

SERVICE SKILLS AUSTRALIA

ENVIRONMENTAL SCAN 2011



2011

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INTRODUCTION

THE ROLE OF SERVICE SKILLS AUSTRALIA

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

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

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

OBJECTIVES

This environmental scan provides an overview of current and future developments and trends in the service industries in relation to industry-specific workforce development and vocational education and training (VET). Developed in partnership with industry and based on data mostly collected between February 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 skills and workforce development strategies, including training packages. It includes information on the six sector-specific environmental scans that SSA has developed; each of which contains industry-specific data, trends and detailed analysis.

SSA's Environmental Scan 2011 informs the work of the National Quality Council, Skills Australia and the commonwealth Department of Education, Employment and Workplace Relations. It is a source of comprehensive information on workforce planning and development needs for the industries that we represent and is a useful reference for industry, training providers, policy makers and other interested stakeholders.



“The value of the service industries for Australia’s economy and population cannot be underestimated.”

KEY MESSAGES

SSA’s Environmental Scan 2009¹ advocated for skill development in the right way and in the right timeframe. Skill development needs to occur in a way that ensures that the right skills are being developed for the job outcome, context of learners, and learners’ work circumstances. The scan also promoted the need for the service industries to be recognised for their significant contribution to the Australian economy². This scan reiterates the critical nature of this issue as a key strategy to ensure increased levels of productivity and participation in the workforce. Policies and strategies designed to lift the quality of education and training (whether in schools, in higher education or in VET providers) are still a key priority for the service industries.

This scan also reiterates the message of previous years’ scans – that the service industries are critical to the sustainability and longevity of the national economy.

The value of the service industries for Australia’s economy and population cannot be underestimated. In 2010, SSA commissioned the Centre for the Economics of Education and Training (CEET) to produce a report to measure the productivity of the service industries. The report revealed a positive picture of growth in a number of industries when compared to average annual growth across 12 market industries.

The economic impact of these industries is widespread. Sectors such as the sport, fitness and outdoor and community recreation industries, as well the tourism and events industries provide additional income for the other industries. These industries attract a wealth of international visitors which benefit the broader Australian economy. It is estimated that the tourism industry alone has a gross output multiplier of 1.85, meaning that every dollar directly spent on tourism generates an additional 85 cents of activity in the rest of the economy³.

Sectors such as retail and hospitality often provide the first job for many Australians, whether a part-time job while studying or a first full-time job – for many individuals providing the basic ‘know how’ for their future working life, in the service industries or beyond. In this respect the jobs are critical for the development of employability skills in young people⁴.

When measuring the contribution that the service industries make to Australia’s economy, significant multiplier effects and less tangible areas like social inclusion and psychological wellbeing have to be taken into account⁵.

Policies to improve skill use and participation must take into account the dynamics of the workforce and complexity of the trends that affect it. Paid and unpaid labour in the service industries workforce does not follow traditional career pathways and often covers multiple sectors. It is imperative that these transitions are effectively recognised in order to avoid the loss of valuable human capital.

There remains a clear need for improved links between training organisations and industry. This can be achieved through innovative and creative education training systems, which will result in enhanced skill use and increased productivity in the service industries’ workforce.

LATEST INDUSTRY INTELLIGENCE

LABOUR MARKET FACTORS

Employees are the most important asset for a business in the service industries, and business success depends largely on the quality of the service that those employees provide. Understanding their needs within the context of evolving business models, consumer behaviours and workforce trends will need to be a source of ongoing work for industry and government in the short, medium and longer term.

The quality of skills of many Australians in the future depends largely on a current, sound and **industry-driven** vocational education system which is based on best practice understanding of industry, its needs now and broadly in the future. Effective industry led planning of the nation's workforce is crucial if investment in the national vocational skill base is going to be effective.

Effective Workforce Planning

Within many occupations, the number of people with qualifications has increased faster than total employment. This is referred to as skills deepening and is the result of a number of factors, including:

- An overall rise in the level of skill and qualification requirements within occupations due to technological and organisational changes.
- The significant returns on training in the labour market for those who invest in education, as well as reforms to education systems broadening access.
- Removing skill gaps, where workers have been under-skilled for the occupation in which they are employed⁶.

Australia's economy is made up of many diverse industries and sectors, each of them demanding a range of specific skills⁷. Workforce development is about ensuring that Australian industry has access to appropriate numbers of skilled workers to address future need. The multiple agendas that are ultimately concerned with targeting more Australians to higher qualifications should place greater emphasis on the important position that entry level qualifications (predominantly delivered in the VET sector) play, both in terms of their role in post-compulsory education and their capacity to contribute to these educational policy goals. There is a risk that the drive towards higher qualifications dilutes the relevance of lower-level qualifications and the critical role they have to industry⁸ and the planning for future workforce needs. The following graph illustrates the typical skill profile (as described by qualifications) of the service industries. It provides a picture of the importance of lower Australian Qualifications Framework (AQF) level skills and qualifications to the service industries workforce.

