



**SPORT, FITNESS, OUTDOOR,
& COMMUNITY RECREATION**
ENVIRONMENTAL SCAN 2011

2011



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This document supports the *Service Skills Australia 2011 Environmental Scan*.

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

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

All of these documents can be viewed and downloaded from our website, www.serviceskills.com.au

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. The strategic goals of SSA, developed in partnership with the industries, are 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.

STATE OF PLAY

The sport and recreation industry is poised on the cusp of great change. Last year saw a year of policy reform that impacted upon the sector with work such as the Independent Sport Panel's review of Sport and the subsequent release of the Australian Government's response to the report. The response, contained in the Government's new direction for sport, *Australian Sport: The Pathway to Success*, includes a commitment to the development of the National Sport and Active Recreation Policy Framework, the development of the National Preventative Health Strategy, and ongoing reform of the national education sector. There was also a great deal of activity in volunteering policy, as the nation gears up for the 10th Anniversary of the International Year of Volunteers (IYV+10).

National Sport and Active Recreation Framework:

Sport is a human activity involving physical exertion and skill as the primary focus of the activity, with elements of competition where rules and patterns of behaviour governing the activity exist formally through organisations and is generally recognised as a sport.

Active recreation activities are those engaged in for the purpose of relaxation or enjoyment with the primary activity requiring physical exertion, and the primary focus on human activity.

Australian Bureau of Statistics:

Sport and physical recreation refers to participation in physical activity for the purposes of sport, recreation and exercise only (4177.0, p.2).

2011 will see the ongoing delivery and implementation of many of these policy reforms. Key national strategies supporting the National Sport and Active Recreation Policy Framework that have potential impact on the sector will be developed; the National Sport Volunteer Strategy, National Sport and Education Strategy and the Social Inclusion and Sport Strategy. Meanwhile, the Road Map for Preventative Health will see ongoing changes to the way that the nation uses sport and active recreation to support the longevity of our individuals and society.

At the end of 2010, Service Skills Australia—on behalf of its industries in the sport and active recreation sectors—finalised two significant pieces of work:

- The national Sport and Recreation Training Package
- The national Sport and Recreation Workforce Development Strategy: *Getting on Track for Change*.

These two documents provide a strong supporting foundation for the sport and recreation workforce to respond to the changes happening to the sector.

This environmental scan provides an industry-specific overview of current and future trends and developments in the sport, fitness, and outdoor and community recreation industries in relation to workforce development and vocational education and training (VET). Developed in partnership with industry and based on data mostly collected between February and December 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 skill and workforce development strategies, including training packages. It will use the outcomes and findings from *Getting on Track for Change* and the Training Package as the basis of its comments, as well as data and feedback from the last 12 months.



“Future development of the sport and recreation industry workforce will be predicated on a more meaningful understanding of productivity.”

KEY MESSAGES

Productivity: the breadth of the sector and its unique position

SSA’s Environmental Scan 2009 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 circumstances¹. These issues are still valid and current. Future development of the sport and recreation industry workforce will be predicated on a more meaningful understanding of productivity. The 2010 Scan called for “...a more robust appreciation of the measures of productivity”. Furthermore, there needs to be a greater appreciation of how the contribution of sport and recreation is based on a complex set of indices, including building community and social capital, improving health outcomes and contributing to gross domestic product (GDP). Research shows that health costs alone could be reduced, in gross terms, by \$1.49 billion per year; and that productivity gains—by making the workforce healthier through increased physical activity—could be as much as 1% of GDP (or \$12 billion) a year².

As part of our commissioned workload, Service Skills Australia asked the Centre for Economics in Education and Training (CEET) to undertake a labour and skills forecast and investigate measures of productivity as they apply to the service industries. In terms of growth of the sector, the CEET work identified that (of all the service industries) it is the sport and recreation sector whose skill needs will be based most strongly on growth³.

Of particular interest to the sport and recreation sector is that while its overall employment is forecast to grow at about the same rate as the rest of the economy, this is at a comparatively higher rate than in other sectors of the service industries. This means that approximately 6,000 more people will be employed in sport and recreation in 2015 than in 2009. As a point of contrast, although strong employment growth is forecast for fitness instructors, the number of swimming coaches employed is expected to be fairly stable⁴.

Additional findings from the report estimate that, in 2015, there will be 11,000 more people with qualifications in the sector than in 2009 while the number without qualifications will decrease by 5,000. The proportion with qualifications will increase from 59% in 2008 to 72% in 2015. To contrast once more, it is anticipated that most fitness instructors will hold a qualification in 2015 whereas the proportion of swimming coaches with a qualification will be about half⁵.

The qualification requirements in this sector—about half of which are in the occupation for fitness instructors—are estimated to be 17,000:

- 5,000 with degree or higher level qualifications, and
- 12,000 with VET qualifications:
 - 3,000 advanced diploma/diploma
 - 8,000 certificate III/IV, and
 - 1,000 certificate I/II.

However, the estimates of qualification requirements presented in the CEET report should be interpreted as the lower bound of requirements—one of the reasons being that it presents a forecast of requirements for the employed population and excludes volunteers or people who have a second job in service industries. This is a significant issue in the sport and recreation sector which, according to the most recent statistics available, has the largest share of the nation's self-identified:

- volunteers (1.7 million or 32.8%)
- volunteering involvements (1.9 million or 25.0%), and
- annual hours of voluntary work (187.2 million or 26.5%)⁶.

The forecast figures from CEET acknowledge this characteristic of the sport and recreation sector (e.g. parents who supervise weekend sport, surf life savers etc.) as opposed to the ABS labour force statistics whereby information on the activities of volunteers is collected separately. Sport and recreation also includes semi-professionals who work multiple jobs—people whose main job is in the “arts and recreation services” industry are most likely to have a second job (12%)⁷—which is another data set that is difficult to collect⁸. Regardless of data difficulties, volunteers and semi-professionals require training to work effectively—just as those who undertake one paid role only. The employment data in this sector will, therefore, always be an underestimate of the number of people who participate in its workforce (paid and unpaid). For this reason, the forecasts of training requirements in this sector will also be consistently underestimated.

Often the training of volunteers is not publicly-funded. There is a strong case for at least some basic training to be provided to volunteers and funded publicly as the social returns from any such investment is likely to exceed the costs. At last count, the estimated number of people providing voluntary work in Australia was in the vicinity of 5.2 million. Of this figure, 3.7 million (70.2%) were employed—highlighting the reality that the knowledge and skills held and applied by Australians in a voluntary capacity are not limited to being utilised as ‘volunteer skills’⁹. In essence, those partaking simultaneously in paid work (as an employee) and unpaid work (as a volunteer) are ‘recycling’ their base of skills and knowledge by applying these attributes in at least two different working roles for the benefit of workforce productivity. In many instances, the utilisation of volunteers allows organisations to provide services to the public that would otherwise be performed at a less efficient rate or even not at all.

The CEET report forecasts that employment in the service industries will grow relatively slower than other industries. In 2015, the service industries are forecast to employ 1.94 million people—an increase of 3.1 per cent from 2009. Factors impacting upon growth include the effects of stimulus wearing off; the high value of the Australian dollar and weakness of the global economy; government spending tightening, and the draw of labour to the mining sector.

The second CEET report, *Productivity in the Service Industries*, highlights some challenges in modern productivity measurement systems.

Service industries are frequently viewed as having inherently low levels of productivity growth, partly because they are mostly labour-intensive—and the shift of employment towards services industries is therefore viewed as a brake on overall productivity and economic growth. The term ‘service industries’, however, covers a broad spectrum of market and non-market based industries whose productivity growth varies widely. Productivity measures also typically do not reflect all of any improvements in the quality of outputs and can therefore underestimate productivity growth especially in the service industries¹⁰.

This second report assesses productivity growth in selected industries and focuses on four industry categories: wholesale trade; retail trade; accommodation and food services, and art and recreation services¹¹. These industry-specific estimates provide a positive view of productivity growth in some service industries over the last decade, compared with average annual growth of 1.5% in labour productivity and 0.2% in value-added multifactor productivity across 12 market industries:

ARTS & RECREATION SERVICES. Labour productivity growth (0.8% pa) was less than the market average while value-added multifactor productivity growth (0.6% pa) was greater than the market average.

TABLE 1 TRENDS IN LABOUR PRODUCTIVITY BY INDUSTRY, AUSTRALIA 1998-99 TO 2008-09

	1998-09	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	ANNUAL CHANGE	COMP. GROWTH
Agriculture	100.0	100.7	109.0	110.4	102.9	132.2	142.4	153.8	123.8	132.1	149.4	4.8%	4.1%
Mining	100.0	111.2	123.2	123.8	112.6	100.2	96.8	81.9	83.6	81.0	71.8	-2.9%	-3.3%
Manufacturing	100.0	101.0	106.5	112.0	111.9	117.8	114.8	118.4	121.6	122.5	120.5	1.9%	1.9%
Utilities	100.0	101.6	100.4	96.7	93.0	90.0	86.5	80.7	79.9	74.0	68.8	-3.6%	-3.7%
Construction	100.0	95.8	87.1	95.8	106.0	103.4	102.4	105.3	103.0	107.2	103.8	0.5%	0.4%
Wholesale	100.0	99.7	104.1	107.7	110.7	114.6	119.7	124.2	117.6	126.9	126.9	2.5%	2.4%
Retail	100.0	98.2	101.4	105.8	104.1	110.2	110.4	111.1	114.6	117.6	123.8	2.2%	2.2%
Accom & food	100.0	99.7	100.2	102.3	105.9	106.4	108.9	113.9	117.6	113.0	115.3	1.5%	1.4%
T'port & store	100.0	102.5	102.9	110.6	116.8	114.9	118.1	121.6	126.1	124.2	117.3	1.7%	1.6%
Communication	100.0	91.0	90.4	101.7	99.6	108.6	103.9	106.3	110.0	124.4	126.5	2.6%	2.4%
Financial	100.0	104.9	105.4	106.9	108.7	114.5	115.5	116.7	121.3	126.3	126.3	2.4%	2.4%
Arts & Rec'n	100.0	104.4	111.5	103.6	106.5	114.0	114.2	107.3	111.7	105.3	108.0	0.9%	0.8%
Market	100.0	99.7	101.8	106.0	107.7	111.2	111.3	113.7	114.9	116.6	116.3	1.5%	1.5%

Adapted from ABS, *Experimental Estimates of Industry Multifactor Productivity, Australia, Detailed Productivity Estimates*, 5260.0.55.002

TABLE 2 TRENDS IN VALUE-ADDED MULTIFACTOR (LABOUR AND CAPITAL) PRODUCTIVITY BY INDUSTRY, AUSTRALIA, 1998-99 TO 2008-09

	1998-09	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	ANNUAL CHANGE	COMP. GROWTH
Agriculture	100.0	104.1	110.0	112.5	94.6	119.0	124.4	128.8	106.7	113.3	129.2	3.3%	2.6%
Mining	100.0	104.8	113.3	111.8	106.9	98.0	97.7	89.8	89.1	82.5	75.2	-2.7%	-2.8%
Manufacturing	100.0	99.7	103.0	106.3	107.1	108.6	104.5	103.6	104.3	104.7	99.1	-0.1%	-0.1%
Utilities	100.0	98.9	97.9	95.7	93.5	90.4	87.1	83.4	80.8	75.4	72.9	-3.1%	-3.1%
Construction	100.0	98.2	86.8	95.1	105.7	105.1	104.1	107.2	105.7	108.4	103.5	0.5%	0.3%
Wholesale	100.0	99.9	101.8	104.3	106.1	106.8	107.9	108.9	104.1	108.0	106.9	0.7%	0.7%
Retail	100.0	98.4	99.7	104.0	102.5	106.8	106.2	105.2	107.6	109.0	111.7	1.1%	1.1%
Accom & food	100.0	99.8	100.4	100.7	102.7	102.6	104.0	106.1	107.2	102.9	102.7	0.3%	0.3%
T'port & store	100.0	102.2	103.3	108.6	113.9	112.7	115.7	117.5	121.0	120.1	113.0	1.3%	1.2%
Communication	100.0	93.5	91.4	94.3	94.6	97.6	94.4	94.8	96.1	101.2	98.1	-0.1%	-0.2%
Financial	100.0	103.2	101.9	102.6	102.2	106.1	106.0	108.0	113.8	117.1	115.0	1.4%	1.4%
Arts & Rec'n	100.0	102.0	106.2	100.1	102.0	107.4	108.2	103.7	107.5	103.1	105.9	0.6%	0.6%
Market	100.0	99.8	99.9	102.7	103.5	105.4	104.6	104.7	104.7	104.6	101.7	0.2%	0.2%

Adapted from ABS, *Experimental Estimates of Industry Multifactor Productivity, Australia, Detailed Productivity Estimates*, 5260.0.55.002

However, another measure—growth output multifactor productivity—covering a slightly different period, shows that productivity in arts & recreation services grew below the market average.

