combination of an ageing Australian population and low birth rate has had an impact on the talent pool for elite sport by way of reducing the number of people practising those sports. The need for effective programming<sup>47</sup> and improved levels of professionalism emerge as important to fostering the community participation in the sport, fitness, and outdoor and community recreation industries which will increase potential at an elite level. Furthermore, skills in performance analysis and skill acquisition are gaining in importance. Skill acquisition staff members conduct research to design training programs that give athletes a competitive edge, while performance analysis focuses on coaches' use of information and communications technology to develop an athlete's performance in training and competition environments.

## RETAIL, WHOLESALE AND PERSONAL SERVICES

People – customers and employees – are critical to the retail, wholesale and personal services industries. These industries firmly believe that building a highly skilled workforce will deliver a highly productive economy. Continuous lifelong learning is crucial for ongoing improvements in productivity and participation.

### Current skills and labour shortage

Entry to these sectors is generally at Certificate II or III level. Work at AQF level II and III qualifications represents the bulk of the retail, wholesale and personal services workforce, with the remainder made up to a significantly lesser extent of the higher AQF levels. The opportunity to develop a more highly skilled workforce lies in skilling the majority of the workforce to AQF level III.

Moreover, recognition of skills is critical when one considers that 40% of the retail workforce<sup>48</sup> and 51.6% of the wholesale workforce hold non-school qualifications<sup>49</sup>. With this in mind, notions of developing a highly skilled workforce must also be tied to building first on recognised skills.

The 2006 Adult Literacy and Life Skills Survey<sup>50</sup> data shows the majority of people employed in retail and wholesale industries are at prose and document literacy levels 2 and 3 (on a 5 point scale where 1 is the lowest level, 5 the highest and 3 the level considered sufficient to meet the challenges of everyday work and life). While this is of concern, numeracy and problem solving skills were even less developed. Feedback indicated that issues need to be addressed hand in hand with customer service and 'attitudinal' skills.

Understanding of financial matters, technology, business planning and human resource management is also imperative for managers. Industry feedback to SSA strongly supported the need for managers to have a better understanding of the global economy and how it relates to their businesses, and to have financial management skills to understand business processes that maintain profitability. This need was also cited as important for the tourism and hospitality industry.

Many businesses in the service industries have had to face shortages of labour in the last few years. In the case of traditional trades such as hairdressing, competition from other industries with more powerful and positive images pulls potential labour and talent away from this sector.

The poor perception by sections of the general public to the hairdressing and beauty industries as viable career choices further hinders entry into these industries by young people. Better career advice needs to be provided about the career opportunities the industries offer. Feedback to SSA indicated that information sessions regarding apprenticeships and traineeships need to be improved and those delivering the information to possible apprentices and trainees need to have greater skills in communicating the potential job outcomes.

## SUGGESTED APPROACHES TO WORKFORCE DEVELOPMENT

The undervaluing of the work in the service industries can result in poor funding support, a lack of recognition for careers in the industries, and issues around the quality of training and assessment. The complexity of the industries needs to be understood by the skill market and policy makers.

To provide a more detailed view of the training needs of the service industries, SSA recently engaged Monash University through its Faculty of Education Centre for the Economics of Education and Training, to develop a labour and skills forecast for the service industries in 2010.

### Recognition of prior learning

During 2009, SSA worked with industry to develop a new RPL model, as feedback to SSA had indicated that employees in the service industries found the existing RPL processes and procedures too demanding; requiring a considerable investment in time and effort in an industry where time is crucial to ensuring quality customer experiences<sup>51</sup>. RPL reduces the delivery of unnecessary training by identifying what skills a worker lacks so that skill gaps can be addressed.

A skills recognition process that is appropriate for the service industries needs to be industry and work focused. Skills recognition candidates need to describe and/or demonstrate the jobs and tasks they do and describe and/or demonstrate what the jobs and tasks involve. Taking into account the feedback on capability, a crucial part of the process involves an industry savvy 'specialist' assessor who 'translates' the information provided to meet VET requirements. It is the specialist assessor who decides whether the information presented could be equivalent to a qualification or part of a qualification – not the candidate. The candidate's role is to know what they do in their industry.

One of the major strengths of this model is that it is very simple for new, existing and potential workers to understand. As this more interactive, facilitated process does not require individuals to have strong literacy skills or knowledge of competencies and the VET framework, it also meets the diverse needs of the service industries' workforce. In reality the approach is based on the candidate's experience and skill with duties and tasks. It is the assessor's responsibility to link the candidate's information to competencies<sup>52</sup>.

Based on the model, SSA began to develop an RPL model suitable to the needs of volunteers and Volunteer Utilising Organisations during 2009. SSA has obtained funding from the NSW Department of Education and Training's Skills Enhancement Program and the Australian Government Department of Employment, Education and Workplace Relations' Workforce Innovation Program to pilot the project 'Discuss, Display, Do' with the NSW Federation of Parents and Citizens Associations.



**A SKILLS RECOGNITION  
PROCESS THAT IS  
APPROPRIATE FOR THE  
SERVICE INDUSTRIES  
NEEDS TO BE INDUSTRY  
AND WORK FOCUSED.**

## Completion rates

Completion rates continue to be a concern for the service industries. Critically, the industries believe that they have been unnecessarily disadvantaged by use of completion rates as a measure of success of industry training.

There is a range of measures that assesses the inputs, outputs and outcomes of the VET sector. A primary outcome measure is recording the number of students who complete government-funded VET courses. Government funding is usually provided through traineeships, short course programs and skill shortage courses.

Operating revenue for the VET system in 2007 was \$5,765 million. Both federal and state and territory governments provided 76% of funding in 2007 (\$4,436m). The remaining 23% of VET revenue (\$1,329m) was made up of fee for service, student charges and ancillary trading<sup>53</sup>.

The completion rates of government-funded courses vary significantly across industry sectors and qualification levels. While completion rates are considered quite high, there is minimal information on the context in which this data is collected.

Little is known about why completion rates vary and, in particular, why students do not complete courses. Further research on completion rates is warranted if this issue is to be properly understood.

Completion rates and how VET is measured are currently high-profile issues, as the federal government outlined in its response to the Bradley Review of Higher Education<sup>54</sup>. The federal Minister for Education has stated that VET course completion rates should be a primary indicator of success when looking to increase the number of students who receive a qualification.

The National Senior Officials Committee (NSOC), which is the administrative arm of the Ministerial Council for Vocational and Technical Education (MCVTE), has responsibility for the development of a National VET Data Strategy. This forms part of the reform program of the Council of Australian Governments (COAG). SSA considers it timely and appropriate to provide input into this National VET Data Strategy and to provide NSOC with proposals in regard to completion rates.

## VET in schools

Industry feedback to SSA indicated problems around the delivery of vocational education and training in schools (VETiS).

Feedback suggested that typical delivery of VETiS does not achieve required industry outcomes and, often in school environments, VET training requirements are in competition with a fundamentally different pedagogical approach than that required by VET. Furthermore, inconsistency of VETiS practice and delivery across the states and territories makes delivery difficult for those providers and employers who employ across state borders.

SSA, together with industry, is addressing these issues through its VETiS project in 2010, which includes the development of an industry position paper and 'rules of engagement' for the service industries. Further, SSA aims to develop 'resource ready' tools to assist VETiS delivery, as well as case studies that reflect what is occurring in industry.

## **Integrating higher education and VET in the retail sector**

Recruitment, retention and motivation of skilled employees are vital tasks for supervisors and managers, which will continue to gain importance for continued growth and productivity. High staff turnover has a major impact on the quality and continuity of the service offered. The development of flexible career pathways and progression opportunities for employees will increase retention rates and improve job satisfaction.

In addition, promoting retail as a worthwhile career and profession is a strategy that many employers believe is crucial in retaining quality skilled labour. Industry stakeholders have reported that VET qualifications and higher education degrees are useful for a variety of reasons, including providing skills for the workplace, developing frameworks for thinking for the future, expanding employee horizons, demonstrating the professionalism of the industry, affirming self-worth, and as an opportunity for employers to value add to employees' workplace experience.

Employees in the retail sector have low levels of tertiary qualifications. There is a clear need for greater recognition of the connectivity between tertiary education and high levels of professionalism and quality workplace application.

Therefore, during 2009 SSA worked with the University of Western Sydney (UWS) and its associated training organisation, the University of Western Sydney College (UWS College), on a project to address this identified need. 'Integrating Higher Education and VET in the Retail Sector' sets out to provide candidates with a degree and a VET qualification through an integrated VET major in retail as part of the degree program. Through this qualification, the employees in retail will be able to take advantage of career opportunities in industry at managerial levels. Partnerships between the VET and higher education sectors that respond to the needs of industry will provide a powerful foundation for a strong retail workforce.



*“It is imperative for the economic survival and competitiveness of the service industries that trainees are able to ‘hit the ground running’”*

## CURRENT IMPACT OF TRAINING PACKAGES

Currently, information publicly available on the VET effort is limited to public-funded training and accredited training delivered to international students as part of immigration requirements. SSA is aware that the existing data only provides part of the picture and is looking forward to the implementation of the National VET Data Strategy.

Please see sector-specific environmental scans for details regarding number of enrolments and completions in SSA Training Packages between 2005 and 2008<sup>55</sup>.

As noted under ‘market factors’, feedback to SSA indicates that institute or wholly classroom-based learning in for example training kitchens, is considered inadequate in producing work-ready employees. It is imperative for the economic survival and competitiveness of the service industries that trainees are able to ‘hit the ground running’. Having relevant and appropriate work experience is a key to success, rather than just having a piece of paper with a qualification. Hence, there is the need to better balance on-the-job and off-the-job training, as well as to better connect workplaces, enterprises and businesses with the training.

This need for balance is also seen as necessary in order to increase the knowledge about training options within VET, as pathways into training and pathways into further education opportunities are essential to increasing the skill base for the industry and to working towards improving workforce development, particularly in areas of skill shortage<sup>56</sup>.