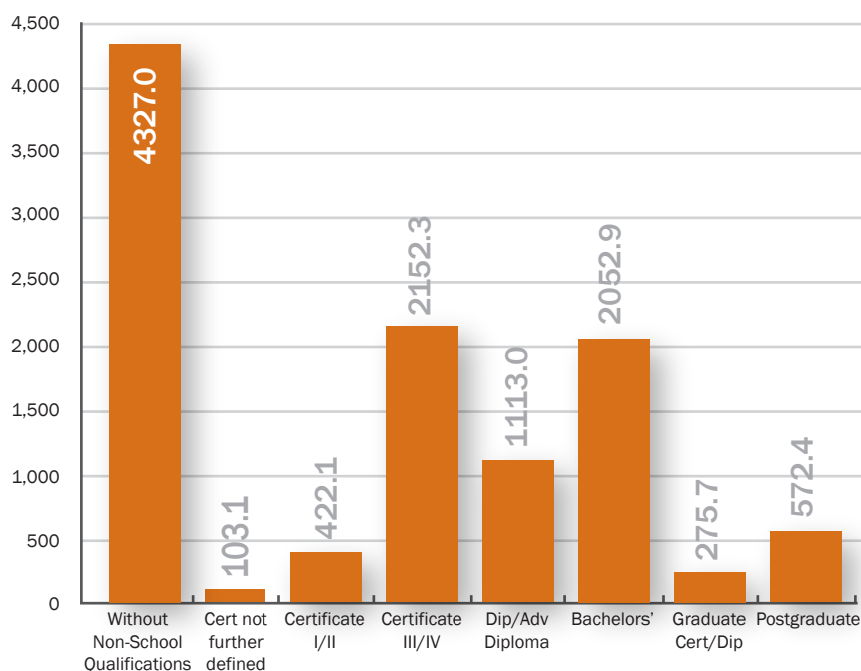


FIGURE 1 WORKFORCE (15-74) BY LEVEL OF HIGHEST NON-SCHOOL QUALIFICATION ('000)⁹

The prevailing focus on higher level skills does not reflect the composition of the service industries' workforce and its need for vocational education and training.

While there has been a trend towards employment in industries requiring higher skill levels, job opportunities at Certificate level III have also increased in industries such as retail¹⁰.

The movement to higher qualifications should not replace the appropriate role of lower qualifications in industries where there is a distinct need for workers with qualifications at AQF levels two and three¹¹.

The reality is that the majority of jobs that will be available in most service industry sectors will be at entry level – that is, Certificates II and III. These skill levels are suited to the majority of employer needs, with most employees commencing with basic skills in customer service and then, for some, gaining skills and experience in specialised fields.

In part, this reflects the younger age profile in the accommodation and food service industry, including students working while studying¹². However the skills gap does need to be addressed.

It should be noted though that while the mismatch in supply and demand represents a need for higher level skills for those who do not possess a qualification, it does not consequently mean a demand for training only at diploma, management or trade level (Certificate III).

To illustrate this point, we know that over one in five Australian workers start work in the occupation of sales assistant and salesperson¹³ (often at AQF level 2), and so the service industries may be seen to be a gateway to the workforce. Adding even more value, the skills gained working in the service industries – such as customer service – are readily transferable to other industries. Hence to raise workforce participation levels, training should accommodate the strong need for entry-level skills in these industries. Appropriate planning for the service industries pays dividends for the whole economy.

Compared to the rest of the workforce, only a minority of workers in the WRAPS sector hold qualifications (39 per cent in 2008), but the proportion holding qualifications has been increasing. Retail managers (50 per cent) and hairdressers (76 per cent) were most likely to hold qualifications and retail assistants (28 per cent) and checkout operators (23 per cent) were least likely to hold qualifications.

In the tourism and hospitality sector, a minority of workers hold qualifications. In 2008, more than 75 per cent of kitchenhands and fast food cooks did not have any qualifications. On the other hand, 73 per cent of chefs and about half of all cafe and restaurant managers did. An increasing proportion of workers in the sport and recreation sector hold qualifications – 59 per cent in 2008. The qualifications of many were at the degree or higher level. While 75 per cent of fitness instructors held a qualification (certificate III/IV) in 2008, the proportion of swimming coaches with a qualification was only about 50 per cent¹⁴.

Work in the service industries dominates the economy, and working in these industries demands a range of different skills to those required in other industries, such as traditional trades¹⁵. Workforce development is about ensuring that the Australian industry has access to appropriate numbers of skilled workers to address need into the future. It aims to tackle the skill shortages that will come about as a result of trends such as the ageing population, by increasing levels of workforce participation and developing the skills of the current workforce. Any course of action to solve skill shortages and increase workforce participation will depend on the sector-specific labour market in imbalance – as each market may need a tailored solution¹⁶. If the Skills Australia recommended blanket approach to workforce development is adopted, the result will be an under-representation of the development of service industries workers.

Institutional delivery of qualifications

SSA understands that a significant number of students in fee-paying colleges undertake a number of service industry qualifications through an institutional pathway, often with minimal exposure to a real workplace context.

Employers need to be confident that graduates of institute or wholly classroom-based programs have the equivalent skill depth and breadth as graduates from workplace-based programs (for instance, from apprenticeships).

It would appear that a number of providers are not meeting the requirements specified in the training package. It has been reported that training facilities often do not meet the recommended standard and that some RTOs are failing to provide adequate exposure to authentic workplace simulations, as a result students graduate without getting adequate access to industry application at work or in training.

To address this issue, SSA has taken some steps to provide solutions including, improvements to the training package, development of User Guides and the Right Way program (detailed later in this document).

Career development

An important element of effective workforce planning is the identification of strategies to retain skilled labour within the workforce.

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

Industry consultation identified that pathways to higher education are attractive to large enterprises, with the view that linking formal study to job roles will make study meaningful and will assist in filling identified skills gaps. The opportunity to undertake formal study would be particularly useful to those staff moving into more senior positions. SSA has received reports that employers tend to use higher education programs to increase retention rates within their organisation.

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

Training for volunteers

Another often missed part of workforce planning and development are the significant numbers of volunteers that are a crucial part of the national economy. In the service industries, volunteers can be found mainly in the sport and recreation industry, tourism and retail sectors. For the purposes of effective workforce planning, it needs to be understood that volunteer workers in the service industries may often be classified in other sectors – for instance, community services may include workers in not-for-profit opportunity retail outlets. Overall, the skills that they employ as part of their work in an unpaid capacity do call upon service industry skills.