TABLE 3 TRENDS IN GROSS OUTPUT MULTIFACTOR (LABOUR AND CAPITAL) PRODUCTIVITY BY INDUSTRY, AUSTRALIA 1997-98 TO 2007-08

	1997-08	1998-09	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	ANNUAL CHANGE	COMP. GROWTH
Agriculture	100.0	104.6	106.4	108.9	110.1	101.4	112.3	114.7	116.4	107.7	110.4	1.0%	1.0%
Mining	100.0	98.0	100.5	105.0	104.1	101.4	96.5	96.5	92.0	91.5	87.5	-0.9%	-1.3%
Manufacturing	100.0	101.1	101.1	102.3	103.6	103.9	104.8	103.5	103.2	103.4	103.3	0.4%	0.3%
Utilities	100.0	98.9	98.4	97.8	96.7	95.7	94.0	92.3	90.4	89.0	86.0	-1.3%	-1.5%
Construction	100.0	101.3	100.8	96.9	99.9	103.6	103.4	103.1	104.0	103.7	104.5	0.4%	0.4%
Wholesale	100.0	100.5	100.5	101.3	102.3	103.2	103.4	103.9	104.4	102.3	104.1	0.3%	0.4%
Retail	100.0	100.8	100.0	100.5	102.6	101.9	104.0	103.7	103.3	104.6	105.3	0.5%	0.5%
Accom & food	100.0	102.7	102.6	102.8	102.9	104.0	104.0	104.5	105.6	106.4	104.4	0.7%	0.4%
T'port & store	100.0	100.5	101.4	101.7	103.8	106.0	105.4	106.5	107.2	108.5	108.1	0.9%	0.8%
Communication	100.0	101.9	98.7	97.6	99.2	99.3	100.9	99.4	99.7	100.3	102.8	0.0%	0.3%
Financial	100.0	103.5	105.7	105.1	105.6	105.3	108.0	108.2	109.5	113.4	115.8	1.4%	1.5%
Arts & Rec'n	100.0	99.9	100.7	102.1	99.5	99.8	101.9	101.7	99.5	100.9	99.0	0.1%	-0.1%
Market	100.0	101.3	101.3	101.5	102.7	103.0	104.1	103.9	104.1	104.3	104.5	0.5%	0.4%

Adapted from ABS, *Experimental estimates of industry multifactor productivity, Australia, Detailed productivity estimates*, 5260.0.55.002. Period differs from Tables 3 to 5 because values for 2008-09 were not available at the time of writing.

The effect of voluntary labour on estimates of the size of the 'Arts & recreation services' division is potentially large. The ABS estimates that 1.7 million volunteers are engaged in the sports and recreation sector alone. If volunteer activities were measured, the sector would be relatively larger, even if some other industries such as 'Health care & social assistance' had comparable levels of voluntary labour. Consequently, demand for training would also be higher.

The effect of voluntary labour on estimates of productivity and productivity growth is more difficult to determine. The input of these volunteers is not included in any productivity estimates because, by definition, they are not paid. If, however, their outputs are included in productivity estimates—because people pay organisations for the services of their volunteers—then this would reduce estimates of labour productivity. There should be similar (but smaller) effects on multifactor productivity (MFP).

Any effect of voluntary labour on estimates of productivity growth will depend on *changes* in the relative amount of voluntary labour over time, *changes* in its productivity and *changes* in the extent to which outcomes from that labour are priced. If these are only fairly constant, inclusion or exclusion of voluntary labour in the estimates should have little effect. The House of Representatives Committee reached a similar conclusion:

Voluntary work makes a valuable contribution to community wellbeing and if given a nominal economic value would represent a significant proportion of economic output. To a certain extent any change in the amount of voluntary work can have an impact on economic activity. However, the significant impacts will be on workforce participation and economic output but the impact on measured productivity is unlikely to be significant¹².

Broader Contribution to Economy and Society

A literature review undertaken for *beyondblue: the national depression initiative* by the School of Health and Social Development at Deakin University¹³ demonstrates a clear link between proximity to green spaces and reduced prevalence of depression, anxiety and other health problems. This appears to be significant in children, older people, those young people at risk and people with low incomes. While the focus is on nature and green spaces, the link with active recreation and participation in group sport activities is acknowledged.

It has been found that areas with natural landscaping, green neighbourhood meeting places, group based nature activities such as walking, and shared gardens for the elderly can facilitate social contact, which has been shown to reduce the risk of developing chronic diseases such as depression and cardiovascular disease¹⁴.

Participating in health-promoting group activities such as hiking, physical activities, and gardening have been shown to have a range of benefits to health and well-being. 30 Participants with psychosocial problems such as anxiety and depression, sleep disturbances and home or work-related stress reported that involvement in outdoor activities contributed towards understanding ways to cope and master the burdens, crises and challenges of everyday life¹⁵.

The key findings of the Deakin/beyondblue work lead to the conclusion that it is crucial to combine improved planning practices and provide greater access to green spaces. It is the experience of our stakeholders that the skills which better support greater planned investment in green spaces need to be considered so as to maximise the use and benefits of these spaces.

Key message

It is important, that the contribution the sport, fitness, and outdoor and community recreation industries make to Australia's economy is understood. Significant multiplier effects like social inclusion and psychological wellbeing can be strengthened by greater investment in the skill development of these sectors¹⁶.

A key part of this will mean that industry will need to take leadership in more effective planning for the future of its workforce. As described in the national change plan, Getting on Track for Change, SSA recommends that the "combined intellectual capital be brought together to identify what is clearly understood about the workforce and what gaps exist in our knowledge"¹⁷. Effective workforce planning should be undertaken for both the paid and unpaid (volunteer) workforce.

Volunteerism

The past 12 months have seen SSA support its sport and recreation industries in a more co-ordinated set of work on volunteers, including presentations at Volunteering Australia's 13th National Conference on Volunteering. What has emerged is an agenda with a set of clear priorities to support the development of this crucial workforce.

SSA's work indicates that the culture of managing volunteers needs to change significantly and reflect more of the practices and behaviours that are commonplace in the commercial working environment. On some level, organisations that utilise volunteers need to make greater use of contemporary human resources practices. It is apparent that paid employees and unpaid volunteers have many similarities in their motivations and expectations for their positions; the provisions they require in order to fulfil those positions needs, and the quality of skills necessary in order to satisfactorily perform the duties of those positions.

The main difference between these two workforce cohorts that needs to be acknowledged is that employees receive remuneration. In place of the absence of financial recognition or reward for one's commitment and performance in a volunteer role, those who utilise and co-ordinate volunteers must adapt their leadership approach and champion the cause of recognition or rewards that tap into one's motivations for volunteering. While the reciprocal nature of volunteering—whereby benefits to the volunteer are likely to be intrinsically linked to their motivations for volunteering—ensures that unpaid workers are provided with some inherent benefit at a base level, organisations that rely on and truly value the contributions of volunteers cannot afford to be complacent.

Volunteer-utilising organisations (VUOs) need to make a concerted effort to retain their unpaid workers and provide a functioning, co-operative and worthwhile experience for all parties involved (i.e. employees, volunteers and the community). Individual motivations and issues of work-life balance impact upon volunteering roles, so genuine overtures need to be made towards embracing volunteers in a 'whole person' fashion. Volunteers cannot and should not be thought of as a completely separate status of worker. Instead, volunteers are more truly defined on an individual basis by a set of characteristics. Consequently, through our research on volunteer management strategies, SSA proposes a four-step strategy to guide the process of unearthing these characteristics in people who volunteer and to assist in better integrating these people into the organisations for which they volunteer.

Keeping on topic with identifying and singling out characteristics in order to achieve a strong match between volunteers, their unpaid roles and their VUO, this process was outlined in the conference paper

Not 'Just a Volunteer'¹⁸ and has been dubbed the FPCR (or "FingerPiCkeR") strategy:

1. **Find** their motivations and expectations for volunteering.
 - What are their triggers for volunteering?
 - What do they anticipate for this experience?
2. **Probe** for competing pressures and a more detailed context for their volunteering.
 - What else is going on in their everyday lives?
 - How may this affect their ability to volunteer?
3. **Consider** their levels of skill and drive in relation to their volunteer roles.
 - Where can they be best placed in your organisation at this point?
 - Where is there scope for them to continue to play a role in the future?
4. **Relate** to their situation via commonplace approaches from human resources.
 - What will make this volunteering experience function smoothly?
 - What will retain our volunteers and see them return for repeated involvement?

Upon taking this 'whole person' or 'work-life balance' approach towards understanding volunteers, SSA argues that—in comparison to the paid workforce—volunteers are equally in need of focused job roles, decisive leadership and recognition of their efforts. Though many of the ideas in this conference paper have been conveyed before by numerous organisations, there is still much work that needs to be done.

SSA will continue to develop greater understanding of this pertinent issue by testing our theories and producing research reports that further explore the idiosyncrasies of the volunteer cohort and unravel the relationship between volunteerism and productivity. In doing so, SSA will be consulting with industry as well as establishing strong networks and co-operative partnerships with other organisational bodies involved with and dedicated to improving workplace culture for volunteers.

To this end, SSA is currently participating in the working group for the National Sport Volunteer Strategy—as articulated in the federal government's new vision for sport, *Australian Sport: The Pathway to Success*. This strategy (scheduled for completion in December 2011) will support and contribute to the National Volunteering Strategy, which is being developed as the centrepiece of the Commonwealth Government's celebration of the 10-year anniversary of the United Nations' International Year of Volunteers.

LATEST INDUSTRY INTELLIGENCE

INDUSTRY FACTORS

The sport and recreation industry consists of the community recreation, fitness, outdoor recreation and sport sectors. These sectors contribute to 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 labour available¹⁹. Consequently, productivity measures like GDP per employed person apply less to these sectors, as they do not take into account the existing broad multiplier effects.

Furthermore, these sectors provide additional income for other industries, as they attract international visitors to sports events and promote Australia as a travel destination. Merchandising, sport clothing and equipment retailing, restaurants and take-away outlets at stadiums and local sporting clubs, as well as transport businesses also benefit from a thriving sport and recreation industry.

In mid-2007 (latest data available), these sectors included more than 17,700 businesses and, similar to other parts of the service industries, the majority (92%) were classified as small businesses, employing fewer than 20 people²⁰.

In the November 2010 quarter, these sectors employed 92,100 people (53.0% men) compared to 100,700 in the February 2010 quarter. In the same period the percentage of full-time workers increased from 47.1% to 57.3%²¹.

Volunteers

In addition to this paid employment, there are a large number of volunteers supporting many parts of Australia's sport, fitness and recreation sector. Of the 4.5 million people involved in organised sport and physical activity in the 12 months prior to April 2010, 8.8% received some type of payment for their involvement (3.2% for playing roles; 18.6% for non-playing roles)²². Furthermore, the results of the 2007 Survey of Work in Selected Culture and Recreation Activities indicated that 1.4 million people aged 15 and over were involved in one or more non-playing roles associated with organised sport in an unpaid capacity²³. As is the case in a number of other countries, sport and recreation dominates the field of volunteering in Australia, which was estimated to account for 32.8% of all volunteers, 26.5% of all volunteer hours and 25.0% of volunteering involvements²⁴. On the basis of this data from the Australian Bureau of Statistics (ABS) General Social Survey (GSS), Frontier Economics

has estimated that the value of volunteer input to the sector in 2006 was \$3.9billion²⁵.