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## TOURISM, HOSPITALITY AND EVENTS

Most course enrolments in tourism and hospitality qualifications in 2008 were in Certificate II in Hospitality Operations, Certificate II in Tourism (Operations), Certificate III in Tourism (International Retail Travel Sales), Certificate III in Hospitality (Commercial Cookery), and Diploma of Event Management. This latter mirrors the image of events as a ‘sexy’ industry, attracting an increasing number of students.

When gaining employment after graduation, hospitality and service managers show a very low match between intended and destination occupation (11%)<sup>57</sup>. Reasons for this can be a combination of low availability of manager positions and high number of graduates, as well as the young age and therefore relative immaturity of graduates. Students may start employment without finishing their studies or may have selected higher qualifications than needed.

Feedback to SSA indicates that Certificate II qualifications were seen as useful if the training was effective and provided trainees with foundation skills and knowledge. It was also seen as important that training includes essential skills such as customer service and dealing with people from all backgrounds, as staff often lack the soft skills demanded by industry.

## SPORT, FITNESS, OUTDOOR AND COMMUNITY RECREATION

Enrolments in sport, fitness, and community and outdoor recreation qualifications in 2008 were mostly at Certificate II and Certificate III levels. The exceptions are enrolments in sport qualifications which were 20% each in Certificate III in Sport (Career Oriented Participation), Certificate III in Sport (Athlete Support Services) and Diploma of Sport (Development).

The high number of enrolments at Certificate II and III levels reflects the fact that Certificates II and III are the entry level qualifications for the majority of the workforce. They also reflect participation in VETiS activity.

Enrolments in community recreation qualifications and sport (coaching) had compound annual growth rates (CAGR) of 18% and 46% respectively between 2005 and 2008, whereas enrolments in fitness, outdoor recreation and sport and recreation qualifications saw a decline (-1%, -5% and -6% CAGR respectively). The slight decline in fitness enrolment may be in response to an increasingly competitive job market. With outdoor recreation, feedback to SSA indicates that higher costs required to resource this training may lead to training provider reluctance to offer it<sup>58</sup>.

Most fitness qualification enrolments for the last four years were at Certificate III level (69% in 2008), with enrolments at this level constantly growing. This may be driven by insurance requirements, as Certificate III is a prerequisite for qualified registered fitness instructors and Certificate IV for qualified registered fitness trainers.

86.3% of fitness graduates were satisfied with the overall quality of training, this being a slight increase from the 86.2% in 2007<sup>59 60</sup>.

For enrolments in sport and recreation qualifications, 32% were at Certificate II and 30% at Certificate III level. However as with outdoor recreation, the number of enrolments at Certificate II level is declining (-14% CAGR between 2005 and 2008). This decrease in Certificate II enrolments mirrors an increased focus on the Certificate III as an entry-level qualification for this sector.

Similar to other sport and recreation qualifications, most community recreation qualification enrolments in the last four years were at Certificate II level (84% in 2008), with enrolments growing each year. Certificate II also represented the majority of completions (84%) in 2008. This is partly based on industry requirements for the Royal Life Saving Society Australia (RLSSA) Pool Lifeguard and AUSTSWIM Swimming Teacher industry accreditation schemes, which can be achieved through these qualifications.

## RETAIL, WHOLESALE AND PERSONAL SERVICES

The majority of government-funded course enrolments in retail training by public providers between 2005 and 2008 were in the Certificate II in Retail Operations, which is considered to be the qualification relevant for most of the workforce. Regarding enrolments in WRW01 Wholesale Training Package, the majority were at Certificate III level, which represents the skill needs of the sector.

Engagement in higher AQF qualification levels in the retail services industries is typically low because AQF levels 2 and 3 (pre-trade and trade level) suit most industry needs and also represent an appropriate career starting point for the sectors. This is not to downplay the role of higher AQF qualifications. Growth in the sector will require skilled, knowledgeable and highly qualified leaders for effective planning, budgeting and employee engagement, to strengthen the skill base of the retail workforce in the future. The retail services sector has acknowledged the role that higher skill development in such areas as management/leadership skills, innovation, buying, and merchandising has in building greater productivity and participation in the industry.

In floristry, the prime industry demand is for more skilled workers at Certificate III level. The majority of course enrolments in community pharmacy training with public providers between 2005–2008 were in the Certificate II in Community Pharmacy. This reflects industry needs, as the majority of the workforce is at this level. The increasing uptake of Certificate III qualifications mirrors the growing up-skilling of the workforce.

A high volume of enrolments for Certificate II in Hairdressing occur through private RTOs, which deliver via the institutional-based pathway. Industry has voiced serious concern that a large number of graduates are not work ready and therefore will struggle to find employment within the industry. Consequently, industry has expressed the view that there is a limited role for the qualification in the future.

Most enrolments in hairdressing qualifications in 2008 were in the Certificate III in Hairdressing. However, the highest CAGR between 2005–2008 was in the Certificate IV in Hairdressing and Diploma of Salon Management, albeit from a small starting point.

The Certificate IV in Hairdressing is still predominantly delivered in most states and territories as additional part-time training to be undertaken outside of the workplace. Participation is frequently initiated and paid for by the candidate. These may be factors in the choice by many candidates of Certificate IV units as skills sets, in areas where they have a particular interest. The Certificate IV is not well understood by many employers, most of whom tend not to be directly involved in this additional learning. The industry has a widespread lack of understanding of the VET system with regard to accessing training places and funding (other than apprenticeships) where available<sup>61</sup>.

The major demand in beauty is for beauty therapists trained at Certificate IV and Diploma levels. There is also an ongoing demand for training in beauty services and nail technology.

Certificates II and IV in Funeral Services and embalming qualifications in SIF08 Funeral Services Training Package are only available in Victoria, under a traineeship scheme. Certificate IV in Embalming is offered in Western Australia, also under a traineeship scheme.

Some privately-funded RTOs have SIF08 Funeral Service Training Package on their scope of registration; however only a few actually deliver its qualifications. Of those that do, the majority only deliver the unit 'Plan and conduct a funeral ceremony' as part of a larger program for Certificate IV in Marriage Celebrancy.

The number of new graduates entering the industry is limited by the high cost of courses, geographical restrictions on availability, and the fact that a significant component of practical assessment while studying requires employment in the funeral industry.

Economy of scale in service delivery affects the funeral industry. Feedback to SSA indicated that training providers are reluctant to offer vocational education and training to small target groups found in some sectors, such as operators of crematoria.

# FUTURE DIRECTIONS FOR ENDORSED COMPONENTS OF TRAINING PACKAGES

## TOURISM, HOSPITALITY AND EVENTS

SSA began consultation in June 2008 as a part of the continuous improvement plan for SIT07 Tourism, Hospitality and Events Training Package.

Three projects exemplify the proposed continuous improvement for SIT07.

- The review and restructure of wine knowledge units and the development of skill sets to reflect the skills of sommeliers.

To meet the needs of different job roles and reflect the content needed by industry, this project will create a more streamlined set of units for beverage skills and knowledge, as well as two new skill sets recognising the skills of Australian sommeliers and wine waiters.

- The inclusion of inert gas safety and the review of the way that it is covered in units of competency.

This project will ensure that SIT07 clearly reflects the skills and knowledge needed by hospitality workers to work safely with and around inert gas. The issue arose as a result of the introduction of the Australian standard AS5034-2005: Installation and Use of Inert Gasses for Beverage Dispensing in October 2005. AS5034 covers the design, location and installation, testing, commissioning, safe use and maintenance of the compressed inert gas or refrigerated liquid equipment and reticulated and portable systems necessary to dispense beverages. The standard was a direct result of the death of a bar worker in Victoria in 1998. Minor adjustments to five existing units, the modification of an existing unit and the addition of a newly developed unit are part of this project.

- The review of the holiday parks and resorts units and qualifications, which have recently been included in SIT07.

## SPORT, FITNESS, OUTDOOR AND COMMUNITY RECREATION

During 2009, SSA through its continuous improvement process merged SRC04 Community Recreation and SRS03 Sport Training Packages into a single SIS09 Sport and Recreation Training Package. Generic Sport and Recreation qualifications were also reviewed and have been included in SIS09.

The training package review also included a full review of SRF04 Fitness and SR003 Outdoor Recreation Training Packages. However, updated qualifications were not included for endorsement due to lack of industry agreement. Hence, fitness and outdoor recreation content will be included in SIS09 once agreement has been reached.

SIS09 Sport and Recreation Training Package includes qualifications which range from an AQF level 1 to AQF level 5, across the community recreation, and sport and recreation administration sectors.

The majority of changes that came about as a result of the endorsement of SIS09 Sport and Recreation Training Package were:

1. A large reduction in the number of units in SIS09, and now no knowledge-based units; the content of knowledge-based units having been embedded into all outcomes-based units where relevant. For example, the cross-sector unit of competency *SRXINU002A Apply sport and recreation law* was previously a stand-alone unit, often delivered in isolation with no relevance to why the outcomes would be needed in industry. This unit was deleted and its outcomes embedded in all units where relevant.
2. There was a significant reduction of duplication in units across all sectors. In the former sport and recreation suite, there were a number of different units relating to 'provide first aid', with little variation. SIS09 Sport and Recreation Training Package now includes the most relevant imported units from the Health Training Package.
3. Qualifications were reduced from 27 to 19, based on industry requirements and needs. A number of qualifications were deleted, either because they were no longer used by industry or because there were no enrolments in recent years.
4. The core of qualification packaging rules has now been built around the mandatory and technical competencies required for the job outcomes identified within the qualification.
5. Units of competency were reduced from approximately 439 to 221.
6. Unit coding now aligns with SSA's other recently endorsed training packages, and to recommendations in the National Quality Council's Training Package Development Handbook.
7. Evidence guides in units of competency have been enhanced to ensure that the assessment environment reflects industry needs and expectations for what occurs in the workplace. The sections on method of assessment and context for assessment were also updated for similar reasons.
8. Performance criteria in each unit of competency were reviewed to ensure tasks could be demonstrated adequately and were in line with current industry standards.
9. Qualifications and units of competency now have statements outlining their vocational outcomes.
10. Cross-sector units of competency were revised to align with all sectors of SIS09 Sport and Recreation Training Package, rather than with just one industry sector.
11. Employability skills are now more explicitly embedded in each unit of competency.
12. Skill sets were included for the sport and community recreation sectors, to align with peak industry and registration body certification, licensing and insurance schemes.