The results of the 2007 Survey of Work in Selected Culture and Recreation Activities indicate that 1.4 million of the population aged 15 and over were involved in one or more non-playing roles associated with organised sport in an unpaid capacity¹⁷. In addition, governance positions in most sporting and recreational clubs and associations are usually filled by volunteers, who would benefit from training to increase their understanding of the role and therefore the professionalism they would bring to the role.

Unfortunately the work of volunteers is still not receiving sufficient recognition and support¹⁸ and industry feedback has revealed concerns about the distribution of training products as well as issues around accessing training for volunteers. Whilst it is a crucial issue for both paid and unpaid workers, feedback specifically from volunteer organisations is that the higher cost of providing training in remote and rural areas can lead to reluctance on the part of some training providers to offer it. However, it is vital for future workforce development more broadly that the status and work of volunteers are recognised and that training, including RPL, is appropriately funded to allow access for volunteers that reflects their high importance and values their contribution to the workforce.

INDUSTRY FACTORS

The service industries employ almost 2.4 million people and represent nearly a quarter of Australia's workforce¹⁹. These workers with their range of skill levels and qualifications contribute to Australia's economy. The contribution of the service industries to Australia's gross domestic product (GDP) for 2009-10 was AUD57.9 billion (4.8%) for wholesale trade and over AUD53 billion (4.4%) for the retail trade sector, over AUD27 billion (2.3%) for accommodation and food services and AUD9.8 billion (0.8%) for the arts and recreational services²⁰. In 2009-10, direct tourism contributed \$33.9 billion to Australia's Gross Domestic Product (GDP)²¹.

The service industries can be summarised as follows:

- There were 344,655 businesses in mid-2007. The service industries are dominated by small businesses, with 70% of companies employing fewer than 20 persons²².
- The retail industry is dominated by a small number of major companies. The concentration of businesses varies between retail sub-sectors. The department store segment shows a high level of concentration, with key retailers holding 95% of market share. Medium levels of concentration exist in takeaway food, footwear and domestic appliance retailing. Low levels of concentration are found in the liquor, sport, camping equipment and photographic equipment retailing sectors²³. Micro-businesses through to multi-national companies are represented, as well as franchises. Of the 1.175 million employees in the retail sector²⁴, around 425,450 (or 36%)²⁵ are employed by businesses that collectively account for 23.2% of the retail market share²⁶.
- Employment across the sectors is diverse in terms of demography. Many young people commence work in one of the sectors and 54% of all working women are employed in the service industries. 48% of employees work part-time²⁷ and traditionally the industry has a high casual workforce.
- In the four years to 2014-15, employment in accommodation and food services is expected to grow at an average rate of 2% per annum, which equates to around 79,000 new jobs²⁸. During the same period, employment in the retail industry is expected to grow at an average rate of 1.8% per annum, which equates to around 106,600 new jobs. Within this industry, supermarket and grocery stores and clothing, footwear and accessory retailers are expected to have the strongest annual employment growth of 3.3% per annum each²⁹.
- Business sales in retail, wholesale and personal services are of a cyclical nature and react quickly to economic trends and changes in consumer spending patterns. The level of consumer spending changes in response to various factors, the most noticeable being interest rate changes and fluctuations in petrol prices.

Business trends

From a labour and skills perspective, lifestyle transitions provide a point of reference for understanding market impacts. Individuals' purchasing habits are a case in point. For instance, industry reports an increase in online and just in time purchasing of products. During consultation with SSA, representatives from the service industries were asked to identify emerging business and consumer trends and to describe the impacts they could potentially have on workforce planning.

Retail, wholesale and floristry

Feedback from the retail, wholesale and floristry sector noted that customers are increasingly knowledgeable about products, due to increased access to product information on the internet. Consumers expect staff to be well-informed and able to answer questions about products. Sales employees are therefore required to be trained to develop better negotiation and product knowledge skills.

The importance of value was highlighted during the consultation process, with the observation that customers need to feel they are getting greater value for money. The identification of this increasingly discerning group of customers is also reinforced by The Australian Centre for Retail Studies (ACRS), who identifies 'the Value Consumer' as one of the emerging group who exercise greater caution and expect more for their money³⁰. Factors such as interest rate levels were also identified by industry as having an impact upon consumer trends, with rate rises, or the expectation of rises immediately being felt at the cash registers.

Also noted by industry was the necessity for many businesses to extend their trading hours in order to meet the demands of consumers - especially in metropolitan areas - creating flexibility and staffing issues.

There would appear to be a disconnect between customer expectations and the services being delivered by organisations. Industry representatives were asked to comment on recent reports that suggest a decline in the quality of customer service in Australia³¹. Feedback stated that the customer service capabilities of sales assistants have generally improved, but customer expectations have increased at a faster rate and there tends to be fewer sales assistants per customer as many retailers have tightened structures to remain profitable. Industry representatives in the Northern Territory attributed declining standards of customer service to the low unemployment rate in the region, which has created complacency. However, it was also noted that retail employees in NT have excellent attendance records, which enables the shops to stay open.

In response to increased customer expectations, some retailers are empowering sales assistants to make decisions regarding customer complaints in an attempt to placate more demanding customers. However, there remains a public perception that customer service skills are in decline. One possible solution to this would be the development of an entry level customer service qualification, designed to provide workers with the skills to meet this growing consumer expectation.

Community Pharmacy

The community pharmacy industry notes a change in consumer behaviour; with customers increasingly demanding more detailed product information and treatment management plans. It was also noted that the Quality Care Pharmacy Program has continued to reinforce the development of high quality specialist services within the sector and continues to be well-received by customers. Community pharmacy industry feedback suggested there is a subset of consumers who undertake research online but are reluctant to purchase through that medium and prefer to present pharmacy staff with their research and discuss the product. Industry consultation also noted a growth in consumer support for the 'big box' retail strategy (typically operating in large, free-standing, structures, several times larger than traditional retail spaces), driven by a perception of a need for more choice.