It is also likely that there may be more people who make a voluntary contribution to sport but who do not see themselves as being a volunteer. This could include senior players who assist in skill development, or parents who informally assist with junior sport. For instance, regarding the latter, of the 1.6 million people involved in non-playing roles, 928,800 (59.5%) were involved with school or junior sport²⁶.

According to the ABS, 72.1% of all sport and physical recreation organisations are fully staffed by volunteers. Furthermore, median hours spent working for sport and physical recreation organisations were 48 hours per year, higher than for all other types of organisations²⁷. In addition, governance positions in most sporting and recreational clubs and

associations are usually filled by volunteers. This includes organisations at both the elite and community ends of the continuum. Interest in training, for their own leadership positions and for staff, has major implications for the quality of leadership and work undertaken.

The need for more leaders in sports governance positions was also raised by the Australian Government's Independent Sports Panel in 2009, whose report into the future of Australian sport also highlighted the fact that women are currently under-represented in leadership roles as coaches and administrators in sporting organisations²⁸. The Australian Sports Commission's *The Pathway to Success* also noted the poor levels of women's representation on national sporting organisation boards—just 25% of board memberships are held by women²⁹.

The 2009 Environmental Scan alerted SSA of the increased difficulty to attract, recruit and retain volunteers as well as the need for support and training for volunteers. In turn, SSA produced the issues paper "Volunteering in the Service Industries", which raised and discussed the topic of workforce development for volunteers within the context of the service industries. Feedback to this paper indicated that the status and work of volunteers need to be recognised, that the input and value provided by volunteers have to be promoted and that training for volunteers needs to be adequately funded.

This issues paper was followed by a workshop that explored the needs of the volunteers in the service industries as well as how SSA can support these needs. A subsequent report on the workshop was produced soon afterwards by SVA Consulting and followed by SSA's report "Workforce Development for Volunteers in the Service Industries", which outlined a series of recommendations for further action. SSA has already commenced work on some of these recommendations through its current projects (e.g. the RPL pilot *Discuss, Display, Do*) as well as additional work presented by SSA at

the 13th National Conference on Volunteering held by Volunteering Australia. These include:

- Linking to existing information, including guidelines from Volunteering Australia
- Consulting with a wide range of groups operating in the volunteer sector
- Lobbying to include unpaid labour in funded VET
- Collating information from existing resources and developing a guide on typical motivating factors for volunteering
- Co-operating with other key bodies to create consistent messages around expectations in the volunteering sector
- Developing an approach to use RPL more broadly across different sectors
- Developing and implementing strategies in partnership with peak volunteering bodies as well as sector groups to ensure that these approaches are relevant
- Alerting organisations about Volunteering Australia's *National Standards for Involving Volunteers in Not-for-Profit Organisations* and encouraging adoption of these practices as the basis for using volunteers.

With regards to the final point listed above, this particular recommendation was then carried through into SSA's *Getting on Track for Change: A workforce development strategy for the sport and recreation industry*. Furthermore, this document supports the *Pathways to Participation* project being conducted by the Service Skills NSW Sport and Recreation Industry Training Advisory Board (ITAB) in partnership with the NSW Department of Education and Training's Skill Enhancement Program in striving to achieve harmonious links between sport's industry-specific training programs and the national VET system.

Governance skills remain a training priority for volunteers, as the consequences of not having these skills can be severe and volunteers are not always aware of their responsibilities³⁰. Other training need areas included soft skills

like conflict management, technical skills and customer service skills, such as to reach 'grassroots' volunteers in outdoor recreation.

Feedback also indicated that lack of awareness and understanding can be why training is not seen as a priority. Other reasons included impractical times and dates, costs, length of training and venues that discourage volunteers from attending. The issue of limited knowledge of where and how to access training also narrows engagement in training of VUOs and volunteers.

In addition, higher costs associated with providing training in remote and rural areas leads to training provider reluctance to offer it. Furthermore, training has to be adapted to the needs, roles and locations of the VUO and its volunteers in order to encourage participation and add value. Contextualising or tailoring courses to meet needs requires a time and resource commitment from training providers, as does recognising the prior learning of those with already high levels of competence through practical experience and personal interest.

Research from People First Total Solutions suggests that 50% of VUOs do not possess the minimum resources required to properly engage volunteers, and that many are not adapting to the changing environment. There should be an understanding that effort is required to ensure that organisations are effectively supporting and looking after their volunteers, otherwise we will be engaging volunteers who drop out, dissatisfied³¹. Organisations need to recognise that while there are benefits in having volunteers, there are also responsibilities and costs involved.

Participation

As mentioned earlier, the sport, fitness, and outdoor and community recreation industries contribute to the health of the community, by promoting psychological wellbeing and social inclusion. An estimated 4.5 million people aged 15 and over—26% of all persons aged 15 and over in Australia—reported that they were involved (paid and unpaid) in organised sport and physical activity in the 12 months prior to April 2010. This includes 3.8 million people involved in playing roles, 1.6 million people involved in non-playing roles and 0.9 million involved in both role types.³² Additional data estimates that 82% of the population aged 15 and over (or 14.1 million people), participated at least once annually in physical activity for exercise, recreation or sport in 2009³³.

Data sets since 1993 (Table 4 below) show the following trends in the participation of paid and unpaid persons in organised sport and physical activity³⁴:

- declining participation for the age groups 15–24, 25–34 and 35–44
- reasonable stability for the age groups 45–54, 55–64 and 65 and over.

AGE GROUP (YEARS)	1993	1997	2001	2004	2007	2010
15–24	49.2%	50.5%	40.9%	38.8%	39.3%	39.0%
25–34	39.0%	36.9%	29.7%	30.4%	29.2%	25.5%
35–44	35.1%	33.4%	28.5%	29.0%	29.6%	29.3%
45–54	25.7%	26.0%	23.1%	24.4%	26.3%	23.9%
55–64	20.2%	22.0%	18.7%	19.4%	19.7%	18.5%
65 and over	16.5%	17.8%	16.8%	18.3%	17.7%	17.7%
Total	31%	31%	27.1%	27.2%	27.3%	26.0%

TABLE 4 PARTICIPATION RATE BY AGE IN ORGANISED SPORT AND PHYSICAL ACTIVITY IN AUSTRALIA 1993–2010

The decline in participation in Australian sport, especially with younger age groups³⁵, 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. Consequently, the Australian Sports Commission has set a series of goals related to growing participation in sport for the benefit of our community as well as the high performance system³⁶.

Australia’s ageing population also affects the sport and recreation industry as it generates new and increased demand. However, there are several barriers that prevent older people from using fitness industry services, including access and cultural issues³⁷. One obvious effect of the ageing population is the reduction of the proportion of younger people.

Australia’s population aged 15–64, which encompasses much of the working-age population, is projected to decline from 67% in mid-2007 to between 58–60% in 2056³⁸.

In 2006, employment in sport was distributed as follows:

AGE GROUP (YEARS)	PERCENTAGE OF PEOPLE EMPLOYED IN SPORT	PERCENTAGE OF AUSTRALIA'S POPULATION ³⁹
15-19	14.0%	6.8%
20-24	17.4%	7.1%
25-29	11.3%	6.8%
30-34	11.2%	7.2%
35-39	10.5%	7.4%
40-44	9.9%	7.4%
45-49	8.6%	7.2%
50-54	6.4%	6.6%
55-59	5.2%	6.1%
60-64	3.3%	4.8%
65 and over	2.2%	13.0%

TABLE 5 DISTRIBUTION OF EMPLOYMENT IN SPORT (2006)⁴⁰

Similar to the figures for paid and unpaid involvement, the majority of employees are in the younger age groups. In 2009, the median age in “Sports, Physical Recreation Activities” was 31, which does not reflect the age structure of the Australian workforce generally (median age of 39)⁴¹.

Employers should support the participation of older workers and the recognition of their prior learning, not only to maintain a skill and experience base but also to better align the workforce to their ageing customer base⁴². Even considering the declining health of older workers, it is likely that their participation in the labour force will grow significantly⁴³.

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 elite sports. The need for effective programming⁴⁴ and improved levels of professionalism emerge as important to fostering community participation in the sport, fitness, and outdoor and community recreation industries, which in turn will increase potential at an elite level. Furthermore, skills like 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 athlete performance in training and competition environments.

Exposure of non-traditional pathways provides opportunities to highlight what can be achieved in the industry and attract employees through indirect pathways. In addition, mentoring can be used to pass on key skills and know-how.

REGIONAL ASPECTS

The percentage of people involved in organised sport and physical activities varies greatly between age groups in different states⁴⁵. As may be seen in Table 6 below, the highest participation rate (45.3%) is in the age group of 15–24 in the Australian Capital Territory (ACT), with the lowest participation rate (14.4%) being for those aged 65 and over in the Northern Territory (NT).

AGE GROUP (YEARS)	AUS	NSW	VIC	QLD	SA	WA	TAS	NT	ACT
15–24	39.0%	35.8%	43.8%	34.4%	44.0%	40.7%	43.4%	37.0%	45.3%
25–34	25.5%	22.1%	25.0%	25.1%	28.1%	31.6%	36.9%	31.8%	36.8%
35–44	29.3%	24.6%	32.2%	29.6%	31.8%	34.8%	27.7%	30.1%	28.7%
45–54	23.9%	22.1%	27.7%	19.0%	24.4%	28.1%	25.6%	25.2%	28.0%
55–64	18.5%	16.8%	19.0%	19.3%	20.9%	19.7%	16.8%	15.0%	20.8%
65+	17.7%	16.8%	18.4%	17.3%	15.7%	21.4%	20.6%	14.4%	14.8%
Total	26.0%	23.2%	28.2%	24.5%	27.6%	30.1%	28.2%	27.5%	30.3%

TABLE 6 PARTICIPATION RATE OF PERSONS INVOLVED (PAID AND UNPAID) IN ORGANISED SPORT AND PHYSICAL ACTIVITY BY STATE OR TERRITORY MAY 2009—APRIL 2010

In addition to having the second-highest overall participation rate, Western Australia (WA) has the highest participation rates in three of the six age groups: 35–44 (34.8%), 45–54 (28.1%) and 65+ (21.4%). Conversely, New South Wales (NSW) has the lowest overall participation rate due to having the lowest rates for 25–34 and 35–44 year-olds, equal-lowest for 55–64 year-olds, and second-lowest for people aged 15–24 and 45–54. In total numbers, NSW has most people involved in sport and physical activity (128,600)⁴⁶.

According to the Australian Sports Commission, the 2009 regular participation rate in all sport and physical activity (including non-organised) declined slightly from 49.3% in 2008 to 47.7%, but was still higher than when first measured in 2001 (37.2%)—the overall trend being a slowly increasing regular participation rate. In 2009, the participation rates (from highest to lowest) were ACT (87.4%), WA (85.0%), NT (83.0%), Victoria (82.6%), South Australia (SA) (81.7%), Tasmania (81.5%), NSW (81.4%) and Queensland (80.6%)—with the total for Australia being 82.0%⁴⁷.

South Australia (SA), has more aged people than the nation as a whole and this pattern is expected to continue through to at least 2051. Past and present demographic trends have resulted in SA facing a significant challenge in addressing the needs and effects of an ageing population as well as finding strategies to attract mature employees to the industry⁴⁸.

Queensland is projected to experience the largest percentage increase in population between 2007 and 2056 than any other state, more than doubling the 2007 population of 4.2 million to 8.7 million people by 2056. As a result, in 2050 Queensland is expected to replace Victoria as Australia's second most populated state⁴⁹. While all capital cities are projected to increase their share of respective state or territory population over the next 50 years, Brisbane is expected to experience the smallest gain, increasing to only 46% from 44% in 2007.

It has to be considered that skill and occupation requirements vary depending on the location of the business, with regional areas within Queensland facing a different set of challenges to major city centres. Businesses in regional areas find it particularly difficult to retain workers.