## RETAIL, WHOLESALE AND PERSONAL SERVICES

### SIR07 Retail Services Training Package

There will be continuous improvement of SIR07 Retail Services Training Package during 2010. Based on industry feedback, this continuous improvement project will include a review of the content of the current training package and scoping the following areas.

- Merchandising.
- Buying.
- Franchising.

The industry tends to recruit for attitude and train for skills and this is evident across entry level positions. Promotion is based on desire to pursue a retail career and performance (track record). Promotion from within is a key characteristic of the industry and training provided is aligned to the career path within the business.

The continuous improvement work aims to ensure that the SIR07 reflects the skills and knowledge needed by retail workers to perform effectively. In order to meet current and future industry needs, the review will look at a range of areas, including change management, strategic planning and social interaction.

### Community pharmacy

Continuous improvement of the community pharmacy qualifications will occur in 2010, alongside the continuous improvement of SIR07 Retail Services Training Package. SSA will be developing a discussion paper in early 2010, following which a review will occur later in the year.

The community pharmacy sector has also identified a need to develop articulation pathways to higher education to support changes in the industry, and this will be taken up in the review of the industry's qualifications.

Leadership and management skills, in terms of staff management of the retail aspect of a pharmacy and liaison with the pharmacist, have been identified as areas where there are currently skills and labour shortages. A complex set of skills is required in staff management to ensure quality customer service. The need to maintain awareness of product knowledge with each new pharmaceutical line or specific health complaint is also critical. Training in skills and knowledge of vitamins, wound care and pain management is also required, and needs to be continually updated.

Industry feedback to SSA has indicated that pharmacy assistants do not receive the recognition for their work that they deserve. Interestingly, industry also recognises that pharmacy assistants are often put forward into leadership roles without the appropriate training. Better succession planning is required in this area, however the cost of training can sometimes prevent smaller pharmacies from training staff in management skills.

Industry feedback has also identified the critical importance of providing training to pharmacy assistants to enhance their understanding of boundaries when communicating with customers and knowing when to defer to the expertise of the pharmacist. Equally important is training in communication skills given the vital importance of clear communication between the pharmacist and staff.

### **SFL10 Floristry Training Package**

SSA will be completing the review of SFL10 Floristry Training Package in 2010. This continuous improvement project has included scoping the areas of 'post-trade' skills within the floristry industry.

The revised training package will include qualifications for the job roles of:

- florist assistant
- florist
- senior florist and shop manager, and
- floral designer.

The new higher level qualification for floral designers, along with the associated new units of competency, will address industry feedback regarding the importance of this high-level design role within industry.

SSA anticipates submitting SFL10 Floristry Training Package to the National Quality Council for endorsement in May 2010.

### **SIB10 Beauty Training Package**

WRB04 Beauty Training Package was last reviewed and endorsed in 2004. Since this time, the industry has evolved, with new technologies and demand for higher quality products and services.

SSA commenced the continuous improvement of WRB04 in 2008. This project reviewed competency standards to ensure that the skills and knowledge identified in the training package reflect industry requirements. At the end of 2009, SSA had consulted on the first draft of units and qualifications, and validated a second draft, which included 54 units of competency, 16 of which were new.

The proposed qualifications framework for this reviewed Training Package consists of the following seven qualifications, with two deleted qualifications and two new qualifications added in response to an industry need for management skills and specific technical skills.

- Certificate II in Nail Technology.
- Certificate II in Retail Make-Up and Skin Care (combination of two previous qualifications).
- Certificate III in Beauty Services.
- Certificate IV in Beauty Therapy.
- Diploma of Beauty Therapy.
- Diploma of Salon Management (new qualification).
- Vocational Graduate Certificate in Intense Pulsed Light and Laser Hair Removal (new qualification).

SSA is proposing an increase in the number of units to address emerging trends within the beauty industry. These include intimate waxing for females and males, spray tanning and the associated skills for the use of intense pulsed light and lasers for hair reduction.

SSA anticipates submitting the revised SIB10 Beauty Training Package to the National Quality Council for endorsement in April 2010.

### **WRH06 Hairdressing Training Package**

WRH06 Hairdressing Training Package was endorsed in January 2006 and will be reviewed under the continuous improvement process in 2009–10 to ensure that the industry skills' standards keep pace with changes and priorities for the hairdressing industry.

Feedback from the discussion paper circulated in November 2009 was used to develop recommendations on improvements to be made to the training package, including the revision of units and qualifications.

The current Hairdressing Training Package comprises:

- Five qualifications:
  - Certificate II in Hairdressing
  - Certificate III in Hairdressing
  - Certificate IV in Hairdressing
  - Certificate IV in Trichology
  - Diploma of Hairdressing Salon Management
- 106 units of competency
- 49 units of competency which describe hairdressing-specific skills and knowledge, and
- 58 units of competency imported from other Training Packages – mainly from Beauty, Retail, Business Services, Health, Training and Assessment, and Visual Arts, Craft and Design.

### **SIF08 Funeral Services**

The SIF08 Funeral Services Training Package will be updated in 2010 to ensure that current policy directives relating to sustainability and flexibility are met. An analysis of the training package in early 2010 will ensure that it meets the requirements for sustainability on all levels; environmental, business, and socioeconomic. SIF08 will also be evaluated to determine if the seven qualifications, ranging from Certificate II to Diploma, meet the recent policy changes promoting flexibility in qualifications.

## SUSTAINABILITY

SSA is committed to its role in ensuring that sustainability issues and 'green skills' are incorporated into training packages, and sustainability issues will continue to be considered during review processes. Many sustainable skill requirements for the service industries relate to product knowledge, purchasing criteria and business practices as well as modelling sustainable practices to customers.

### SIT07 Tourism, Hospitality and Events

There are four specific units of competency in SIT07 that directly relate to environmental sustainability. These units deal with environmental and resource efficiency issues, related improvement plans, and the scope of the sustainability policy. The first three are cross-sector units that have commonality, in that they are incorporated into Certificate III to Advanced Diploma qualifications.

- SITXENV001A Participate in environmentally sustainable work practices.
- SITXENV002A Implement and monitor environmentally sustainable work practices.
- SITXENV003A Develop workplace policy and procedures for sustainability.
- BSBMGT507A Manage environmental performance.

Other units that have an impact in relation to environmental sustainability are:

- HLTFA301B Apply First Aid (with particular reference to environmental, biological and chemical risks).
- SITXFSA001A Implement food safety procedures (which includes reference to the safe disposal of food to avoid cross-contamination and maintenance of a clean environment).

### SIF08 Funeral Services

SIF08 Funeral Services Training Package addresses environmental sustainability issues in the following units of competency.

- SIFBCR001A Coordinate burial site preparation and re-installment.
- SIFOHS007A Identify hazards and assess risks in a cemetery or crematorium.
- SIFMWK017A Design a mortuary.
- SIFOHS004A Work in confined space.

These units are incorporated into qualifications from Certificate III to Diploma level. Specific references to sustainability skills within these units include adherence to the Environmental Protection Act; hygiene and waste management and disposal; water tables and water quality protection; non-compacted soil; and the clearing of work area and disposal or recycling of materials according to the project environmental management plan.

### SIR07 Retail Services

The retail and wholesale industries have significant potential to provide a range of sustainable products and services, as well as advice on water and energy efficient products to consumers.

Environmental sustainability issues that are addressed in SIR07 are found in the following units of competency:

- SIRXCLM001A Organise and maintain work areas (offered at Certificate I, II, and III qualification levels).
- SIRXGLC003A Comply with legislative requirements affecting business activities (offered at Certificate II qualification level).

These units cover areas relating to the legislative requirements of environmental protection, waste removal, hazardous substances and dangerous goods (such as flammable goods, explosive goods and waste), avoiding spills, and using personal protective clothing.

For the unit of competency *BSBCMN212A Handle mail* a revision will need to be undertaken in order to incorporate anti-terrorist measures relating to reducing the risk of the spread of contamination by the inclusion of biological and chemical substances in packaging distributed via the postal system.

### SIS09 Sport and Recreation

Units that concern themselves with environmental issues can be drawn from the Sport Training Package, shortly to be incorporated into SIS09, and the Outdoor Recreation units of competency. These are as follows.

- SISXRES402A Support implementation of environmental management practices (offered at Certificate III and IV qualification levels).
- SISXRES504A Conserve and re-establish natural systems.
- SISXRES505A Achieve sustainable land management.
- SISXRES506A Undertake open space planning.
- SIS00PS201A Minimise environmental impact.
- SIS00PS304A Plan for minimal environmental impact.
- SIS00PS506A Manage natural resources.

Sustainability skills covered by these units include environmental protection, awareness and adherence to the aims and objectives of environmental management practices, the identification of threats and opportunities for the conservation and re-establishment of natural systems as well as the undertaking of land capacity studies and associated land management strategies.

## SIB10 Beauty

WRB04 Beauty Training Package is currently under review and its replacement (SIB10) is anticipated for endorsement in 2010. The proposed draft training package includes sustainability skills from the perspective of both individual tasks and management. Sustainability skills are to be integrated into units in the following functional areas.

- Body services.
- Facial services.
- Hair reduction services.
- Nail services.
- Spa services.
- Skin services.

*SIBBSPA501A Work in a spa therapies framework* provides an example of how sustainability skills are integrated into units of competency, with the following performance criteria.