Community pharmacies have reported attempts to increase the variety of the products they retail. Whilst retaining a focus on the professional areas of the pharmacy, some who operate day and night pharmacies have attempted to provide the services time-poor customers are requesting, such as gift lines, cold drinks, greetings cards etc. The demands on community pharmacy to provide a diversity of services will impact upon workforce planning as staff will be required to be multi-functional.

Funeral Services

Pre-paid funerals continue to be popular and require funeral directors to have the skills to meet the information needs of the public, and to act ethically and responsibly with client funds. Budgeting is becoming an increasingly important task of managers in the funeral services industry, as investments for future care and maintenance of infrastructure have to be calculated and budgeted for. Industry feedback has indicated that there are a number of factors that contribute to consumers choosing cremations over burials, stating the reasons go further than simply price issues; these factors include:

- The increasingly transitional nature of the population, meaning people will not necessarily die in the same state in which they were born. Therefore, cremations are the convenient choice for transporting remains, with burials seen as unnecessary in cases where families are located in different states or territories.
- Increased consumer awareness about the shortage of burial sites.
- Sociological changes in consumers' views on religion. This has also led to a noted increase in demand for more informal, private funerals within funeral homes.

Industry consultation has revealed that funeral directors are also investing more capital into their own premises; offering private and informal services that includes hospitality services (food and beverages) within funeral homes. In the past, services of this kind were often outsourced. This diversification of services also extends to some funeral businesses installing a cremator to provide cremation services and cemeteries providing memorial services (where legislation permits).

As more burial and funeral options become available, there are impacts upon workforce planning. Industry feedback indicates that smaller funeral directing businesses will continue to rely on a mix of casual/part-time staff to support the variation in daily demand. Feedback also states that the crematoria sector is running at less than its capacity so the need for increasing the current staffing levels will be dependent on the increase in cremations that will also drive the development and maintenance of memorial gardens and infrastructure. The cemetery sector is dependent on available land for burial.

Hairdressing and Beauty Services

The hairdressing and beauty industries are facing increased pressure from increasing consumer demands. As consumers become more well-informed and expect more value for money, the level of service and range of services is increasing. Industry feedback suggests that although there has been an increase in salon revenue and demand for service, consumers are lengthening the times between return visits.

The success of each business is reliant on the quality of its staff and businesses increasingly need to ensure that the services they offer distinguish them from their competitors. So it is essential that staff have a thorough knowledge of products and services as well as the required technical skills to provide a high level of service.

There has been extensive stakeholder comment about the broadening of the beauty industry and the potential it brings for enhancing career pathways and options. However, it is true to say that some care needs to be taken to ensure that these opportunities are effectively managed in consultation with the health and medical community. In addition, it is important to recognise that while beauty salons are offering an increasing range of services, those offering a traditional range of services probably still account for a large proportion of the industry.

Tourism, Hospitality and Events

Distribution of messages and advertising of tourism destinations are increasingly promoted informally through social networking and instant communication vehicles, such as Facebook and Twitter. Those involved in wholesaling and the distribution of tourism products may find themselves facing redundancy if they do not adapt to more flexible and modern business models or seek leverage from these consumer trends³².

Industry consultation has identified a number of emerging consumer and technology trends that will affect future workforce planning.

The hotel industry has noted that customer expectations are changing with exposure to overseas destinations, particularly in Asia. Domestic travellers are expecting similar levels of service to those experienced overseas, however the flexibility and level of staffing required to meet these expectations presents a challenge for some businesses. It was also noted that hotel guests are increasingly expecting the same levels of technology to be available to them as they have in their homes, such as fast broadband, pay TV and movie downloads, and are resistant to paying extra for these services. Hotels are also seeking to find ways to engage with social networking sites productively in a way that shows real return on investment. Effective communication skills, along with sound judgement and discretion will be required skills for employees who utilise these new tools. Industry consultation also sounded a note of caution about the reliability of websites such as TripAdvisor which provide consumer-led feedback and information on tourism and hospitality services and are increasing the first port of call for travellers.

Feedback from the hospitality sector has also identified increased consumer awareness about the variety of foods available and noted an increase in customer expectations about quality, choice and value for money. Consumers are more health conscious and have a greater expectation for fresher, locally sourced produce. This increased sophistication was attributed in part to high-profile television programs such as Masterchef, which have had an influence on the perception of restaurant standards.

Sport, Fitness, Outdoor Recreation, and Community Recreation

As with other sectors of the service industries, the sport, fitness and recreation industry has noted that consumers are seeking increased choice and value for money, with an increased demand for innovative and entertaining programs. The industry has also noticed a greater emphasis on holistic wellness and preventative health, with feedback from the fitness industry noting a higher demand for activities such as yoga, pilates and dance tai chi which are run on a class-by-class basis and allow for greater flexibility of payment and time commitment.

Location and lifestyle factors also impact upon consumer decisions about which gyms and programs to join, with social interaction also being cited as a key factor in participation. Other issues that affect decisions to participate in sport include financial issues (for example, the cost of equipment), the availability of qualified coaches and playing fields, especially in areas with new infrastructure.

MACRO-ENVIRONMENT FACTORS

Growing population

Australia's estimated resident population of 22 million in June 2009³³ is projected to increase to between 30.9–42.5 million by 2056, and to between 33.7–62.2 million by 2101³⁴.

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

A further result of the growing and ageing Australian population is the rise in the number of deaths. From 134,800 deaths in 2006–07, deaths are projected to more than double by 2056, and reach around 411,400 in 2101³⁵. The impact of this upon the funeral industry is seen in the recruiting taking place from overseas as a result of the lack of qualified embalmers in Australia and the need to meet ongoing demand. In terms of recruitment strategies, this is obviously a partial, short-term solution.