IDENTIFIED WORKFORCE DEVELOPMENT NEEDS:

Current skills and labour shortage

VOLUNTEERING

The following priority actions are set out in *Getting on Track for Change* through a set of connected action items and recommendations. Industry priorities to address the issues facing volunteers in the sport and recreation sector are:

1. As a priority, **develop the capacity and capability of the industry's boards** to ensure better decision making and governance of the organisations that they represent. This should occur across paid and unpaid directors with a priority placed on the skill and capacity of boards in grassroots organisations. This includes **clearly identifying leadership capability standards** from grassroots business to board level. This can be accommodated through the national training standards (training package) and addressed in higher education via the proposed discipline standards currently being developed by the higher education sector.
2. **Undertake effective succession planning activities** that build upon the already-existing diverse career pathways across the sport and recreation sectors. Also involved is identifying talent to be developed and promoted for the future sustainability of the industry.
3. **Access to skills recognition by:**
 - a. **Harmonious links** between sport and recreation industry-specific training programs and the national VET system,
 - b. **Greater incentives** for existing workers to access skills recognition, and
 - c. **Greater simplification of skills recognition** for the sport and recreation industry.

4. Support culture change in relation to the management of volunteers from both national and state/territory organisations. All evidence points towards changes in the patterns, behaviours and expectations of volunteers, and this now needs to be translated back into the business models of sport and recreation organisations⁵⁰. This can be achieved through:
 - a. **Ensuring that the variety of volunteering strategies** (currently under development) act in harmony with each other and that they seek to address the key issues of effective planning and development of the volunteer workforce and those managers/leaders that supervise and are responsible for their work. Moreover, these strategies should be measured on their effectiveness in delivering a more productive workforce that supports the attainment of the goals in the preventative health agenda and the next generation of sport industry.
 - b. **Developing and targeting business development programs** and measures that encourage VUOs to adapt their business models to the emergent patterns and trends of volunteers. This point—clearly linked to the issue of leadership capability—needs to be supported by developing the leadership capability of VUOs.
 - c. **Encouraging volunteer utilising organisations** to consult the *National Standards for Involving Volunteers in Not-For-Profit Organisations* as compiled by Volunteering Australia.⁵¹
 - d. **Training (and qualifying) one's volunteer workforce** needs to be actively promoted to the volunteers themselves. In doing so, it is also important to promote career pathways in sport and recreation to volunteers and actively implement easy-to-use flexible learning mechanisms (e.g. online resources).

Action is already underway to address the above issues and further work will continue in 2011 to determine appropriate responses to these issues.

SSA's participation in the development of the National Sport Volunteer Strategy (NSVS) by the Australian Sporting Commission is an excellent opportunity to achieve linkages at a strategic level with the VET system. The NSVS will outline what will be done by governments to better engage, support, train and recognise sport volunteers in conjunction with system partners. It will also outline national strategic priorities and detail what each system partner will do in relation to each of the priority areas.

Additionally, the Service Skills NSW ITAB is working with SSA to model better approaches to harmonise the national coaching and officiating schemes with the national VET system for better outcomes in the *Pathways to Participation* project.

Simplification of skills recognition is being further explored in the SSA project, *Discuss, Display, Do*, which pilots a fully-facilitated RPL model. As work in the service industries is often characterised by learning that occurs spontaneously in response to situations, service industries employees may not be fully aware of 'what they know', the 'extent to which they know it' or be able to couch 'what they know' in the language used for the recognition of prior learning process. Consequently, this project contends that in order for skills recognition to better function, the candidate's role in the skills recognition process needs to be limited to *knowing and showing* what they do in their industry. Meanwhile, the burden of proof rests with the assessor—one who is an industry-savvy specialist with a deep understanding of the workplace—in order to adequately unpack the candidate's previously unrecognised skills and knowledge.

LEADERSHIP AND PROFESSIONALISM

As with 2010, the issue of leadership is of ongoing concern. While sectors are diverse in terms of roles, focus and needs, themes do emerge from the feedback, which provides an opportunity for development such as:

- issues relating to the workforce in general (leaders)
- image of the sector
- skill issues
- business practices
- leadership of the sector as a whole.

While not universally the case, most notably in the fitness sector, many leadership roles in sport and recreation 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 upon their time and capacity to engage. Impacting particularly upon retention are those parts of the sector with strong volunteer involvement, who 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 public image of the sector is seen to create a major impediment for both the development of professional leadership groups, as well as of a mature industry workforce from which to draw leaders. Apart from the fitness industry and some sports coaching areas, the public at large identifies the sector as being 'free' to deliver and as a consequence make assumptions about the sector in terms of career options and potential.

This is exacerbated by the sector itself, as it does not view itself as coherent and additionally does not establishing coherent career pathways that are recognisable across sub-sectors and the industry as a whole.

The diversity in background and skills of those who make up the leadership groups in the sector represent a particular challenge, Board members coming from a variety of environments, in both voluntary and full-time employed positions in the sector, present a difficulty in developing broad-based skill sets.

The culture, motivation and business focus of a significant cohort in the sector are seen to act against the development of a sound industry focus and are perceived to negatively affect workforce development.

Micro-businesses that are highly-entrepreneurial organisations, which have an intensive community focus and a business environment that is highly reactive, clearly provide an appropriate response to the needs of the customer base. However, these attributes do not form the basis of a more strategic approach. The commercial diversity of sub-sectors, varying from the highly commercial focus of much of the fitness sector to the not-for-profit environment in community recreation, also represents a challenge in developing a coherent picture of what leadership should look like for the sector.

Activities identified in the area of volunteers are connected to, and have relevance for this issue. In particular:

- Better succession planning to identify and support future industry leaders,
- Better description of the skills required to manage volunteer labour,
- Better career paths to retain skills managers and leaders,
- Development of the capacity and capability of industry boards.

PROVIDING A QUALITY WORKING ENVIRONMENT FOR OUR PEOPLE

The ability to attract and retain workers to the industry (paid and unpaid) will be of ongoing concern for the sector through these times of tighter labour markets.

The feedback to SSA through 2010 supports those recommendations made in last year's scan that identified several major themes:

- structure of the workforce
- image of the sector
- skill base of those employed in the sector
- barriers inherent in the workforce
- the work environment and the opportunities it offers.

The structure of the workforce represents the single greatest challenge in developing a workforce development strategy for the sector. And better workforce planning, as well as a better understanding of the workforce (including unpaid volunteer workforce) will go a long way to addressing this issue. A mixture of full-time, part-time, casual and volunteer workers, combined with the seasonal nature of many aspects of delivery, create an environment that defies traditional workforce development⁵². In addition, significant numbers of the workforce are young, highly mobile people (17–25). While this mix is not unique to sport and recreation, the ratio of permanent to non-permanent adds a unique dimension, placing particular pressures on planners.

Image plays a major part in creating and maintaining the work environment. The lack of support from schools in promoting sport and recreation pathways, the wider perception of a lack of career pathways, and the perception that the sector does not offer 'real' jobs serve to undermine efforts to establish a quality work environment. Feedback identified a wide variety of barriers that operate to create difficulties in delivering a quality work environment. In the main, these relate to the image of the sector as a career option combined with the nature of the industry as an attractive career option (e.g. low wages, casual and voluntary employment) acting to discourage good quality participants. The implementation and roll out of the revised training package—as well as ongoing continuous improvement—will support better transparency of the pathways that do exist for workers in this sector. Furthermore, better alignment between the sporting industries coaching and officiating schemes and the national VET sector's qualifications will go some way to leveraging outcomes for both workers (paid and unpaid) and the industry.

ATHLETES STRETCH LEGS AND INTELLECTS

This year 28 athletes completed their Northern Territory Certificate of Education and a further four completed their Certificate III in Sport and Recreation from Charles Darwin University.

Northern Territory Institute of Sport (NTIS) Director Ian Ford praised the athletes in their ability to find balance between sport and study.

“The NTIS encourages and supports athletes in their quest for success in both sport and life through high quality integrated coaching and support services, strong leadership and an environment that gives them the opportunity to succeed.”

Many of the young athletes intend to take a gap year in 2011 after the stresses of year 12 before pursuing future ambitions.

The Certificate III holders now have the training to give back to the community through programs such as After School Care and Life Be In It.

Northern Territory News, November 30, 2010, p.9.

UNDERTAKING BETTER WORKFORCE PLANNING

As previously identified, addressing better workforce planning needs to be a priority for the sector.

The 2010 Scan for Sport and Recreation described how research around this issue identified feedback relating to the workforce including issues around the seasonal nature of work and part-time, casual and volunteering workers which are seen to provide the greatest challenge. Feedback to SSA indicated that young people often join the sector attracted by the lifestyle but retention is a problem because of conditions and wages. Expansion of the traditional workforce is identified as an attractive option.

Feedback also indicated an industry perception that there is a paucity of sound data to assist in labour force planning. Data on Australia's workforce is available from a range of sources, such as the ABS, as well as the Department of Employment Education and Workplace Relations (DEEWR) labour force data, which is used extensively in this document. Other data describing requirements and expectations of the workforce is available from sources such as departments of health and ageing (e.g. relating to chronic illness), local council and shire offices (e.g. relating to planning and infrastructure work), and national and state sporting organisations (e.g. broad participation rates). So, perhaps more than anything industry is referring to the need to have knowledge of the availability of data sources along with the skills to access, understand and draw conclusions from the data.

SSA is currently working with the Outdoor Council of Australia to address this issue specifically for the outdoor recreation industry. The first phase of this work involved surveying a collection of stakeholders under the 'outdoor industries' banner (also including aspects of retail, tourism and hospitality) to assess the size and turnover, range of services, and qualification profiles of these organisations. In doing so, this collective is proactively addressing the need to attract funding for training by providing evidence that demonstrates its contribution to the national economy. A discussion paper on key findings is planned to be released early in 2011.

Small business managers' lack of awareness of the need for organisational planning, along with the skills required to plan, were also reported to be a significant barrier. In terms of opportunities, the sport and recreation industry can improve labour and skill use by expanding upon the traditional pool of labour. Limited only by its understanding of available labour, the sport and recreation industry could benefit from expanding its existing understanding of career pathways to access other skills and labour sources. Given its diversity, the industry is interconnected with a range of cross-sector agendas and community goals, such as health and wellbeing, community development and social capital. Leveraging off the common goals and competencies around physical activity as well as the connectivity to a number of existing programs, will afford the industry opportunities to increase its labour supply and better plan for its workforce needs.

CREATING STRONGER LINKS BETWEEN PROVIDERS AND INDUSTRY

In 2010, SSA with Service Skills NSW and NSW Department of Education and Training, undertook a significant piece of work called *Pathways to Participation*. This project seeks to better align the sport coaching and officiating scheme with national qualifications and, in doing so will also provide exemplars on how to create stronger linkages between providers and industry.

Feedback to SSA raises concerns regarding close relationships between industry and specific providers. The endorsement of the sport and recreation training packages is an ideal opportunity to move this issue forward. SSA's own Right Way program (quality implementation framework) will be an added opportunity for industry to become more involved in the implementation of their national training qualifications and secure better relationships and practice between industry and RTOs. There are examples identified of good strong working relationships between industry and RTOs that could be used as a model. The implementation of the new training package in 2011 will enable industry to respond to this ongoing issue as well as promote the value of effective training to the workforce as a whole.

EQUITY THROUGH BETTER RECOGNITION OF PRIOR LEARNING

In the interests of educating and up-skilling the nation's *existing* human resources (paid employees and unpaid volunteers) and its *potential* human resources (those presently unemployed or not in the labour force), RPL—as a concept—offers an opportunity to channel Australians into the formal education system. This process is by no means an attempt to devalue the non-formal and informal learning experiences of this audience. Rather, the RPL concept aims at:

1. capturing the breadth of previously unrecognised skills and knowledge
2. documenting these attributes against existing competencies, courses and qualifications in the Australian Qualifications Framework (AQF), and
3. recognising these attributes (and potentially any relevant skills and knowledge deficiencies through additional training) via the achievement of a formal qualification from an RTO.

Among the many subsequent benefits of embarking on this process is the capacity to further empower the members of the nation's adult population and encourage them to further utilise these skills—be it in a paid role, an unpaid role or in a combination of the two.