- Ensure that condition of spa environment and equipment complies with relevant laws, regulations, industry codes of practice and workplace guidelines regarding water use and water hygiene.
- Follow manufacturer and workplace instructions for cleaning, use and maintenance of equipment.
- Ensure that relevant spa equipment is shut down according to manufacturer's instructions.
- Ensure the safe disposal of waste according to relevant laws, regulations and workplace policies and procedures.

The required skills section of the unit also refers to monitoring and maintaining spa equipment. Knowledge is required of procedures for maintaining wet room and dry room equipment, the physical properties of water, the characteristics of water, the chemical properties of water, chemicals appropriate to the spa environment to maintain water hygiene, water supply and the efficient use of water in spa environments, and workplace procedures for minimising water usage.

## SFL10 Floristry

WRF04 Floristry Training Package is currently under review and its replacement (SFL10) is expected to be endorsed in 2010. The proposed draft training package includes sustainability skills from the perspective of both individual tasks and management.

It is proposed that sustainability skills will be integrated into the following units:

- SFLDEC001A Design floristry products.
- SFLDEC002A Design complex floristry products.
- SFLDEC003A Style and manage an event.
- SFLDEC004A Assemble floristry products.
- SFLDEC005A Construct hand tied floristry products.
- SFLDEC006A Construct wired floristry products.
- SFLDEC007A Construct floristry products with a base medium.
- SFLDEC008A Construct complex floristry products.
- SFLSOP001A Source information on floristry products and services.
- SFLSOP003A Receive and store floristry stock.
- SFLSOP004A Prepare and care for floristry stock.
- SFLSOP009A Research, assess and develop a floristry product range.

Successful completion of the floristry qualifications requires knowledge of the environmental impact of constructing and maintaining floristry products and minimising impact practices to reduce these, especially those that relate to energy use. Knowledge also needs to be displayed of the correct and environmentally sound disposal methods for all types of waste and in particular for hazardous substances, spoiled and diseased flower and plant materials, and those that have a propensity to propagate weeds. Safe use of hazardous substances such as cleaning and conditioning agents and preservatives is also required.

## WRH06 V2 Hairdressing

Sustainability issues are addressed in the following areas of client services.

- WRHCS204A Maintain and organise work areas; required skills for this unit include the safe use of electrical and other equipment, and knowledge is required of waste disposal and environmental protection.
- WRHCS207A Develop hairdressing industry knowledge; the range statement for this unit states that issues of concern may include environmental and social issues.

In addition, there are other competency fields that may include more specific references to sustainability skills; for example, units relating to colour and lighting, chemical reformation and salon management. These issues will be considered during the continuous improvement process, which is currently in its initial stages.

## ENDNOTES

- 1 Service Skills Australia, Environmental Scan 2009
- 2 Service Skills Australia, Environmental Scan 2009
- 3 National Long-Term Tourism Strategy Steering Committee, The Jackson Report, *Informing the National Long-Term Tourism Strategy*, 2009
- 4 The Australian Sports Commission worked with Frontier Economics in 2009 to produce a report on the economic value of sport: [http://www.ausport.gov.au/information/asc\\_research/publications/value\\_of\\_sport](http://www.ausport.gov.au/information/asc_research/publications/value_of_sport)
- 5 Lowry, Molloy and McGlennon, 2008, *Future Skill Needs: Projections and Employers' Views*, Australian Bulletin of Labour, Vol 34 No 2
- 6 Shah and Bourke, 2005, *Skills Shortages: Concepts, Measurements and Policy Responses* Australian Bulletin of Labour, Vol 31 No 1
- 7 Shah and Bourke, 2006, *Qualifications and the future labour market in Australia*, Report prepared for the National Training Reform Taskforce
- 8 Department of Education, Employment and Workplace Relations, *Employment Outlook for Retail Trade*, 2009; Department of Education, Employment and Workplace Relations, *Employment Outlook for Wholesale Trade*, 2009; Department of Education, Employment and Workplace Relations, *Employment Outlook for Accommodation and Food Services*, 2009
- 9 Department of Education, Employment and Workplace Relations, *Employment Outlook for Accommodation and Food Services*, 2009
- 10 ABS Job Search Experience Survey, July 2007, 20% of first jobs were in the occupation of sales assistants and salespersons
- 11 Skills Australia, *Workforce Futures*, October 2009
- 12 Lowry, Molloy and McGlennon, 2008, *Future Skill Needs: Projections and Employers' Views*, Australian Bulletin of Labour, Vol 34 No 2
- 13 Shah and Bourke, 2005, *Skills Shortages: Concepts, Measurements and Policy Responses*, Australian Bulletin of Labour, Vol 31 No 1
- 14 For further information on the New Deal project, please refer to [http://www.serviceskills.com.au/index.php?option=com\\_content&task=view&id=974&Itemid=2265](http://www.serviceskills.com.au/index.php?option=com_content&task=view&id=974&Itemid=2265)
- 15 Service Skills Australia, Report: *ISC Role in Quality Training and Assessment*
- 16 The research for this project has been based on the following sources: Nine industry focus groups in five States, with a total number of 60 participants including a small number reached by individual telephone interview; International benchmarking via interviews and email conversations with senior UK personnel involved in VET teacher qualifications and in the retail and hospitality sector skills councils; 33-question survey of all registered training organisations (RTOs) delivering Service Skills Australia qualifications, with a return of 208 valid responses (13.3%). The survey covered sections on the RTO, its workforce, and its staff development strategies and needs; Case studies in eight RTOs, one public and one private in each of the following areas: retail and floristry, hospitality, hair and beauty, fitness and community recreation. Case studies involved interviews with managers, teachers/trainers, students and partnering enterprise; Interviews with managers in three enterprise RTOs, and analysis of international student issues
- 17 Service Skills Australia, Report: *ISC Tick on Products and Services*
- 18 ABS 4156.0.55.001 Perspectives on Sport, Oct 2008
- 19 As also noted in recommendation 6.1 of the Independent Sport Panel Report *The Future of Sport in Australia* (Crawford Report), Commonwealth of Australia 2009
- 20 ABS 6291.0.55.003 Labour Force Australia, Detailed, Quarterly, August 2008, table 6291.0.55.003 E15\_AUG06 - Employed persons by Sex, Industry (ANZSIC06), State, Status in Employment
- 21 ABS 5204.0 Australian System of National Accounts 2008/09; Table 11 Industry Gross Value Added, current prices; please note that these figures include also sectors not covered by Service Skills Australia (e.g. motor vehicle wholesaling)
- 22 ABS 5249.0 Tourism Satellite Account 2007/08, please note that this value cannot be added to the ones mentioned above as it is an aggregation of parts of several industries
- 23 Based on ABS 8165.0 Counts of Australian Businesses, including Entries and Exits, June 2007; please note that these figures are based on the information provided by the company to the ATO when they register for an ABN. Prior to 1st July 2007, businesses with turnover of at least AUD50,000 per annum (AUD100,000 in the case of non-profit organisations) were required to register for an ABN and remit GST. Businesses with turnover under AUD50,000 were able to voluntarily register and these voluntarily-registered businesses are included in the counts
- 24 ACRS, The 2008 Australian Retail Snapshot, ACRS Secondary Research Report 2009 and IBISWorld *Retail trade in Australia*, 2009
- 25 ABS 6291.0.55.003 Labour Force, Australia, Detailed, Quarterly, August 2009, table 6291.0.55.003 E06\_Aug94\_ANZSIC06 - Employed Persons by Sex, Industry, State, Status in Employment
- 26 ABS 1301.0 Year Book Australia, 2006
- 27 Skillsinfo.gov.au, *Employment Outlook for Accommodation and Food Services*, 2009
- 28 Employment Outlook for Retail Trade, 2009, skillsinfo.gov.au; please note that this includes motor vehicle retailing
- 29 ABS 3101.0 Australian Demographic Statistics, June 2009