It should be noted that some of these issues relating to population growth are service industry wide. For instance, the increasing focus among consumers on sustainable practice and health and wellbeing issues affects all sectors. The skills associated with these emerging areas will need to be monitored to ensure they reflect current need rather than past practice.

Ageing population

The ageing global population will impact upon Australia more than some other countries. While there is a shift towards older ages in most of the Organisation for Economic Co-operation and Development (OECD) countries, for some other countries there is a growth in younger populations. The median age of Australia's population (36.8 mid 2007) is projected to increase to between 38.7–40.7 in 2026 and to between 41.9–45.2 in 2056³⁶.

Australia's population aged 15–64, which encompasses much of the working-age population, is projected to decline from 67% in 2004, to between 57–59% in 2051³⁷. As labour force growth is forecast to be slower than population growth, the participation rate decreases.

This is a significant issue for the many sectors in the service industry as they have traditionally looked to younger labour to fulfil their workforce needs. The accommodation and food service industry has a relatively young workforce, with 45.7% of workers aged 15–24, compared with 16.8% for all Australian industries. Hence, in 2009, the median age of workers in accommodation and food services was 26, compared with the median age for all industries of 39³⁸. A similar picture exists in the retail industry: 72.5% of the workforce is aged less than 45. This reflects a high proportion of youth employment, with many working part-time while in full-time education³⁹.

As a result of projected population growth and current workforce participation rates, the service industries will have to increase their share of total national employment to meet labour demand forecasts. However as many companies are struggling already in the short-term to find appropriate employees to sustain their business, long-term strategies often do not exist. There are a variety of initiatives that the service industries are engaging with to build the stock of skills available to their workforce. These include skilled migration policy and international qualification benchmarking that encourages better utilisation of available skilled labour from overseas. Domestically, such work as the forward-looking Indigenous training initiatives being undertaken by leading tourism and hospitality industry stakeholders, who are investing in training and workforce development, provide a model for other sectors in the future.

Sustainability

2011 will mark a significant turning point for the Australian environment with the proposed introduction of a carbon tax⁴⁰. The implications and affects the introduction of the tax will have on the service industries will need to be considered in the future work of this skills council.

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

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

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

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

Health agenda

With the significant aging of Australia's workforce, the increased need to improve participation rates, and need to maximise the effectiveness of Australia's Health system, the preventative health agenda is having a powerful influencing effective on the service industries – particularly the sport and recreation workforce.

The community recreation, fitness, outdoor recreation and sport sectors contribute to maintaining and improving the health of the community, which radiates out to the rest of the economy by reducing health care costs, enhancing workforce productivity and increasing the amount of available labour⁴¹. In addition, the sport and recreation industry, underpinned by the VET system, assists in fostering intangible benefits like social inclusion, psychological wellbeing and stress reduction, for occupations such as sport coaches, program coordinators, sports umpires and fitness instructors.

Community pharmacies play an increasingly significant role in the health agenda and an increasingly significant role as primary health providers. Industry feedback reports a growing number of people choosing to consult with a pharmacist initially, rather than making an appointment with a doctor. This puts further emphasis on the need for quality vocational education and training of pharmacy assistants as they need to fully understand the regulatory framework and their role within it, particularly in light of the growing role that pharmacies have in the health and wellbeing policy agenda.



“The service industries are dominant in the number of workers and their contribution to GDP.”

IDENTIFIED WORKFORCE DEVELOPMENT NEEDS

With the combination of changed labour market trends, changing industry and business trends, there are some workforce needs identified in previous Environmental Scans that remain current and will do so for several more years.

The service industries are dominant in the number of workers and their contribution to GDP. Working in these industries demands a diverse range of skills to those required in other industries⁴².

Workforce development is about ensuring that all of Australian industry has access to appropriate numbers of skilled workers to address demand into the future and contribute to the growth and development of productive and sustainable industries that enrich the wellbeing of the wider Australian community. It is about ensuring that industries have the right people with the right skills at the right time. Workforce development aims to tackle the skill shortages that will come about as a result of trends, such as the ageing population, by increasing levels of workforce participation and developing the skills of the current workforce. Any course of action to solve skill shortages and increase workforce participation will depend on the sector specific labour market that is in imbalance – as each market may need a tailored solution⁴³. If a blanket approach to workforce development is adopted, the result will be an under-representation of the development of service industries workers.

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

QUALITY

Industry and training providers alike have expressed a desire for greater clarity and guidance on how skill development is best delivered. Collaborative approaches delivered in a way that addresses a clear business need – nationally, regionally, large enterprise or small and medium enterprise (SME) – are key. For industry, better implementation of nationally recognised training means:

- delivering more effective skills for greater work outcomes
- successful careers and meaningful work for employees
- transparent assured skills from training providers for employers
- a consistent framework for training providers that provides an opportunity to maximise the support and transportability of a student’s skills over their lifetime.

All of these opportunities coalesce around the issue of “training and assessment quality”. There are a range of strategies that can be adopted to respond to this issue.

SSA has made improvements to the quality of its training packages. This has resulted in more specific units of competency, tighter assessment guidelines, and more detailed requirements for assessors. Future changes will also result in a more helpful/detailed resource checklist available as part of the quality assured support material. In doing this, the training package is seeking to develop *more helpful language* to its suite of end users including, employers, employees, auditors, state training authorities and training providers.

There are, however, more activities that can be undertaken to build upon the training package and assist in more effective implementation. SSA has implemented two initiatives to provide more guidance and input into provider recognition processes, which have been very well received by stakeholders.