Ultimately, the key to harnessing the full capacity of RPL models is how the governing bodies of our tertiary educational system(s) opt to design and tailor it to the needs of individuals, employers and training providers—**one size fails all**. Adding to this outcome will also be the degree to which stakeholders within the educational system are committed to promoting and utilising the range of RPL models that may be available. Valid methods of recognising the intellectual and physical capacity of individual members of the community often remain either under-acknowledged or unacknowledged.

THE ABSENCE OF SUCH AN APPROACH TO RPL, COMBINED WITH THE INABILITY OF VOLUNTEERS TO ACCESS LABOUR MARKET FUNDING FOR FORMAL TRAINING NEEDS, IS PRODUCING A PROFOUND SET OF LIMITATIONS UPON THE EXTENT TO WHICH OUR NATION CAN MAXIMISE THE LATENT POTENTIAL IN ITS 'VOLUNTEER WORKFORCE'. Just as training (in all its forms) is an important pillar in supporting the ongoing professional development of the paid workforce, so too is training equally significant to ensuring that those who are providing services through voluntary (unpaid) work—whether or not they also happen to be employed elsewhere—are actively and adequately supported in their quest to carry out this function.

Through the *Discuss, Display, Do* project, SSA has been able to facilitate the implementation of an RPL model in a volunteer-utilising environment. This specific model has particular relevance to a portion of the population that do not already have significant *formal* educational capital to draw from. Assuming that those with a smaller pool of formal educational attainments are more likely to have their existing qualifications (if any) among the lower AQF levels (e.g. Certificates II and III), and that those with lower qualifications tend to earn less money over their life course, this is an important place for our tertiary education system(s) to start.

Proof of this point is the consideration that low-paid workers in particular (with a bias towards women) are a significant client population for VET. Encouragingly, it has been identified that participation in VET has significant benefits for those working in low-paid occupations, as this cohort is more likely to transition to higher-skilled employment following their training⁵³. However, this cohort is generally not financially capable of making the initial outlay to self-fund such training.

CURRENT IMPACT OF TRAINING PACKAGES

Enrolments in sport, fitness, and community and outdoor recreation qualifications in 2009 were mostly at Certificate II and Certificate III levels.

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 Vocational Education and Training in Schools (VETiS) activity.

Enrolments in community recreation qualifications and sport (coaching) had compound annual growth rates (CAGR) of 16% and 29% respectively between 2006 and 2009. Enrolments in fitness qualifications rose by 5% whereas enrolments in outdoor recreation and sport and recreation qualifications saw a decline (-4% and -18% CAGR respectively). With outdoor recreation, feedback to SSA indicates that higher costs required to resource this training may lead to training provider reluctance to offer it⁵⁴.

In addition to nationally-recognised training, several sport and fitness institutions have accreditation schemes. During 2009–10, a total of 66 national sporting organisations participated in the National Coaching Accreditation Scheme (NCAS) and 37 in the National Officiating Accreditation Scheme (NOAS). For the same period, 37,500 coaches and officials received training via the Australian Sports Commission online Beginning Coaching and Beginning Officiating courses—an increase of more than 10,000 on the 2008–09 figures. More broadly, since the inception of these courses, 70,660 coaches and 13,555 officials have received training⁵⁵. It is also possible to undertake sport, fitness, community and outdoor recreation studies at university. However links between the tertiary and VET system, and possible realistic career pathways, are not yet fully developed.

Information publicly available on 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.

FITNESS

Most fitness qualification enrolments for the last four years were at Certificate III level (65.7% in 2009), 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.

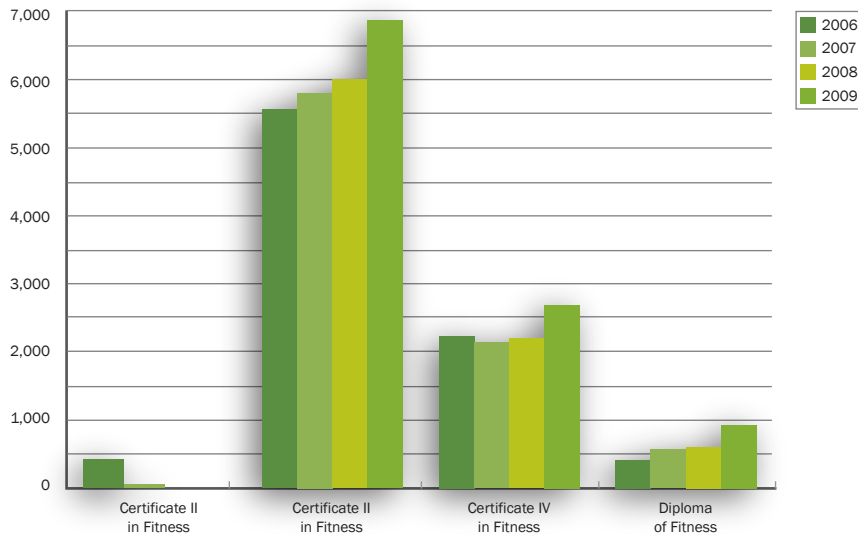


FIGURE 1 VOCATIONAL COURSE ENROLMENTS BY FITNESS QUALIFICATION (2006–2009)

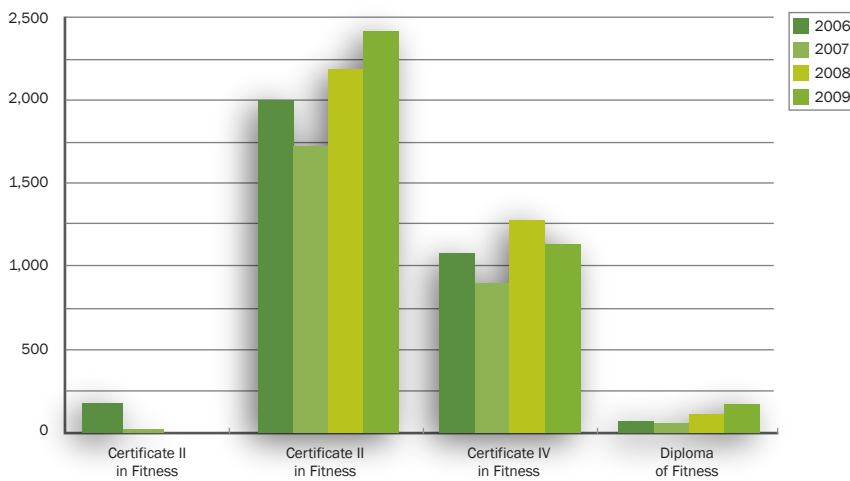


FIGURE 2 VOCATIONAL COURSE COMPLETIONS BY FITNESS QUALIFICATION (2006–2009)

OUTDOOR RECREATION

The majority of enrolments in outdoor recreation qualifications in the last four years were at Certificate II level (44% in 2009), which is likely to be based on pathway training through VETiS delivery. However, as can be seen in Figure 3 below, enrolments in this qualification level have been decreasing since 2006.

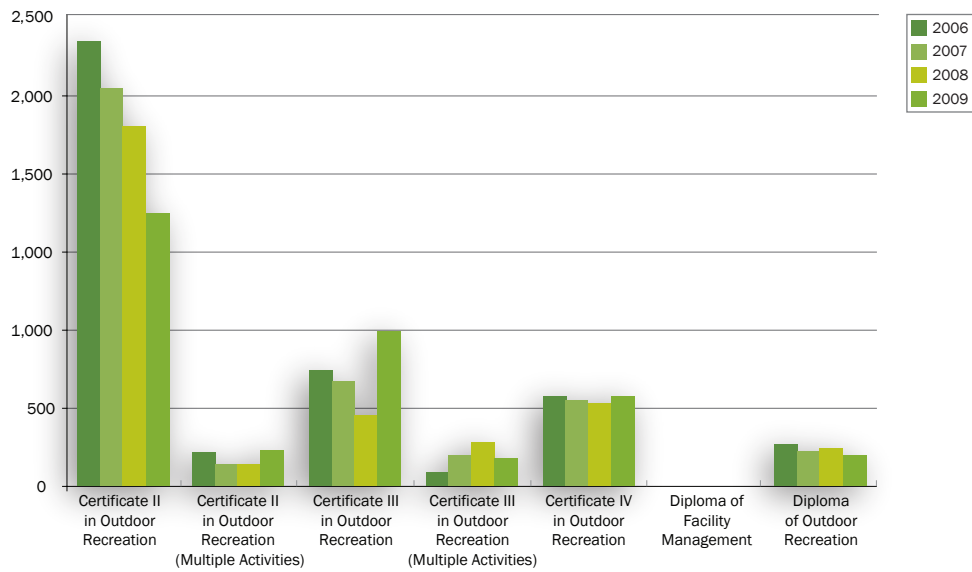


FIGURE 3 VOCATIONAL COURSE ENROLMENTS BY OUTDOOR RECREATION QUALIFICATION (2006–2009)

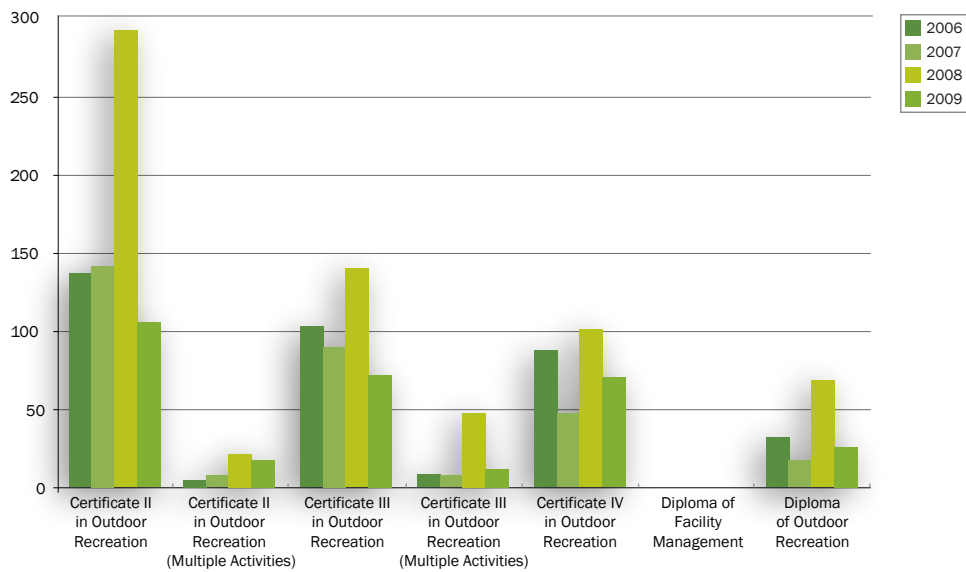


FIGURE 4 VOCATIONAL COURSE COMPLETIONS BY OUTDOOR RECREATION QUALIFICATION (2006–2009)

SPORT AND RECREATION

For enrolments in sport and recreation qualifications, 23% were at Certificate II and 31% at Certificate III level. However, as with outdoor recreation, the number of enrolments at Certificate II level is declining (-18% CAGR between 2006 and 2009). This decrease in Certificate II enrolments mirrors an increased focus on the Certificate III as an entry-level qualification for this sector.