- 30 ABS 3222.0 Population Projections, Australia, 2006 to 2101
- 31 ABS 3222.0 Population Projections, Australia, 2006 to 2101
- 32 ABS 3222.0 Population Projections, Australia, 2006 to 2101
- 33 ABS 3222.0 Population Projections, Australia, 2006 to 2101
- 34 Skillsinfo.gov.au, *Employment Outlook for Accommodation and Food Services*, 2009
- 35 SkillsInfo *Employment Outlook for the Retail Trade*, 2009. Please note that this data includes sectors not in the scope of Service Skills Australia (e.g. motor vehicle retail)
- 36 Fitness Australia, Access Economics, *Let's get physical: The economic contribution of fitness centres in Australia*, July 2009
- 37 Access Economics, *Business outlook*, June 2009
- 38 Franchise Council of Australia Limited (FCA) website, [www.franchise.org.au](http://www.franchise.org.au) as of 5 August 2009
- 39 Franchising Australia 2008 survey
- 40 It should be noted that the issues associated with changes in distribution of products and services are something that many in the service industries are having to deal with
- 41 Lowry, Molloy and McGlennon, 2008, *Future Skill Needs: Projections and Employers' Views*, Australian Bulletin of Labour, Vol 34 No 2
- 42 Shah and Bourke, 2005, *Skills Shortages: Concepts, Measurements and Policy Responses* Australian Bulletin of Labour, Vol 31 No 1
- 43 For further information on the New Deal project, please refer to [http://www.serviceskills.com.au/index.php?option=com\\_content&task=view&id=974&Itemid=2265](http://www.serviceskills.com.au/index.php?option=com_content&task=view&id=974&Itemid=2265)
- 44 Australian Government, Department of Resources, Energy and Tourism, *National Long-Term Tourism Strategy*, Discussion Paper
- 45 National Long-Term Tourism Strategy Steering Committee, *The Jackson Report, Informing the National Long-Term Tourism Strategy*, 2009
- 46 Tourism Transport Forum *Tourism Industry Sentiment Survey* October 2009
- 47 Australian Government, *Australian sport: emerging challenges, new directions*, May 2008 and Independent Sport Panel Report *The Future of Sport in Australia* (Crawford Report), Commonwealth of Australia 2009
- 48 Skills Info, *Employment Outlook for Retail Trade* 2009
- 49 Skills Info, *Employment Outlook for Wholesale Trade* 2009
- 50 ABS 4228.0, 2006 is the latest data available, the ALLS survey is developed and produced by the Australian Bureau of Statistics as part of a broader international investigation into Adult Numeracy and Literacy. \* estimate has a relative standard error of 25% to 50% and should be used with caution; please find definition of core skills levels in the appendix
- 51 Please also see SSA's Environmental Scan 2009
- 52 Service Skills Australia, Issues paper: *Skills Recognition for the Service Industries*
- 53 NCVER, *Australian vocational education and training statistics: Financial information 2007*
- 54 Department of Education, Employment and Workplace Relations *Transforming Australia's Higher Education System 2009*
- 55 NCVER, Vocational Course enrolment and completions 2005 to 2008; information collected by NCVER encompasses TAFE institutes, some universities, secondary schools offering VET, industry organisations, Adult Migrant Education Scheme providers, private enterprises in receipt of government funding for training, agricultural colleges, community education providers and other government providers, but no private training organisations which do not receive government funding. (NCVER Australian vocational education and training statistics: Explained, updated March 2008)
- 56 As also noted in *Outcomes: Tourism and Hospitality Industry Workforce Development Forums*, Service Skills Australia, 2009
- 57 NCVER, *Is VET vocational? The relevance of training to vocational education and training graduates*, 2008; please note that the figures are based on the student outcomes survey, which is conducted approximately six months after the end of training
- 58 NCVER, Vocational Course enrolment and completions 2005 to 2008; information collected by NCVER encompasses TAFE institutes, some universities, secondary schools offering VET, industry organisations, Adult Migrant Education Scheme providers, private enterprises in receipt of government funding for training, agricultural colleges, community education providers and other government providers, but no private training organisations which do not receive government funding. (NCVER Australian vocational education and training statistics: Explained, updated March 2008)
- 59 NCVER, *Australian vocational and training statistics, Student outcomes survey*, 2008
- 60 NCVER, *Australian vocational and training statistics, Student outcomes survey*, 2008
- 61 NCVER. *Vocational Course enrolment and completions 2005-2008*; information collected by NCVER encompasses TAFE institutes, some universities, secondary schools offering VET, industry organisations, Adult Migrant Education Scheme providers, private enterprises in receipt of government funding for training, agricultural colleges, community education providers and other government providers, but no private training organisations which do not receive government funding; NCVER Australian vocational education and training statistics: SSA is aware that data from public providers only describes part of the picture and is not a robust reflection of all training engagement. However, currently, data from private providers is not publicly available

## APPENDIX A – REPORT OF CONTINUOUS IMPROVEMENT IN 2009

TRAINING PACKAGE		SIS09 SPORT AND RECREATION TRAINING PACKAGE			
BRIEF SUMMARY OF CHANGE	INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE	DATE SUBMITTED TO NQC SECRETARIAT	DATE ENDORSED BY NQC/or ISC UPGRADE	DATE MADE PUBLIC THROUGH NTIS	
<p>The Community Recreation, Fitness, Outdoor Recreation and Sport Training Packages are undergoing a full review, with all 4 packages being reduced into 1 Sport, Fitness and Recreation Training Package (SIS09). Community Recreation qualification titles have been reviewed and will now be named Community Activities and also a Certificate III in Aquatics.</p> <p>The following qualifications will be added: Certificate III in Sports Trainer</p> <p>The Certificate III in Community Recreation will now be divided into the Certificate III in Aquatics and Certificate III in Community Activity Programs</p> <p>Vocational Graduate Certificate in Musculoskeletal Health</p> <p>The following qualifications have been deleted:</p> <ul style="list-style-type: none"> <li>• Certificate II in Outdoor Recreation (Multiple activities)</li> <li>• Certificate III in Outdoor Recreation (Multiple activities)</li> </ul>	<p>The Community Recreation, Fitness, Outdoor Recreation and Sport Training Packages are outdated</p> <p>Included qualifications were identified during consultation with relevant industries, who found gaps within the Training Packages.</p> <p>The Certificate III in Community Recreation was split into the Certificate III in Aquatics and Certificate III in Community Activity Programs due to the varied nature of the qualification. Industry felt more comfortable with the outcomes of the qualification being split and having an Aquatics and program outcome.</p> <p>Through consultation with the Outdoor Recreation industry, it was identified that packaging of the Outdoor Recreation (Multiple Activities) qualifications were confusing and not relevant when there were basic Outdoor Recreation qualifications. Industry stated their desire for Packaging rules in the Certificate II, III and IV in Outdoor Recreation to be amended to allow for the outcomes of the multiple activities qualifications to be included.</p> <p>Deleted qualifications from the Sport Package were not being taken up by the sports industry due to lack of full time jobs, or the outcomes of the qualifications were at too low a level to be relevant to the industry. The Sport Officiating outcomes will be picked up as a Skills Set.</p>	<p>Sport and Community Recreation to be submitted in December 2009</p> <p>Fitness and Outdoor Recreation to be added through Continuous Improvement in February 2010</p>	<p>N/A</p>	<p>N/A</p>	

APPENDIX A (continued)

TRAINING PACKAGE		SIS09 SPORT AND RECREATION TRAINING PACKAGE			
BRIEF SUMMARY OF CHANGE	INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE	DATE SUBMITTED TO NQC SECRETARIAT	DATE ENDORSED BY NQC/or ISC UPGRADE	DATE MADE PUBLIC THROUGH NTIS	
<ul style="list-style-type: none"> <li>• Certificate II in Sport Officiating – Outcomes will be picked up as a Skills Set</li> <li>• Certificate III in Sport Officiating – Outcomes will be picked up as a Skills Set</li> <li>• Certificate IV in Sport Officiating – Outcomes will be picked up as a Skills Set</li> <li>• Certificate IV in Athlete Support Services</li> <li>• Diploma of Athlete Management Services</li> <li>• Diploma of Sport Officiating – Outcomes will be picked up as a Skills Set</li> <li>• Diploma of Event Management</li> </ul>					
<p>Whilst reviewing the Package, we will also be rationalising Units of Competency, which will lead to a large reduction in the numbers of Units of Competency. The 4 current packages contain approximately 1500 units, which will be reduced to approximately 800, with a large number of cross sector units or imported units to be used where possible. For example, the 4 current Training Packages include multiple first aid units; these will be replaced by the relevant unit from the Health Training Package.</p> <p>The number of pre-requisites on Units of Competency has also been significantly reduced.</p>	<p>The rationalisation and large reduction of Units of Competency has resulted in positive feedback from the Sport, Fitness and Recreation industries.</p> <p>Feedback received from industry and RTO's has clearly articulated how the reduction in duplication of content, pre-requisites and rationalisation of Units of Competency will improve the quality of the Training Package.</p>				

SIF08 FUNERAL SERVICES TRAINING PACKAGE				
TRAINING PACKAGE	INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE	DATE SUBMITTED TO NQC SECRETARIAT	DATE ENDORSED BY NQC/or ISC UPGRADE	DATE MADE PUBLIC THROUGH NTIS
<p><b>BRIEF SUMMARY OF CHANGE</b></p> <p>The SIF08 Funeral Services Training Package contains seven revised qualifications and 92 units of competency. The SIF08 Funeral Services Training Package consists of the four broad areas of funeral homes and funeral directors; funeral celebrants and services; cemetery and crematoria services and grounds maintenance; and embalming. The review resulted in the removal of qualifications and units of competency relating to the associated areas of coffin and casket manufacture; monumental stonemasonry; bronze foundry/plaque manufacture; and coffin and funeral accessories to other relevant training packages.</p> <p>The SIF08 Funeral Services Training Package has one skill set titled the Safe Gravedigging Skills Set.</p>	<p>Industry identified four key areas for consideration which informed the changes to the SIF08 Funeral Services Training Package. These four areas were:</p> <ul style="list-style-type: none"> <li>• Trends in the industry</li> <li>• Training issues in implementation</li> <li>• Take-up</li> <li>• Training package improvements</li> </ul>	December 2007	21 August 2008	18 February 2009

APPENDIX A (continued)

TRAINING PACKAGE		SFL09 FLORISTRY TRAINING PACKAGE			
BRIEF SUMMARY OF CHANGE	INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE	DATE SUBMITTED TO NQC SECRETARIAT	DATE ENDORSED BY NQC/or ISC UPGRADE	DATE MADE PUBLIC THROUGH NTIS	
<p>Service Skills Australia commenced the continuous improvement of the WRF04 Floristry Training Package in 2008. This project is reviewing revised competency standards to ensure that the skills and knowledge identified in the training package is reflective of that which is required by industry to meet job outcomes. The Report into the Continuous Improvement of the WRF04 Floristry Training Package was released in March 2008. In December 2008, 14 revised and new, competency standards were drafted and made available for stakeholder comment over a four month period.</p> <p>Following consultation the revised competency standards, further refinement was undertaken on them. There are now 17 revised competency standards available for stakeholder comment, along with a proposed qualification structure. The proposed qualification structure includes four qualifications:</p> <ul style="list-style-type: none"> <li>• Certificate II in Floristry Operations</li> <li>• Certificate III in Floristry</li> <li>• Certificate IV in Floristry Business Management</li> <li>• Diploma of Floristry Design</li> </ul> <p>At the end of 2009, Service Skills Australia had completed a second round of consultation and anticipate making revised drafts available for stakeholder feedback in early 2010.</p>	<p>The WRF04 Floristry Training Package was last reviewed and endorsed in 2004. Since this time, there industry has evolved to meet customer needs, new technologies and demand for higher quality products. The current project will explore and analyse the current and future trends in the industry to ensure that the training package is reflective them and meets industries skill needs.</p>	<p>May 2010</p>			