In the development of the most recent training packages, SSA has produced a User Guide which specifies:

- minimum assessment and learning requirements to achieve qualifications
- required assessor/trainer qualifications and experiences professional development requirements for trainers and assessors
- requirements for work placement and/or experience
- guidelines for selecting and recruiting students
- minimum equipment and facility requirements for delivery
- minimum recommended duration for learning and assessment of units and/or qualifications.

Effective outcomes of training and assessment are inextricably linked to the quality of these core components of the VET system. By way of example of how collaboration with industry can occur to achieve better outcomes, SSA provides industry recognition of facilities, trainers, assessors and learning resources for each of its training package. This extra guidance (called the Right Way Program which builds upon the first recommendation in our 2009 Environmental Scan), provides transparent standards and – if desired by a training provider, or indeed, auditor - evidence of quality through an application and assessment process operated by SSA and its network of agencies. One of the cornerstones of the program is that it is based upon a process whereby quality “industry advisors” take an active role in “supporting training providers’ delivery and assessment practice..

With Right Way SSA aims to:

- Recognise and endorse the provision of quality training and assessment by registered training organisations (RTOs)
- Build the capability of trainers and assessors who work in the service industries
- Promote the development of, and recognise, effective learning resources which align to training package content
- Achieve quality skills outcomes throughout the service industries⁴⁴

In the spirit of collaboration in an industry led system, the program aims to value add to existing quality mechanisms rather than replace or even compete against them.

INDUSTRY SPECIFIC DEVELOPMENT NEEDS

Tourism Hospitality and Events

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

Access to, and retention of, a sufficient quantity and quality of workers are fundamental for the tourism, hospitality and events industry⁴⁵. Faced with increased competition for skilled labour, often from mining and construction industries, a typical context in which operators find themselves will be based on the fact that:

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

Often in response to the above, operators find themselves 'making do' with what is available and hiring at a skill level below that which is required. As of May 2009, 60.9% of workers in the accommodation and food service sectors did not have post-school qualifications⁴⁶.

Current skills and labour shortage

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

A significant amount of tourism and hospitality labour sits at AQF levels 2 and 3 and a range of qualifications have been developed to accommodate the breadth of industry requirements at these levels. Industry has noticed that through a range of changes in the system, skill shortages in the sectors for entry and mid-level occupations are still prevalent. Broadening the policy focus to emphasise lower level qualifications would improve the supply of skilled labour to tourism and hospitality.

As noted on page 4 of this report, industry feedback indicates a concern that government policy encourages a focus on higher level qualifications (Certificate IV, Diploma and above) at the expense of lower level qualifications, focuses on workforce planning based on higher level qualifications and decreases funding for AQF level 2 qualifications.

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

Australia's working-age population is projected to substantially decline, resulting in a reduction in the pool of available labour. This, together with the forecast growth in several tourism and hospitality sectors, highlights emerging gaps in the labour supply. While the economic downturn has alleviated labour shortages in the short term, the industry may still struggle to attract sufficient quality workers over the long term⁴⁷. Industry feedback indicates that the availability of staff at junior or frontline level continues to be an area of great concern⁴⁸.

Entrepreneurial skills

Improving business productivity helps industry grow and maximises the use of available skills. At the business level, there can be productivity gains through entrepreneurialism and a culture of innovation that drives improved business practices. Product offerings must be refreshed to anticipate changing consumer needs and purchasing behaviours⁴⁹.

Entrepreneurs, a key source of innovation within the industry, emerge from a range of inputs which include genes, modelling, learning and opportunity. Government policy can stimulate entrepreneurial activities through providing access to funds, tax concessions, and programs and strategies that provide support, networks and skills. There are initiatives now which address these in many industry areas, such as Enterprise Connect⁵⁰ for the manufacturing sector, Innovation Centres in Mining, Creative Industries, Clean Energy as well as Commercialisation Australia⁵¹ to support the commercialisation of research and ideas.

However, there appear to be few initiatives to support entrepreneurialism and innovation in the service industries. Traditional classroom learning may not be the best training methodology for developing skills and attitudes that underpin entrepreneurialism. An approach that combines policy and strategy to support skills is needed.

A 2010 report by the OECD, '*SMEs, entrepreneurship and innovation*', also cited innovation as being one of the most fundamental processes underpinning economic growth, the driver of growth in output per unit of labour and capital invested, and an important basis for developing solutions to economic and social challenges. SMEs have a vital role to play in innovation and can be the drivers of and influences on innovation performance⁵².

Sport, fitness, and outdoor and community recreation

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

Without a clear co-ordinated approach to planning and developing the sport and recreation workforce, the industry may be challenged by the prospect of increased competition for skilled labour – from both paid employees and unpaid volunteers⁵³.

Current skills and labour shortage

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

This combination of a voluntary workforce and a relatively young, employed workforce means that the leadership group is relatively inexperienced⁵⁴ and so may lack the skills to address the basic issues underpinning the requirements of a workforce development agenda. However, due to the demands on small not for profit organisations and their staff workloads, the capacity to meet this workforce development agenda may be difficult and not identified as an immediate priority.

The growing realisation of the importance of exercise for healthy living is increasing the demand for certain types of sport and recreation services, and perhaps in the increase in employment of fitness instructors, sport coaches, personal trainers, sport and gym managers, etc⁵⁵.

As the ageing of the population places additional pressure on health expenditure, the Australian Government, and the population in general, increasingly recognise the importance of preventative health. Exercise features prominently in the prevention of many ailments of modern society. If more people heed this message and become more active, then it could lead to an increase in the demand for certain types of sport and recreation services, and perhaps in the increase in employment of fitness instructors, sport coaches, personal trainers, sport and gym managers etc⁵⁶. A strong focus on professionalism, whether in paid or unpaid positions, and the associated cultural change will deliver improved quality service to the Australian community and support the objectives of the Commonwealth's preventive health and social inclusion initiatives.