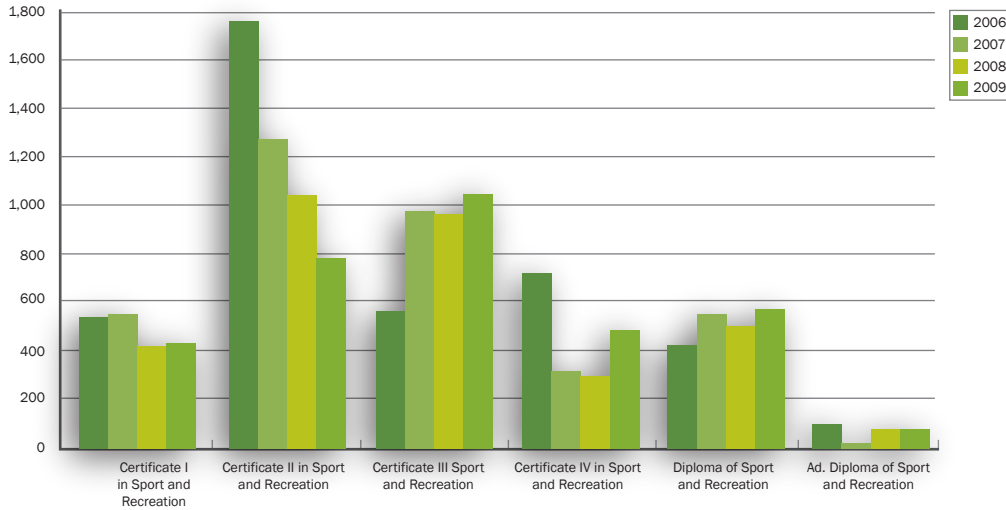


FIGURE 5 VOCATIONAL COURSE ENROLMENTS BY SPORT AND RECREATION QUALIFICATION (2006–2009)

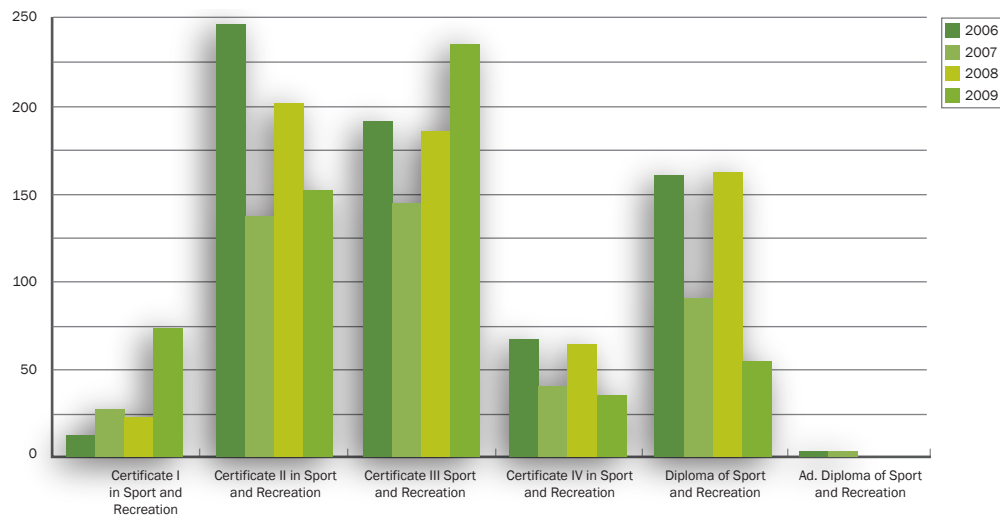


FIGURE 6 VOCATIONAL COURSE COMPLETIONS BY SPORT AND RECREATION QUALIFICATION (2006–2009)

SPORT

In 2009, enrolments in sport qualifications were 18% for Certificate III in Sport (Career Oriented Participation), 23% for Certificate IV in Sport (Development) and 27% for Diploma of Sport (Development). See Figure 7.

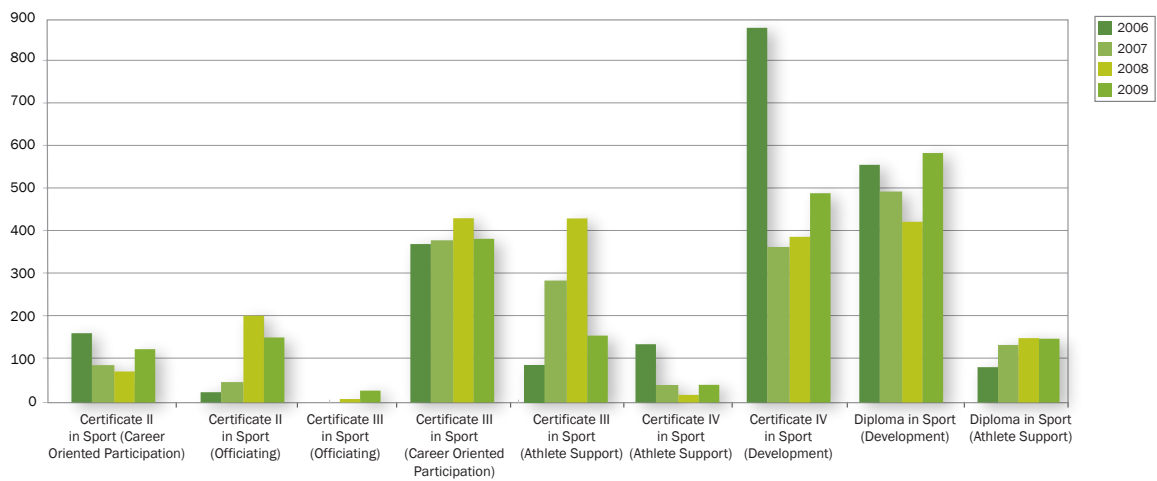


FIGURE 7 VOCATIONAL COURSE ENROLMENTS BY SPORT QUALIFICATION (2006–2009)

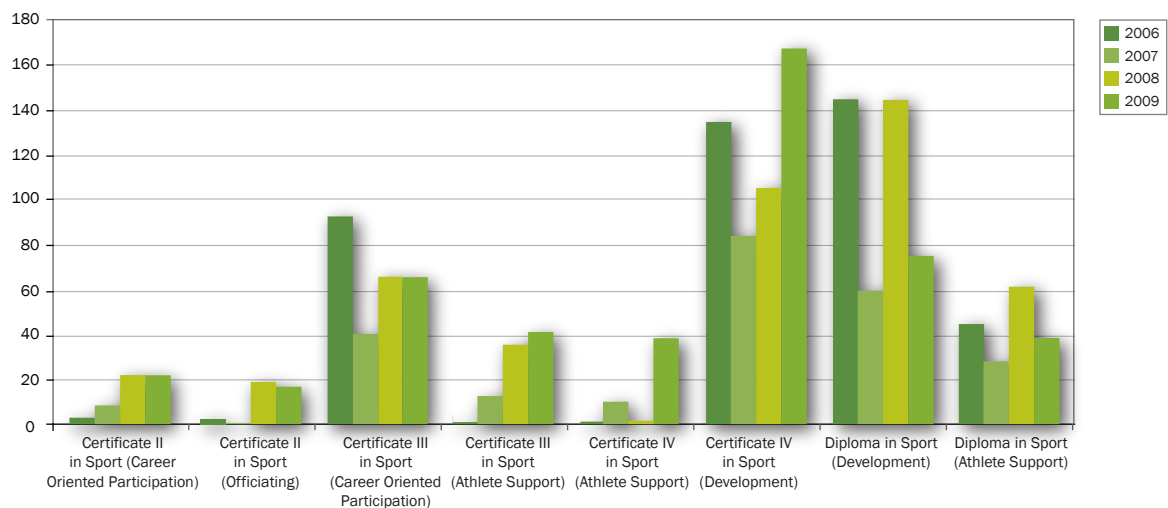


FIGURE 8 VOCATIONAL COURSE COMPLETIONS BY SPORT QUALIFICATION (2006–2009)

Enrolments in sport (coaching) have seen the highest compound annual growth rate of all sport, fitness, and outdoor and community recreation qualifications. This shows an increased acceptance and uptake of the VET pathway by the industry.

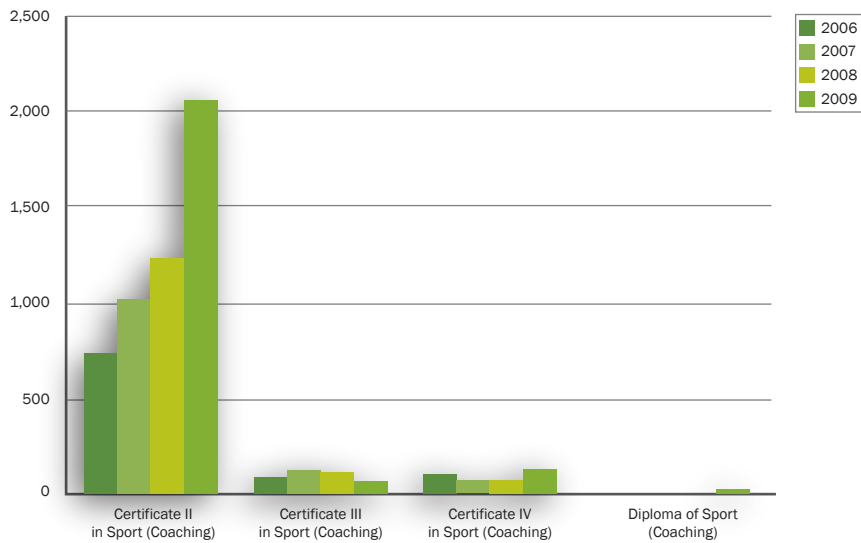


FIGURE 9 VOCATIONAL COURSE ENROLMENTS BY SPORT QUALIFICATION (2006–2009)

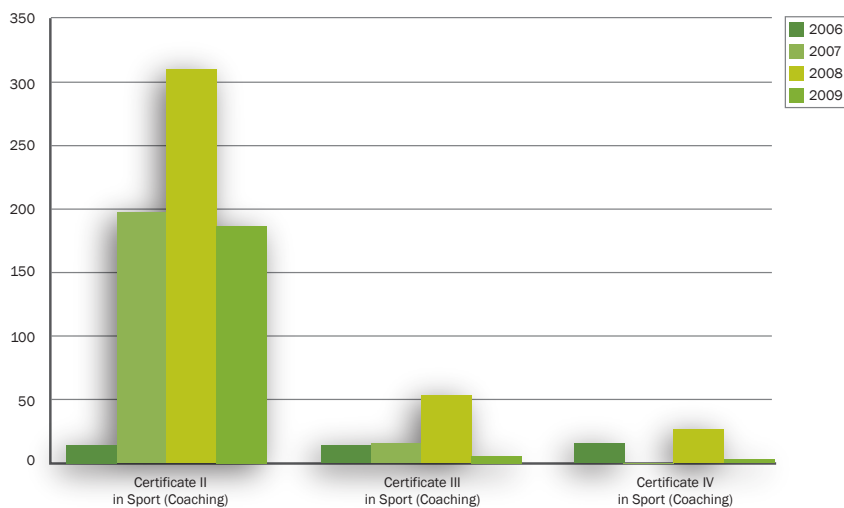


FIGURE 10 VOCATIONAL COURSE COMPLETIONS BY SPORT QUALIFICATION (2006-2009)

COMMUNITY RECREATION

Similar to other sport and recreation qualifications, most community recreation qualification enrolments in the last four years were at Certificate II level (83% in 2009), with enrolments growing each year. Certificate II also represented the majority of completions (76%) in 2009. 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.