TRAINING PACKAGE		SIB09 BEAUTY TRAINING PACKAGE			
BRIEF SUMMARY OF CHANGE	INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE	DATE SUBMITTED TO NQC SECRETARIAT	DATE ENDORSED BY NQC/ or ISC UPGRADE	DATE MADE PUBLIC THROUGH NTIS	
<p>Service Skills Australia commenced the continuous improvement of the WRB04 Beauty Training Package in 2008. This project is reviewing revised competency standards to ensure that the skills and knowledge identified in the training package is reflective of that which is required by industry to meet job outcomes. The Report into the Continuous Improvement of the WRB04 Beauty Training Package was released in March 2008. By December 2008, Service Skills Australia had received feedback on additional areas that were further discussed in a discussion paper. This discussion paper was developed to explore new technologies and national standards.</p> <p>At the end of 2009, Service Skills Australia has consulted on the first draft of units and qualifications, and validated a second draft. The second draft included 54 units of competency with the inclusion of 16 new units.</p> <p>The proposed qualifications framework consists of seven qualifications, with two deleted qualifications and two new qualifications:</p> <ul style="list-style-type: none"> <li>• Certificate II in Nail Technology</li> <li>• Certificate II in Retail Make-Up and Skin Care</li> <li>• Certificate III in Beauty Services</li> <li>• Certificate IV in Beauty Therapy</li> <li>• Diploma of Beauty Therapy</li> <li>• Diploma of Salon Management</li> <li>• Vocational Graduate Certificate in intense pulsed light and laser hair removal</li> </ul>	<p>The WRB04 Beauty Training Package was last reviewed and endorsed in 2004. Since this time, there industry has evolved to with new technologies and demand for higher quality products and services. The current project will explore and analyse the current and future trends in the industry to ensure that the training package is reflective them and meets industries skill needs.</p>	April 2010			

APPENDIX A (continued)

TRAINING PACKAGE		SIT07 TOURISM, HOSPITALITY AND EVENTS TRAINING PACKAGE			
BRIEF SUMMARY OF CHANGE	INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE	DATE SUBMITTED TO NQC SECRETARIAT	DATE ENDORSED BY NQC/or ISC UPGRADE	DATE MADE PUBLIC THROUGH NTIS – this is now managed by TVET	
<p>Through continuous improvement, Service Skills Australia made a submission in May 2009 that consisted of two parts that received NQC endorsement:</p> <p>Part A: Holiday Parks and Resorts</p> <p>Part B: Gas Safety in Beverage Dispensing and Specialised Wine Appreciation</p> <p>This submission also included five skill sets.</p> <ul style="list-style-type: none"> <li>• Barista</li> <li>• Beverage specialist</li> <li>• Essential business skills for a restaurant manager</li> <li>• Responsible service of alcohol</li> <li>• Sommelier</li> </ul> <p>The submission also included the following ISC upgrades:</p> <p>Updating of imported units from the Business Services; Funeral Services; Screen and Media; Property Services; Resources and Infrastructure; Transport and Logistics; and Gas Industry Training Packages.</p>		16 May 2009	1 June 2009	June 2009	

TRAINING PACKAGE		SIT07 TOURISM, HOSPITALITY AND EVENTS TRAINING PACKAGE			
BRIEF SUMMARY OF CHANGE	INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE	DATE SUBMITTED TO NQC SECRETARIAT	DATE ENDORSED BY NQC/or ISC UPGRADE	DATE MADE PUBLIC THROUGH NTIS – this is now managed by TVEI	
<p><b>Part A: Holiday Parks and Resorts</b></p> <p>In 2007 Service Skills Australia undertook the review of THC04 Caravan Industry Training Package. As a result of this review, the contents of the training package were absorbed as components of other relevant training packages. The caravan parks qualifications were retitled 'holiday parks and resorts' and were subsumed into SIT07 Tourism, Hospitality and Events Training Package.</p> <p>The review produced four revised qualifications and four holiday parks and resorts specific units of competency.</p> <p>Employability skills were embedded into all qualifications and units of competency.</p>	<p>Industry identified a significant image issue currently being faced, which is emphasised by poor training culture within the industry. To assist industry in addressing these issues, the review resulted in more flexible qualifications to encourage quality delivery and take up by industry. The change in qualification title was intended to provide a more appealing option to potential trainees and thus lift the image of the industry.</p>	16 May 2009	1 June 2009	June 2009	

APPENDIX A (continued)

TRAINING PACKAGE		SIT07 TOURISM, HOSPITALITY AND EVENTS TRAINING PACKAGE			
BRIEF SUMMARY OF CHANGE	INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE	DATE SUBMITTED TO NQC SECRETARIAT	DATE ENDORSED BY NQC/or ISC UPGRADE	DATE MADE PUBLIC THROUGH NTS - this is now managed by TVET	
<p><b>Part B: Gas Safety in Beverage Dispensing and Specialised Wine Appreciation</b></p> <p>The three areas of change included the:</p> <ul style="list-style-type: none"> <li>• review and restructure of wine knowledge units from the superseded FDF03 Food Processing Industry Training Package – this resulted in six new units of competency</li> <li>• development of a skill set to reflect the skills of sommeliers – the Sommelier skill set</li> <li>• review the way inert gas safety was previously addressed in SIT07 – this resulted in one new unit of competency and minor adjustments to five existing units of competency.</li> </ul>	<p>Service Skills Australia seeks to enhance SIT07 Tourism, Hospitality and Events Training Package to better reflect industry needs.</p> <p>A new Australian standard AS5034-2005: Installation and Use of Inert Gases for Beverage Dispensing was introduced in October 2005. AS5034 covers the design, location and installation, testing, commissioning, safe use and maintenance of the compressed inert gas or refrigerated liquid equipment and reticulated and portable systems necessary to dispense beverages. The standard was a direct result of the death of a bar worker in Victoria. Incidents of illness as a result of gas exposure are also reported to WorkCover authorities.</p> <p>There is a requirement within the standard for all workers to be adequately trained.</p> <p>The key aim of the wine knowledge project was to ensure that SIT07 adequately reflected the skills and knowledge needed by hospitality workers to work safely with or around inert gas.</p> <p>This project aimed to create:</p> <ul style="list-style-type: none"> <li>• a more streamlined set of units for wine skills and knowledge that reflects the content that industry needs and can be used effectively to meet the needs of different job roles</li> <li>• two new skill sets that recognise the skills of sommeliers and specialised wine waiters in Australia</li> <li>• a mapping showing the relationship between the training package and selected established international sommelier programs to allow for mutual recognition of skills.</li> </ul>	16 May 2009	1 June 2009	June 2009	

WRH06 HAIRDRESSING TRAINING PACKAGE				
TRAINING PACKAGE	INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE	DATE SUBMITTED TO NQC SECRETARIAT	DATE ENDORSED BY NQC/or ISC UPGRADE	DATE MADE PUBLIC THROUGH NTIS
<p><b>BRIEF SUMMARY OF CHANGE</b></p> <p>Minor changes were made to WRH06 as a part of the continuous improvement process, and was been approved by the Ministers on 1 June 2009. WRH06V2 is now live on the National Training Information Service (NTIS). The changes that required NQC endorsement include:</p> <ul style="list-style-type: none"> <li>• Inclusion of the unit WRBCS201B Conduct financial transactions to the elective bank of WRH20109 Certificate II in Hairdressing</li> <li>• Inclusion of the unit WRHCR404A Apply chemical reformation techniques to enhance hair designs to the elective bank of WRH30109 Certificate III in Hairdressing</li> <li>• Inclusion of the unit SIRXMGTO01A Coordinate work teams to the elective bank of WRH30109 Certificate III in Hairdressing</li> <li>• Deletion of the term 'natural' in relation to curl throughout the unit WRHCR303B Perform chemical straightening and relaxing services.</li> </ul>	<p>The rationale for these changes were due to two primary factors:</p> <ul style="list-style-type: none"> <li>• The submission of WRH06 contained a condition of endorsement as a result of unresolved issues in Queensland. Service Skills Australia undertook the project to scope the issues identified, resulting in the changes listed for NQC endorsement.</li> <li>• The inclusion of employability skills through the national initiative is included in WRH06 in this submission.</li> </ul>	16 May 2009	1 June 2009	June 2009

APPENDIX A (continued)

WRH06 HAIRDRESSING TRAINING PACKAGE				
TRAINING PACKAGE	INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE	DATE SUBMITTED TO NQC SECRETARIAT	DATE ENDORSED BY NQC/or ISC UPGRADE	DATE MADE PUBLIC THROUGH NTIS
BRIEF SUMMARY OF CHANGE				
<p>These changes resulted in qualifications code changes:</p> <ul style="list-style-type: none"> <li>• WRH20109 Certificate II in Hairdressing</li> <li>• WRH30109 Certificate III in Hairdressing</li> <li>• WRH40109 Certificate IV in Hairdressing</li> <li>• WRH40209 Certificate IV in Trichology</li> <li>• WRH50109 Diploma of Hairdressing Salon Management</li> </ul> <p>Other changes that occurred as part of SSA's continuous improvement process include:</p> <ul style="list-style-type: none"> <li>• Replacing units imported from the BSB01 Business Services Training Package with updated versions from the BSB07 Business Services Training Package.</li> <li>• Replacing units imported from the HLT02 Health Services Training Package with updated versions from the HLT07 Health Services Training Package.</li> <li>• Replacing units imported from TAA04 Training and Assessment Training Package with updated versions from TAA04 version 2.1. Replacing units imported from WRR02 Retail Training Package with updated versions from the SIRO7 Retail Services Training Package.</li> </ul>				

WRH06 HAIRDRESSING TRAINING PACKAGE				
TRAINING PACKAGE	INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE	DATE SUBMITTED TO NQC SECRETARIAT	DATE ENDORSED BY NQC/or ISC UPGRADE	DATE MADE PUBLIC THROUGH NTIS
<b>BRIEF SUMMARY OF CHANGE</b> <ul style="list-style-type: none"> <li>Updating assessment guidelines to include reference to TAA04 v2.1 units.</li> <li>Including mandatory text on employability skills for the following qualifications: WRH20109 Certificate II in Hairdressing WRH30109 Certificate III in Hairdressing WRH40109 Certificate IV in Hairdressing WRH40209 Certificate IV in Trichology and WRH50109 Diploma of Hairdressing Management.</li> </ul> <p>Updating the resources list and current contact details for the relevant Industry Skills Councils.</p> <p>Please note that NTIS will continue to display 06 qualifications to assist RTOs with these qualifications on scope.</p>				

## APPENDIX B – METHODOLOGY AND BIBLIOGRAPHY

### Methodology

This Environmental Scan presents an overview of the industries covered by Service Skills Australia: wholesale, retail and personal services (including beauty, hairdressing, community pharmacy and funerals), tourism, hospitality and events, and sport, fitness and outdoor and community recreation.