The decline in participation in Australian sport, especially with younger age groups⁵⁷, is a problem for several components of the sport and recreation industry. Lack of staff in key positions, such as swimming coaches and lifeguards, becomes an access issue as leisure facilities are unable to program a sufficient number of classes to keep up with demand, resulting in large waiting lists for classes and providing a barrier to participation.

The combination of an ageing Australian population and low birth rate has had an impact upon the talent pool for elite sport by way of reducing the number of people participating and therefore developing those sports. The need for effective programming⁵⁸ and improved levels of professionalism emerge as important to fostering the community participation in the sport, fitness, outdoor and community recreation industries which will increase potential at an elite level. Furthermore, skills in performance analysis and skill acquisition are gaining in importance. Skill acquisition staff members conduct research to design training programs that give athletes a competitive edge, while performance analysis focuses on coaches' use of information and communications technology to develop an athlete's performance in training and competition environments.

Wholesale, retail and personal services

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

Core skills

Feedback indicates that employers and managers may occasionally focus their training on vocational skills, neglecting the literacy and numeracy that underpin those skills. When the development of language, literacy and numeracy skills is handled constructively and sensitively, one could expect this to positively impact upon retention rates. While the WRAPS industry in particular has flagged this as a critical issue, this relates to all service industries.

The results of the 2006 Adult Literacy and Life Skills Survey (ALLS)⁵⁹ provide information on whether Australians' literacy skills are adequate for the challenges they face in daily work and life. The ALLS gives information on skills and knowledge of 15 to 74 year olds in the following four domains: prose literacy, document literacy, numeracy and problem solving. ALLS measures literacy and numeracy by using a 5 point scale where 1 is the lowest level and 5 the highest (except problem solving, where the highest is level 4). To assist with interpreting the results, level 3 is regarded by the survey developers as the minimum required for individuals to meet the complex demands of everyday life and work in the emerging knowledge-based economy.

As may be seen in Table 3 below, the data shows that the majority of people employed in the retail and wholesale industries are at prose and document literacy levels 2 and 3 and that numeracy and problem-solving skills are less developed. Feedback indicated that core skill issues need to be addressed hand in hand with customer service and 'attitudinal' skills.

PROSE LITERACY	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4/5
Retail	166.7 (13%)	438.6 (35%)	473.2 (38%)	160.6 (13%)
Wholesale	46.4* (11%)	127.2 (30%)	168.4 (40%)	77.5 (18%)
DOCUMENT LITERACY	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4/5
Retail	165.3 (13%)	403.3 (33%)	484.5 (39%)	186 (15%)
Wholesale	44.3 (11%)	117.9 (28%)	173 (41%)	84.3 (20%)
NUMERACY	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4/5
Retail	218.6 (18%)	424.6 (34%)	434.9 (35%)	161 (13%)
Wholesale	59 (14%)	117.5 (28%)	162.7 (39%)	80.3 (19%)
PROBLEM SOLVING	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
Retail	387.4 (31%)	474.6 (38%)	308.3 (25%)	68.7 (6%)
Wholesale	99.2 (24%)	151.2 (36%)	140.7 (34%)	28.3 (7%)

* estimate has a relative standard error of 25% to 50% and should be used with caution

TABLE 1 LEVEL OF CORE SKILLS OF EMPLOYED PEOPLE IN THE RETAIL AND WHOLESALE INDUSTRY (IN '000)

The data from the ALLS survey shows a strong correlation between education and training and achieved literacy levels. People who had completed a qualification generally had higher literacy scores. Employment also contributes significantly to the achievement of functional literacy levels.

SSA and the other Industry Skills Councils believe that the responsibility for building the language, literacy and numeracy skills of Australians should be shared by industry and all education sectors.

CURRENT SKILLS AND LABOUR SHORTAGE

Entry to these sectors is generally at Certificate II or III level. Work at AQF level 2 and 3 qualifications represents the bulk of the retail, wholesale and personal services workforce, with the remainder made up to a significantly lesser extent of the higher AQF levels. The opportunity to develop a more highly skilled workforce lays in skilling the majority of the workforce to AQF level 3/4.

Moreover, recognition of skills is critical when one considers that 40.9% of the retail workforce⁶⁰ and 50.2% of the wholesale workforce hold non-school qualifications⁶¹. With this in mind, notions of developing a highly skilled workforce must also be tied to building first on recognised skills.

Understanding of financial matters, technology, business planning and human resource management is also imperative for managers.

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

The poor perception by sections of the general public to the hairdressing and beauty industries as viable career choices further hinders entry into these industries by young people. Better career advice needs to be provided about the career opportunities the industries offer.

BETTER PLANNING AND UNDERSTANDING OF INDUSTRY MEASURES

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

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

The Labour Forecast report puts forward a set of 'baseline' forecasts for qualification requirements for the service industries based on employment needs. The forecasts are not based on "best or worst case economic scenarios" but on the assessment of the future economic conditions in Australia made in the third quarter of 2009.

The forecasts draw attention to the unique characteristics of the service industries workforce and highlight that skill and employment needs are based on a complex interaction of industry growth, replacement of workers and the ongoing trends in "skills deepening".

The report forecasts that employment in the service industries will grow relatively more slowly than other industries. In 2015, the service industries are forecast to employ 1.94 million people – an increase of 3.1 per cent from 2009⁶². Factors impacting 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.