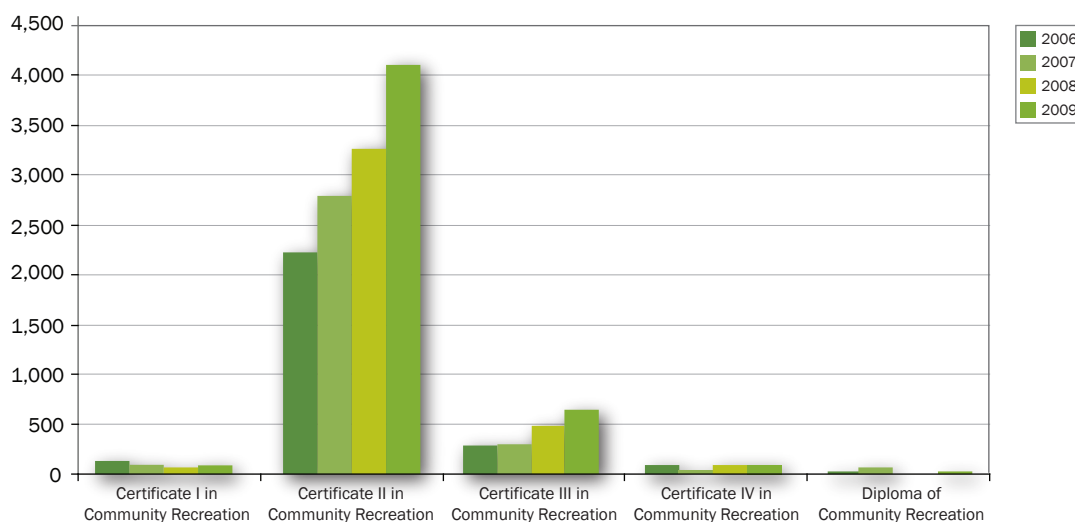


FIGURE 11 VOCATIONAL COURSE ENROLMENTS BY COMMUNITY RECREATION QUALIFICATION (2006–2009)

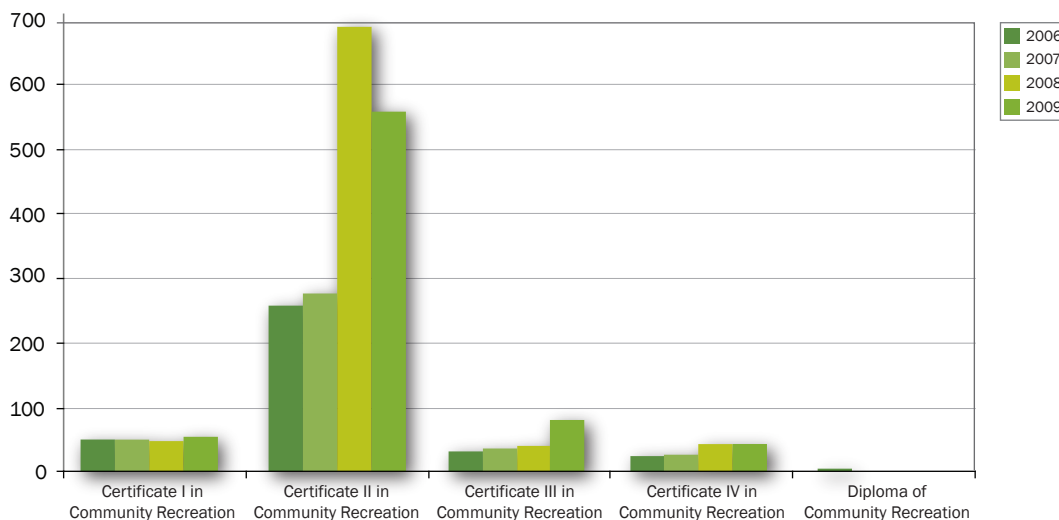


FIGURE 12 VOCATIONAL COURSE COMPLETIONS BY COMMUNITY RECREATION QUALIFICATION (2006–2009)

The variable quality of training and the variation in work readiness of graduates are considered an issue by some employers. Similar to other industries, employers in the sport, recreation and fitness industries have mixed experience regarding the quality of training, assessment and the skills of trainers, as mentioned earlier. New entry-level employees have to be skilled enough for full employment responsibilities through qualitative (using up-to-date technology) and quantitative (having enough time to practise new skills) training.

Accurate information and advice regarding pathways and careers to future students and possible employees are needed, to provide a realistic understanding of the industry.

SOLUTIONS AND POTENTIAL SOURCES OF LABOUR

There are partnerships between training providers and sporting organisations that can be modelled across industry. For example, a number of the large sporting codes in Western Australia have formed a relationship with the Central Institute of Technology through the creation of an Athlete Development Centre, which is proving to be a successful initiative. There are also other examples of successful partnerships between peak industry bodies and training providers in the development of minimum industry standards which could serve as a good practice model.

Recognition of prior learning

During 2009, SSA worked with industry to develop a new model of RPL, 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 experiences⁵⁶.

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 competencies⁵⁷.

FUTURE DIRECTIONS FOR ENDORSED COMPONENTS OF TRAINING PACKAGES

Service Skills Australia (SSA) has developed the SIS10 Sport, Fitness and Recreation Training Package (SIS10) to address current industry trends and practices.

SIS10 combines the four current Sport, Fitness and Recreation Industry Training Packages:

- SRC04 Community Recreation Training Package
- SRF04 Fitness Training Package
- SRO03 Outdoor Recreation Training Package
- SRS03 Sport Training Package.

SIS10 includes 26 qualifications ranging from AQF I to Diploma made up of 4 community recreation qualifications, 3 fitness qualifications, 4 outdoor recreation qualifications, 9 sport qualifications and 6 sport and recreation qualifications.

SIS10 now contains 536 units of competency, made up of 30 community recreation, 152 sport, 31 fitness, 286 outdoor recreation and 38 cross-sector.

PROCESS

The extensive review process, which involved over four years of substantial work, was conducted in two phases. Whilst undertaking the review of SIS10, individuals, enterprises, RTOs, peak body organisations, State Training Authorities (STAs), ITABs and Training Advisory Councils (TACs) were consulted nationally via a combination of face-to-face and telephone interviews, teleconferences, meetings and workshops.

Phase One

Phase One of the review took place from late 2006 to mid 2009 and involved extensive research and analysis of the current Sport, Fitness and Recreation Training Packages to evaluate their currency and relevancy for the industry, and to address any barriers to quality implementation by RTOs. A report was developed based on the information received, and recommendations for improvements to the training package.

A National Industry Reference Group (NIRG), made up of key industry representatives from across the sectors, was formed at the beginning of *Phase One*. Various industry technical working group meetings were also conducted nationally over this period.

Phase Two

Phase Two took place from mid 2009 to May 2010 to further explore the issues identified in the *Phase One* report and to take specific action, as required, by amending the training package. During this phase SSA conducted further consultation for the drafting and validation of the amendments to the training package.

In this phase the NIRG was disbanded, and the Fitness Training Package Reference Group (FTPRG) and Outdoor Recreation Reference Group (ORRG), including subject matter expert sub-groups, were formed.

SIS10 QUALIFICATION SUMMARY

The SIS10 Sport, Fitness and Recreation Training Package includes 26 qualifications as listed below. For mapping tables of the qualifications and units of competency, refer to *Appendix A*.

1. SIS10110 Certificate I in Sport and Recreation
2. SIS20110 Certificate II in Community Activities
3. SIS20210 Certificate II in Outdoor Recreation
4. SIS20310 Certificate II in Sport and Recreation
5. SIS20410 Certificate II in Sport Career Oriented Participation
6. SIS20510 Certificate II in Sport Coaching
7. SIS30110 Certificate III in Aquatics
8. SIS30210 Certificate III in Community Activity Programs
9. SIS30310 Certificate III in Fitness
10. SIS30410 Certificate III in Outdoor Recreation
11. SIS30510 Certificate III in Sport and Recreation
12. SIS30610 Certificate III in Sport Career Oriented Participation
13. SIS30710 Certificate III in Sport Coaching
14. SIS30810 Certificate III in Sports Trainer
15. SIS40110 Certificate IV in Community Recreation
16. SIS40210 Certificate IV in Fitness
17. SIS40310 Certificate IV in Outdoor Recreation
18. SIS40410 Certificate IV in Sport and Recreation
19. SIS40510 Certificate IV in Sport Coaching
20. SIS40610 Certificate IV in Sport Development
21. SIS50110 Diploma of Facility Management
22. SIS50210 Diploma of Fitness
23. SIS50310 Diploma of Outdoor Recreation
24. SIS50410 Diploma of Sport and Recreation Administration
25. SIS50510 Diploma of Sport Coaching
26. SIS50610 Diploma of Sport Development

CHANGES ACROSS THE INDUSTRY SECTORS

Community Recreation

During completion of the consultation for *Phase Two* of the SIS10 Review, industry identified that the titles of the existing community recreation qualifications did not align or relate to the current community recreation industry. Consequently, qualification titles have been updated to better align to the jobs within the community recreation industry.

The community recreation industry also noted that the Certificate III in Community Recreation from the SRC04 Community Recreation Training Package was difficult to deliver due to the large variation in outcomes – primarily being ‘wet’ and ‘dry’ job roles. This resulted in the Certificate III in Community Recreation being split into two different qualifications – the Certificate III in Aquatics and the Certificate III in Community Activity Programs.

Fitness

Due to changing population demographics and government health initiatives in recent years, the fitness industry now requires higher level skills and job outcomes. This is especially the case with the Diploma of Fitness, which now includes more complex skills.

The job titles within the fitness sector have been updated from Fitness Instructor, Fitness Trainer and Fitness Specialist to Exercise Instructor, Exercise Trainer and Specialised Exercise Trainer, as these titles better align to those used within the Fitness industry.

Through *Phase One* of the SIS10 review, research identified that the fitness industry did not relate to the outcomes of a Diploma of Fitness, and SSA was advised to delete the qualification and replace it with a Vocational Graduate Certificate in Musculoskeletal Health. Further Vocational Graduate Certificates were then to be included through continuous improvement. Industry groups and RTOs within two states acknowledged the outcomes of a Diploma of Fitness and noted the Diploma did need to change. This subsequently resulted in further review of the Diploma of Fitness.

After extensive consultation, a Diploma of Fitness was developed and agreed upon by the fitness industry, and stakeholders delivering fitness qualifications. An allied health organisation, Exercise and Sports Science Australia (ESSA) – formerly called the Association of Exercise and Sports Science (AAESS), was involved in the review and signed an agreement on the 28 July 2009 that the outcomes of the Diploma of Fitness were required. However, some members of ESSA remain dissatisfied with the Diploma of Fitness qualification.

Outdoor Recreation

The outdoor recreation industry noted that the packaging rules of the current Certificates II and III in Outdoor Recreation (Multiple Activities) were difficult to understand. These qualifications have subsequently been deleted and the outcomes can be picked up within the Certificates II and III in Outdoor Recreation.

Through lengthy consultation, the outdoor recreation industry noted that the qualifications did not align to job outcomes very well and they have now been updated accordingly.

Sport

The Australian Sports Commission (ASC) has updated the NCAS and NOAS over recent years, requiring amendments to the sport electives within the Training Package. Sport Coaching qualifications have been revised with units and electives aligning to the updated NCAS and NOAS schemes.

Due to low enrolments, the Sports Officiating qualifications have been deleted and are included as Skills Sets. The Athlete Support Services qualifications have also been deleted as industry noted the outcomes did not meet current industry needs.

Based on consultations with Sports Medicine Australia (SMA) a Certificate III in Sports Trainer qualification has been included. The Certificate III in Sports Trainer aligns to SMA's Level 1 Sports Trainer course, which is part of their national accreditation scheme with the ASC.

APPENDIX A – REPORT OF CONTINUOUS IMPROVEMENT OF SIS10 SPORT AND RECREATION TRAINING PACKAGE

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 underwent a full review, with all four packages being reduced into one: SIS10 Sport, Fitness and Recreation Training Package.</p> <p>Community recreation qualification titles were reviewed and named 'Community Activities'.</p> <p>The following qualifications were added:</p> <ul style="list-style-type: none"> • Certificate III in Sport (Trainer) • Certificate III in Community Recreation was divided into Certificate III in Aquatics and Certificate III in Community Activity Programs <p>The following qualifications were deleted:</p> <ul style="list-style-type: none"> • Certificate II in Outdoor Recreation (Multiple Activities) • Certificate III in Outdoor Recreation (Multiple Activities) • Certificate II in Sport Officiating – Outcomes will be picked up as a skill set • Certificate III in Sport Officiating – Outcomes will be picked up as a skill set • Certificate IV in Sport Officiating – Outcomes will be picked up as a skill set • Certificate IV in Athlete Support Services • Diploma of Athlete Management Services • Diploma of Sport Officiating – Outcomes will be picked up as a skill set • Diploma of Event Management 	<p>The Community Recreation, Fitness, Outdoor Recreation and Sport Training Packages are outdated.</p> <p>Included qualifications were identified during consultation with relevant industries, which found gaps in 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 activity program outcome.</p> <p>Through consultation with the outdoor recreation industry, it was identified that packaging of the Outdoor Recreation (Multiple Activities) qualifications was confusing and not relevant when there were basic outdoor recreation qualifications. Industry stated their desire for packaging rules in the Certificates 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 Training 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 skill set.</p>	December 2010	21 December 2010	N/A
<p>While reviewing the training package, SSA also rationalised units of competency, leading to a large reduction in their number. The four packages contained approximately 1500 units, which were reduced to approximately 800, with a large number of cross-sector units or imported units to be used where possible. For example, the four Training Packages included multiple first aid units, which were replaced by the relevant unit from the Health Training Package.</p> <p>The number of prerequisite units of competency was also significantly reduced.</p>	<p>The rationalisation and large reduction of units of competency have resulted in positive feedback from the sport, fitness and recreation industries.</p> <p>Feedback received from industry and RTOs has clearly articulated how the reduction in duplication of content, prerequisites and rationalisation of units of competency will improve the quality of the Training Package.</p>			

APPENDIX B – OCCUPATIONS IN SPORT AND RECREATION

The list below is taken from ABS 4148.0 Employment in Sport.