To underpin the industry-driven aspect of the VET system, SSA discussed and validated the information and data presented in this Environmental Scan with its industry stakeholders through forums, meetings and projects. Input that came from one specific state or organisation was checked and validated in order to establish if the information reflected an Australia-wide trend or a single trend, which is not reflected nationally.

### Online survey

On the 1 May 2009 Service Skills Australia launched the Workers Survey on-line through Survey Method. The purpose of the survey was to explore how workers in the service industries benefit from training. Over 4,400 media release emails and 24,200 hard copies were circulated to the service industries in the months May-July 2009. The survey closed on 30 September 2009 with a total of 1,715 responses.

### ITAB workshops

In order to provide state specific content and data, SSA asked state ITABs to conduct industry specific workshops in September, October and November 2009.

SSA received reports from following ITABs and organisations:

- CHARTTES Training Advisory Council regarding Sport, Fitness, Outdoor and Community Recreation and Tourism, Hospitality and Events with a total of 17 respondents
- FutureNow Creative and Leisure Industries Training Council regarding Sport, Fitness, Outdoor and Community Recreation and Tourism, Hospitality and Events with a total of 32 respondents
- National Retail Association regarding Retail, Wholesale and Floristry, Hairdressing and Beauty with a total of 43 respondents
- Queensland Fitness, Sport & Recreation Skills Alliance regarding Sport, Fitness, Outdoor and Community Recreation with a total of 18 respondents
- Queensland Tourism Industry Council regarding Tourism, Hospitality and Events with a total of 15 respondents
- Service Industries Training Advisory Council concerning Community Pharmacy, Retail, Wholesale and Floristry, Hairdressing and Beauty with a total of 26 respondents
- Service Skills SA covering Retail, Wholesale and Floristry, Community Pharmacy, Hairdressing and Beauty, Sport, Fitness, Outdoor and Community Recreation with a total of 56 respondents
- Service Skills Victoria regarding Tourism, Hospitality and Events, Hairdressing and Beauty, Community Pharmacy with a total of 33 respondents
- Tourism Industry Council Tasmania together with Skills Tasmania regarding Tourism, Hospitality and Events with a total of 16 respondents

In addition SSA held following workshops:

- Workshops for the Sport, Fitness, Outdoor and Community Recreation Workforce Development Strategy in ACT, NSW, NT, QLD, SA, Tas, Vic and WA with a total of 107 participants
- Workshops regarding the Tourism and Hospitality Workforce Development Strategy in ACT, NSW, NT, QLD, SA, Tas, Vic and WA with a total of 54 participants

## Projects

Furthermore information, data and feedback was generated and collected throughout several SSA's projects, including but not limited to:

- Discuss, Display, Do: Skills Recognition for Volunteers
- Entrepreneurship skills for SME's
- Fitness Trainers for Children
- National PPP trials
- New Deal
- Recognition for the Service Industries – Fully Facilitated RPL
- Resource Ready
- Retail Ready – Workforce Development for the Retail Industry
- Roadmap to Country
- Sports, Fitness, Outdoor and Community Recreation Workforce Development Strategy Scoping
- Sustainability Skills
- VET in Schools, and
- Volunteers in the service industries

For further details regarding these projects please see SSA's website - [www.serviceskills.com.au](http://www.serviceskills.com.au)

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## APPENDIX C

### OCCUPATIONS AND QUALIFICATIONS IN DEMAND: SPORT, FITNESS, OUTDOOR AND COMMUNITY RECREATION

ANZSCO CODE	OCCUPATION	TRAINING PACKAGE QUALIFICATION	JUSTIFICATION/EVIDENCE
452315	Swimming coach / instructor	Certificate III in Aquatics	<p>302 people drowned in Australian waterways in the 12 months to 30 June 2009. Many of these drownings could have been prevented had these people learnt to swim and developed basic water safety skills.</p> <p>Lack of staff in key positions such as Learn to Swim teachers becomes an access issue, as leisure facilities are unable to program a sufficient number of classes to keep up with the demand, resulting in large waiting lists for classes and providing yet another barrier to participation.</p> <p>The Royal Life Saving Society Australia (RLSSA) National Drowning Report and its recommendations is evidence of the need for further training for Learn to Swim teachers and lifeguards. The report noted a shortage of people in these positions, both in metropolitan and regional areas.</p> <p>The industry needs key staff like lifeguards and customer service personnel in order to keep facilities open and have sufficient staffing levels to comply with OHS requirements and RLSSA Guidelines for Safe Pool Operations.</p>
452414	Lifeguard	Certificate III in Aquatics	<p>In September 2009, the Australian Federal Government (Department of Health and Ageing) released its Preventative Health Strategy that focuses on obesity, diabetes, mental health, tobacco and excessive consumption of alcohol. The strategy has seven key strategic directions and sets a number of ambitious targets, including halting and reversing the rise in the number of people that are overweight or obese, as well as well engaging communities to inform, enable and support people to make healthy choices.</p> <p>Increased professionalism in this sector will foster community participation, which in turn will increase potential at an elite level.</p>
452317	Other sports coach or instructor	<p>Certificate II in Sport Coaching</p> <p>Certificate III in Sport Coaching</p> <p>Certificate IV in Sport Coaching</p> <p>Diploma of Sport Coaching</p>	<p>Fitness trainers need high level skills to support the Preventative Health Strategy and work at an advanced personal trainer level.</p>
45211	Fitness instructor	Diploma of Fitness	<p>Due to the nature of the industry, personnel are often promoted from within leisure facilities to higher positions regardless of whether or not they have appropriate qualifications. As a result, these positions frequently have personnel performing the role who require additional qualifications.</p>
452321 or 139915	Sports development officer or sports administrator (program coordinator)	<p>Certificate IV in Sport Development</p> <p>Diploma of Sport Development</p> <p>Certificate III in Sport and Recreation</p> <p>Certificate IV in Sport and Recreation</p> <p>Diploma of Sport and Recreation Administration</p>	

**OCCUPATIONS AND QUALIFICATIONS IN DEMAND:  
SPORT, FITNESS, OUTDOOR AND COMMUNITY RECREATION (continued)**

ANZSCO CODE	OCCUPATION	TRAINING PACKAGE QUALIFICATION	JUSTIFICATION/EVIDENCE
1491	Amusement, fitness and sports centre manager (facility manager)	Certificate III in Aquatics Diploma of Facility Management	Due to the nature of the industry, personnel are often promoted from within leisure facilities to higher positions regardless of whether or not they have appropriate qualifications. As a result, these positions frequently have personnel performing the role who require additional qualifications. Within these positions there is also a shortage of technical skills, such as water quality management.
452322	Sports umpire	Certificate IV in Sport Coaching	A high number of part-time and casual umpires and referees need VET to expand and progress these professional roles and develop workforce capacity to deliver the objectives of the commonwealth's preventive health initiatives.
1111111	Chief executive or managing director (board and committee members)	Diploma of Facility Management	Personnel are often promoted from within clubs and associations to higher positions regardless of whether or not they have appropriate qualifications. A high number of board and committee members need VET to increase the professionalism within this occupation and the knowledge of duties and governance.
139915	Sports administrator (high/mid-level manager)	Diploma of Fitness Diploma of Outdoor Recreation Diploma of Sport Development Diploma of Facility Management Diploma of Sport and Recreation Administration	To support increased professionalism and improved management skills, including business planning, budgeting and HR.
542111	Receptionist (general) (customer service personnel)	Cross-sector units at Certificate II and IV levels 'Provide customer service', 'Coordinate client service activities' and 'Address client needs'	Industry needs key staff such as lifeguards and customer service personnel in order to keep facilities open and to also have sufficient staffing levels to comply with OHS requirements and RLSSA Guidelines for Safe Pool Operations.