121316 Horse Breeder
139915 Sports Administrator
149112 Fitness Centre Manager
149113 Sports Centre Manager
272612 Recreation Officer
323312 Gunsmith
361111 Dog Handler or Trainer
361112 Horse Trainer
362311 Greenkeeper
393111 Canvas Goods Maker
393113 Sail Maker
452111 Fitness Instructor
452211 Bungy Jump Master
452212 Fishing Guide
452213 Hunting Guide
452214 Mountain or Glacier Guide
452215 Outdoor Adventure Instructor
452216 Trekking Guide
452217 Whitewater Rafting Guide
452299 Outdoor Adventure Guides
452311 Diving Instructor (Open Water)
452312 Gymnastics Coach or Instructor
452313 Horse Riding Coach or Instructor
452314 Snowsport Instructor
452315 Swimming Coach or Instructor
452316 Tennis Coach
452317 Other Sports Coach or Instructor
452318 Dog or Horse Racing Official
452321 Sports Development Officer
452322 Sports Umpire
452323 Other Sports Official
452499 Sportspersons
452411 Footballer
452412 Golfer
452413 Jockey
452414 Lifeguard
841516 Stablehand
450000 Other Sports and Fitness Workers

APPENDIX C – SPORT, FITNESS, AND OUTDOOR AND COMMUNITY RECREATION OCCUPATIONS AND QUALIFICATIONS IN DEMAND

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>
452414	Lifeguard	Certificate III in Aquatics	<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>
452317	Other sports coach or instructor	Certificate II in Sport Coaching Certificate III in Sport Coaching Certificate IV in Sport Coaching Diploma of Sport Coaching	<p>Qualifications for sport coaching provided elsewhere—through the Australian Sports Commission’s National Coaching Accreditation Scheme (NCAS) and higher education—represent significant competition to uptake and completion of these VET qualifications. Furthermore, the existing lack of alignment between NCAS and the National Training System (NTS) means that qualifications issued under one system are not recognised by the other. As evidenced by SSA’s Pathways to Participation project, this creates a barrier for individuals wishing to participate in the sport and recreation workforce—including volunteers.</p> <p>While the sport and physical recreation industry (as defined by Australian Bureau of Statistics) boasts the largest number of volunteers, volunteers are not incorporated into the funding structures for labour market training programs—the one existing exception being in Victoria. This is undoubtedly another barrier to the uptake of these VET qualifications and is being addressed by SSA’s Discuss, Display, Do project.</p> <p>By addressing these barriers—and thereby increasing the opportunities for people to be involved—it is hoped that uptake of these VET qualifications may be increased and, subsequently, contribute to the professionalism of the sport and recreation industry. This will further foster community participation which, in turn, will increase potential at an elite level.</p>
45211	Fitness instructor Personal trainer Gym instructor	Certificate IV in Fitness Diploma of Fitness	<p>Fitness trainers need high level skills to support the Preventative Health Strategy and work at an advanced personal trainer level. The fitness industry has also become more professional with increasing requirements for risk management.</p> <p>To assist in addressing current population health concerns, fitness professionals need to enhance specific knowledge and skills as related to chronic disease and have a clear understanding of their role in delivering prescribed exercise in collaboration with health professionals.</p> <p>Fitness professionals will also require higher level knowledge and skill and specific delivery skills for a community setting in order to support the anticipated demand created by the Commonwealth Governments Preventative Health Strategy.</p> <p>Enhanced professional competency in the areas of risk management and safety will be needed to satisfy industry requirements.</p>

ANZSCO CODE	OCCUPATION	TRAINING PACKAGE QUALIFICATION	JUSTIFICATION/EVIDENCE
452321 or 139915	Sports development officer or sports administrator (program coordinator)	Certificate IV in Sport Development Diploma of Sport Development Certificate III in Sport and Recreation Certificate IV in Sport and Recreation Diploma of Sport and Recreation Administration	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 without the additional qualifications. While this does not necessarily reflect a skills shortage, this situation certainly provides ample opportunities for existing staff to align their skills to the National Training System via skills recognition processes (i.e. RPL). Subsequently, this may encourage further engagement in VET over the long term as individuals progress through the higher AQF levels in this area of study—thereby addressing the broader targets for a more highly-skilled workforce.
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.
139915	Sports administrator (board and committee members)	Sport units at Diploma level 'Promote compliance with laws and legal principles' and 'Manage organisational risks'	A high number of board and committee members need to increase their knowledge of duties and governance. This will enhance the professionalism required within these voluntary appointments.
139915	Sports administrator	Certificate IV in Sport (Development) Certificate IV in Outdoor Recreation Certificate IV in Community Recreation Certificate IV in Sport and Recreation Diploma of Fitness Diploma of Outdoor Recreation Diploma of Sport Development Diploma of Facility Management Diploma of Sport and Recreation Administration	There is a need to support increased professionalism and improved management skills, including business planning, budgeting, human resources, leadership and governance.

ANZSCO CODE	OCCUPATION	TRAINING PACKAGE QUALIFICATION	JUSTIFICATION/EVIDENCE
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.
4523	Sport coach	Certificate IV in Sport Coaching Diploma of Sport Coaching	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.

ENDNOTES

- 1 Service Skills Australia, Environmental Scan 2009.
- 2 Frontier Economics, The Economic Contribution of Sport to Australia, January 2010
- 3 Forecasts of labour and skills requirements in the service industries, 2010-15; Report prepared for Service Skills Australia by the Centre for the Economics of Education and Training (CEET), p.6.
- 4 Forecasts of labour and skills requirements in the service industries, 2010-15; Report prepared for Service Skills Australia by the Centre for the Economics of Education and Training (CEET), p.6.
- 5 Forecasts of labour and skills requirements in the service industries, 2010-15; Report prepared for Service Skills Australia by the Centre for the Economics of Education and Training (CEET), p.8.
- 6 ABS 4441.0 Voluntary Work, Australia, 2006, p.40; At present, the ABS data on volunteering is collected through two avenues—one question in the Census (which occurs every five years) as well as a set of questions from their General Social Survey (which occurs every five or six years). Consequently, this document only incorporates data from their General Social Survey as it is: 1) more detailed; 2) considered to be more accurate (in that results are guaranteed to be self-reported as opposed to possibly being reported by another member of the same household), and; 3) the source of content for 4441.0 Voluntary Work, Australia.
- 7 ABS 4102.0 - Australian Social Trends, Sep 2009, "People with more than one job", p.2.
- 8 For more information: ABS 6361.0.55.002 - Employment Arrangements, Retirement and Superannuation, User Guide, Australia, April To July 2007, p.22
- 9 ABS 4441.0 - Voluntary Work, Australia, 2006.
- 10 Productivity in the service industries; Report prepared for Service Skills Australia by the Centre for the Economics of Education and Training (CEET), p.ii.
- 11 For reference purposes, the industry classification of Arts and Recreation includes many of the job roles of Sport and Recreation that SSA represents.
- 12 House of Representatives Standing Committee on Economics (2010) Inquiry into raising the productivity growth rate in the Australian economy, The Parliament of the Commonwealth of Australia, Canberra, p. 151.
- 13 Townsend, M. and Weerasuriya, R. Beyond Blue to Green: The benefits of contact with nature for mental health and well being April 2010
- 14 Townsend et al p 5
- 15 Townsend et al p6
- 16 This is explained further in the Productivity Commission measurement framework for the NFP sector
- 17 Service Skills Australia (2010) Getting on Track for Change, p. 5
- 18 Service Skills Australia (2010) Not 'Just a Volunteer': Embracing concepts and approaches from the paid sector, at the 13th National Conference on Volunteering, 27-29 October, 2010, Melbourne, Victoria.
- 19 Fitness Australia, Access Economics, Let's get physical: The economic contribution of fitness centres in Australia, July 2009
- 20 ABS 8165.0 Counts of Australian Businesses, including Entries and Exits, June 2007-June 2009; The scope of this release is significantly different to previously released (and discontinued) ABS business counts publications. In particular, this publication only includes businesses which actively traded in goods or services during the reference period in question, whereas the scope of previous releases focused on different populations. Additionally, there was a change in the GST threshold (on 1 July 2007) and as such, the scope of this release is based on the revised threshold of \$75,000 per annum for businesses and \$150,000 per annum for not for profit institutions. Users should take this into account when interpreting results, including when comparing these data with other ABS statistics.
- 21 6291.0.55.003 Labour Force, Australia, Detailed, Quarterly, Table 06. Employed persons by Industry Subdivision and Sex, Nov 2010. Please note that statistics cited are based on counts for the Industry Subdivision of "Sports and Recreation Activities" as this category most closely resembles SSA's Sport, Fitness, Outdoor & Community Recreation industries.
- 22 ABS 6285.0 Involvement in Organised Sport and Physical Activity, Australia, April 2010, pp.4, 11-12.
- 23 ABS 4156.0.55.001 Perspectives on Sport, Oct 2008
- 24 ABS 4441.0 Voluntary Work, Australia, 2006, p.40
- 25 Frontier Economics, The Economic Contribution of Sport to Australia, January 2010
- 26 ABS 6285.0 Involvement in Organised Sport and Physical Activity, Australia, April 2010, pp.5, 19.
- 27 ABS 4441.0 Voluntary Work, Australia, 2006, p.55-56
- 28 Australian Government Independent Sports Panel, 'The Future of Sport in Australia', 2009, Chapter 1.7 'Ensuring Australia's Sports System is Open to All'.
- 29 Australian Sports Commission (2010) Australian Sport: The pathway to success, p.5.
- 30 As also noted in Productivity Commission (2010) Contribution of the Not-for-Profit Sector, Research Report, Canberra, pp.272-273
- 31 People First Total Solutions, E-News for the Not-For-Profit (NFP) Sector, August 2009 No. 8: <http://archive.constantcontact.com/fs055/1100677655792/archive/1102669272546.html>

- 32 ABS 6285.0 Involvement in Organised Sport and Physical Activity, Australia, April 2010, p.3,5. For this survey, a qualification is the completion of a course or qualification relevant to the non-playing roles surveyed, regardless of the length of the course or the type of institution offering the course. This may include: training run by sporting associations or clubs; study at educational institutions; and attendance at workshops or seminars.
- 33 Australian Sports Commission (2010) Participation in Exercise, Recreation and Sport Survey 2009 Annual Report (ERASS 2009), p.1; 'Any physical activity' is physical activity for exercise, recreation or sport. It includes activities that were organised by a club, association or other type of organisation, and activities that were non-organised. It excludes those activities that were part of household or garden duties, or work.
- 34 ABS 6285.0 Involvement in Organised Sport and Physical Activity, Australia (from March 1993 to April 2010); Please keep in mind that the survey questions may have slightly changed over the years, so these figures should be seen as approximate values.
- 35 ABS 4177.0 Participation in Sport and Physical Recreation, Australia 2009-10 p.6.
- 36 Australian Sports Commission (2010) Australian Sport: The pathway to success, p.1.
- 37 See also Fitness Australia's initiative Older. Fitter. Better.: <http://fitnation.com.au/index.php/programs/course/182/>.
- 38 ABS 3222.0 Population Projections, Australia, 2006 to 2101
- 39 ABS 3235.0 Population by Age and Sex, Australia, June 2006
- 40 ABS 4148.0 Employment in Sport, 2006; please note that this document includes occupations that are not covered by SSA training packages; please see Appendix B.
- 41 SkillsInfo.gov.au DEEWR Employment Outlook for Arts and Recreation Services, February 2010, p.12, Figure 10: Arts and Recreation Services Sectors - Median Age (years) – 2009.
- 42 OECD Policy Brief Economic Survey of Australia, 2008, October 2008
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- 52 See also data for 'Undertaking better workforce planning'
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