ANZSCO CODE	OCCUPATION	TRAINING PACKAGE QUALIFICATION	JUSTIFICATION/EVIDENCE
4523	Sport coach (skills acquisition and performance analysis)	Certificate IV in Sport Coaching Diploma of Sport Coaching	<p>The ageing of the Australian population and low birth rate have an impact on the talent pool for elite sport. As the amount of people who would be able to practise elite sport is shrinking, the need for effective programming increases. Improved levels of professionalism in the sport, fitness, and outdoor and community recreation industries will foster community participation, which will then increase potential at an elite level.</p> <p>Skill acquisition staff members help athletes to acquire, develop and control their skills to perform better in their sport. They conduct research in order to design training programs that give athletes a competitive edge. This includes practical methods, such as:</p> <ul style="list-style-type: none"> <li>designing innovative practice approaches to aid athletes in fine-tuning their skill preparation</li> <li>assessing how athletes combine their sensory awareness and motor skills to perform in their sport</li> <li>exploring the application of technological approaches to skill learning, such as interactive visual stimulation</li> <li>assisting coaches to apply the latest developments in applied learning research.</li> </ul> <p>Performance analysis provides a focus for the use of information and communications technology by coaches to develop athlete performance in training and competition environments. One of the key features of performance analysis is its integration of disciplined insights into learning and performance. These insights range from the 'expert' observations that a coach makes, to those that sports scientists, sports medicine practitioners and physical therapists provide.</p>

## OCCUPATIONS AND QUALIFICATIONS IN DEMAND: TOURISM, HOSPITALITY AND EVENTS

ANZSCO CODE	OCCUPATION	TRAINING PACKAGE QUALIFICATION	JUSTIFICATION/EVIDENCE
431111	Bar attendant	Certificate II in Hospitality	<p>There is a discrepancy between the required supply of skilled labour to the hospitality and events industry and that which is being delivered. A significant amount of hospitality labour sits at AQF levels 2 and 3. This discrepancy is linked to both issues in the quality and the quantity of supply.</p> <p>Industry feedback indicates that the availability of staff at junior or frontline levels continues to be of great concern for the industry (Tourism Transport Forum Tourism Industry Sentiment Survey October 2009).</p> <p>Furthermore, in the accommodation and food service sector, 62.3% of workers were without non-school qualifications as at May 2008, a gap which needs to be addressed with the delivery of qualifications at Certificates II and III levels.</p>
431112	Barista	Certificate II in Hospitality (Kitchen Operations)	
431211	Café worker	Certificate II in Hospitality (Asian Cookery)	
431511	Waiter	Certificate III in Hospitality	
542113	Hotel receptionist	Certificate III in Hospitality (Commercial Cookery)	
351411	Cook	Certificate III in Hospitality (Asian Cookery)	
351112	Pastry cook	Certificate III in Hospitality (Catering Operations)	
		Certificate III in Hospitality (Patisserie)	
		Certificate III in Events	
451611	Tourist info officer	Certificate II in Tourism	<p>There is a discrepancy between the required supply of skilled labour to the tourism industry and that which is being delivered. A significant amount of tourism labour sits at AQF levels 2 and 3. This discrepancy is linked to both issues in the quality and the quantity of supply.</p>
451612	Travel consultant	Certificate III in Tourism	
		Certificate III in Tourism (Retail Travel Sales)	
		Certificate III in Tourism (Wholesaling)	
		Certificate III in Tourism (Visitor Information Services)	
		Certificate III in Tourism (Guiding)	
		Cross-sector units 'Provide quality customer service', 'Manage quality customer service', 'Deal with conflict situations', 'Communicate on the telephone'	
431111	Bar attendant	Cross-sector units 'Provide quality customer service', 'Manage quality customer service', 'Deal with conflict situations', 'Communicate on the telephone'	<p>Industry feedback enforced the importance of high quality customer service as a main factor for continued business success.</p>
431112	Barista	Cross-sector units 'Provide quality customer service', 'Manage quality customer service', 'Deal with conflict situations', 'Communicate on the telephone'	
431211	Café worker	Cross-sector units 'Provide quality customer service', 'Manage quality customer service', 'Deal with conflict situations', 'Communicate on the telephone'	
431511	Waiter	Cross-sector units 'Provide quality customer service', 'Manage quality customer service', 'Deal with conflict situations', 'Communicate on the telephone'	
542113	Hotel receptionist	Cross-sector units 'Provide quality customer service', 'Manage quality customer service', 'Deal with conflict situations', 'Communicate on the telephone'	
451611	Tourist info officer	Cross-sector units 'Provide quality customer service', 'Manage quality customer service', 'Deal with conflict situations', 'Communicate on the telephone'	
451612	Travel consultant	Cross-sector units 'Provide quality customer service', 'Manage quality customer service', 'Deal with conflict situations', 'Communicate on the telephone'	

ANZSCO CODE	OCCUPATION	TRAINING PACKAGE QUALIFICATION	JUSTIFICATION/EVIDENCE
141111	Cafe or restaurant manager	Certificate IV in Hospitality	<p>Leadership and entrepreneurial skills are particularly important for handling changes in Australian society, for example growth in cultural diversity of employees and a reduction of the proportion of younger people.</p> <p>Recruitment, retention and motivation of skilled employees are vital tasks of supervisors and managers which will gain importance for continued growth and productivity of the tourism, hospitality and events industry. The development of flexible career pathways and progression opportunities for employees will increase retention rates and improve job satisfaction.</p> <p>While the economic downturn has alleviated the labour shortages in the short term, the industry still struggles to attract sufficient quality workers.</p>
141211	Caravan park and camping ground manager	Certificate IV in Hospitality (Commercial Cookery)	
141311	Hotel or motel manager	Certificate IV in Hospitality (Asian Cookery)	
141411	Licensed club manager	Certificate IV in Hospitality (Catering Operations)	
141911	Bed and brkft operator	Certificate IV in Hospitality (Patisserie)	
141999	Accommodation and hospitality manager	Diploma of Hospitality	
149111	Amusement centre manager	Advanced Diploma of Hospitality	
149311	Conference and event organiser	Diploma of Events	
149999	Hospitality, retail and service manager	Advanced Diploma of Events	
351311	Chef		
111111	Chief executive or managing director (board members)	Cross-sector units 'Develop and update legal knowledge required for business compliance', 'Interpret financial information', 'Manage finances within a budget', and 'Manage financial operations'	<p>Personnel are often promoted from within clubs to higher positions regardless of whether or not they have appropriate qualifications. A high number of board members need VET to increase the professionalism of this occupation and knowledge of duties and governance.</p>

## OCCUPATIONS AND QUALIFICATIONS IN DEMAND: RETAIL, WHOLESALE AND PERSONAL SERVICES

ANZSCO CODE	OCCUPATION	TRAINING PACKAGE QUALIFICATION	JUSTIFICATION/EVIDENCE
621411	Pharmacy Sales Assistant	Certificate II in Community Pharmacy Certificate III in Community Pharmacy Certificate IV in Community Pharmacy	With the population of Australia both ageing and growing, staff efficiency and productivity gains in pharmacies will be required to service the growing number of customers. Community pharmacy plays a significant role as a primary health provider, with industry feedback reporting a growing number of people choosing to consult with a pharmacist initially, rather than making an appointment with a doctor.
451111	Beautician	Certificate III in Beauty Services	Factors such as the growing affluence of the population, especially among women, have led to many people having greater levels of discretionary income and a desire to spend more of it on their personal appearance and wellbeing. The ageing of the population also encourages some to expend more in these areas. As a result of these factors, there is a steeply growing need for beauty services.
451111	Beauty therapist	Certificate IV in Beauty Therapy Diploma of Beauty Therapy	
451111	Nail Technician	Certificate II in Nail Technology	
391111	Hairdresser	Certificate III in Hairdressing Certificate IV in Hairdressing Diploma of Hairdressing Salon Management	Hairdressing has been formally recognised as one of the 'skill shortage professions' by the federal government and is listed on the Migration Occupations in Demand List (MODL). As with the occupations in the row above, factors such as the growing affluence of the population, especially among women, have led to many people having greater levels of discretionary income and a desire to spend more of it on their personal appearance and wellbeing. The ageing of the population also encourages some to expend more in these areas. As a result of these factors, there is a steeply growing need for hairdressing services.
142111	Retail manager	Certificate IV in Retail Management Diploma in Retail Management	In the four years to 2013-14, employment in the retail trade is projected to grow at an average rate of 1.1% per annum, which equates to around 67,600 new jobs. With growth in the sector, the requirement for skilled and knowledgeable highly qualified retail managers is critical for effective planning and budgeting to secure the retail workforce into the future.

ANZSCO CODE	OCCUPATION	TRAINING PACKAGE QUALIFICATION	JUSTIFICATION/EVIDENCE
621511	Retail supervisor	Certificate III in Retail Supervision	These are the shop floor first line managers who supervise the retail sales assistants and deal with customer queries and complaints.
	Front line manager	Certificate III in Retail Supervision	These are the shop floor first line managers who supervise the retail sales assistants and deal with customer queries and complaints.
621111	Retail sales assistant	Certificate II in Retail Operations Certificate III in Retail Operations	There is a growing demand from customers for better trained staff and improved customer service. The majority of government-funded course enrolments in retail training by public providers between 2005 and 2008 were in Certificate II in Retail Operations, which is consistent with where most jobs are within the industry.
362111	Florist	Certificate III in Floristry	There is an ongoing consumer demand for florists. In mid 2007 there were 2,466 florist businesses in Australia. Aside from traditional services, floristries have diversified into the broader gift and homeware markets, as well as niche markets such as the commercial or wedding sectors.
451399	Funeral director (embalmer) Funeral director	Certificate IV in Funeral Services (Embalming) Certificate IV in Funeral Services	<p>According to the Australian Institute of Embalming, there are 173 qualified and registered embalmers in Australia. Due to the current lack of qualified embalmers, the Australian industry is recruiting from overseas to meet ongoing demand. This has been achieved in some measure by employing New Zealand citizens who do not have visa restrictions.</p> <p>With the continued population ageing, the number of deaths is projected to continue increasing throughout the remainder of the century at around 0.6% to 0.7% a year. However, between 2022 and the late 2030s deaths are projected to increase more rapidly (up to 2.7% a year in 2032). This is seen to be a result of the ageing population and in particular the progression into older age groups of those born during the post World War II 'baby boom'. From 134,800 deaths in 2006–07, deaths are projected to more than double by 2056, and reach around 411,400 in 2101.</p>




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For information on trends in specific service industries, see our Environmental Scan findings for:

- Community Pharmacy
- Funeral Services
- Hairdressing and Beauty
- Retail, Wholesale and Floristry
- Sport, Fitness, Community and Outdoor Recreation
- Tourism, Hospitality and Events.

All of these documents can be viewed and downloaded from our website, [www.serviceskills.com.au](http://www.serviceskills.com.au)



published by Service Skills Australia  
2010