Of interest to the wholesale, retail and personal services sector is that overall employment in the sector is forecast to rise by 15,000 by 2015. Furthermore, 73,000 more people will hold qualifications than they did in 2009 and over the same period the number of people without any qualifications is forecast to drop by 58,000. The proportion of people with qualifications will increase from 39% in 2008 to 45% in 2015. The report estimates that by 2015 the qualification requirements for the WRAPS sector will be 231,000, or 38,000 per year. Around one in every five qualifications will be at degree or higher level and the rest will be at the VET level (62,000 Advanced Diploma / Diploma, 97,000 Certificate III/IV, and 23,000 Certificate I/II).

Of interest to the tourism and hospitality industry is that overall employment in the sector is forecast to increase by 37,000 and in all occupations except cook employment is forecast to grow but by variable amounts.

In 2015, 29,000 more people in the tourism and hospitality industry will hold qualifications than they did in 2009. The number of people without any qualifications is also forecast to increase. The qualifications profile will shift towards higher level qualifications with a decline of 14,000 in the number of Certificate I/II. The proportion of employees with qualifications will increase from 43% in 2008 to 46% in 2015. More chefs are expected to hold qualifications at the diploma or higher level. The qualification requirements in Tourism and Hospitality are estimated to be 139,000, or 23,000 per year. Of these, 31,000 will be at degree or higher level and 109,000 at the VET level (39,000 Advanced Diploma/Diploma, 53,000 Certificate III/IV, and 15,000 Certificate I/II).

The employment requirements for chef and fast food occupations are estimated to be about 18,000 and 13,000 respectively. While growth is the main factor affecting requirements for qualified chefs, both growth and replacement needs are affecting requirements for qualified fast food chefs.

The forecast notes that the sport and recreation sector is characterised by having a large number of voluntary workers, for instance, parents who supervise weekend sport, surf life savers etc. Information on the activities of volunteers is generally not collected in the normal ABS labour force surveys because they do not receive a wage for this work. The sector also includes semi-professionals whose second job is in this sector. Once again, the regular surveys do not collect data on the second job. Volunteers and semi-professionals however require training to work effectively, just as other employed people do. The employment data in this sector will, therefore, always be an underestimate of the number of people who actually work in it. For this reason the forecasts of training requirements in this sector will also be underestimated.

Often the training of volunteers is not publicly funded. There is an arguable case for at least some basic training for volunteers to be funded publicly as the social returns from any such investment is likely to exceed the costs.

Of interest to the sport, fitness and recreation sector is that overall employment is forecast to grow at about the same rate as in the rest of the economy but at a higher rate than in other sectors of service industries. About 6,000 more people will be employed in the sector in 2015 than in 2009.

While strong employment growth is forecast for fitness instructors, the number of swimming coaches employed is expected to be fairly stable.

In 2015, there will be 11,000 more people with qualifications in the sport, fitness and recreation sector than in 2009. The number without qualifications will be fewer by 5,000. The proportion with qualifications will increase from 59 per cent in 2008 to 72 per cent in 2015. Most fitness instructors are expected to hold a qualification in 2015 but only about half of all swimming coaches will.

The qualification requirements in this sector 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). About half of all requirements are in the occupation for fitness instructors.

However, the estimates of qualification requirements presented in this report should be interpreted as the lower bound of requirements. One of the reasons for this is 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 particularly an issue in the sport and recreation sector in which a lot of volunteers work⁶³.

Completion rates

Industry overall, and the service industry in particular, believe that they have been unnecessarily disadvantaged by use of completion rates as a measure of success of industry training. This situation remains a concern in 2010.

There are a range of measures which assess the inputs, outputs and outcomes of the VET sector. A primary outcome measure is recording the number of students who complete government-funded VET courses. The completion rates of government-funded courses vary significantly across industry sectors and qualification levels. Within the service industries and in other sectors, little is known about why completion rates vary and, in particular, why students do not complete courses. Currently, 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.

In response to these concerns, SSA has engaged JMA Analytics to undertake a research project to determine if the current assumptions about the reasons for non-completions are correct and to mount a case for a more consistent and accurate national measurement system. The project considers what non-completion data is currently being collected in VET, what non-completion data isn't being collected that should be, and aims to establish the preferred structure, frequency and collection methodology for data on non-completions.

The project was completed with the outcomes validating the inconsistency and inaccuracy of current methodologies. SSA has released the interim report, with publication of the full report due in March 2011⁶⁴.

Productivity in the service industries

As a sister project to the Labour and Skills Forecast, SSA also commissioned CEET to produce a report to measure the productivity of the service industries. The report seeks to explore a range of productivity measures as they apply to the service industries and broader Australian industry.

The report notes that the 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 service industries is therefore viewed as a brake on overall consumption 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 industry.

Industry-specific estimates provide a more 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:

- Wholesale services: Labour productivity growth (2.4% p.a.) and value-added multifactor productivity growth (0.7% p.a.) were greater than the market average.
- Retail services: Labour productivity growth (2.2% p.a.) and value-added multifactor productivity growth (1.1% p.a.) were greater than the market average.
- Accommodation and food services: Labour productivity growth (1.4% p.a.) and value-added multifactor productivity growth (0.3% p.a.) were about the market average.
- Arts and recreation services: Labour productivity growth (0.8% p.a.) was less than the market average while value-added multifactor productivity growth (0.6% p.a.) was greater than the market average.

Another measure, gross output multifactor productivity, covering a slightly different period, shows that productivity in the wholesale, retails and accommodation and food services industries grew at, or slightly above the national average, while arts and recreation services grew below the market average⁶⁵.

Improved methods of skill recognition

Industry feedback has indicated that employees in the service industries find existing Recognition of Prior Learning (RPL) processes too demanding, with current arrangements requiring a considerable investment in time and effort in an industry where time is crucial. These concerns were confirmed through the results of a survey of registered training organisations, designed to gather opinions on the ease of access to RPL. The survey identified a number of critical barriers, including:

- Lack of understanding / resources of assessors
- Inadequate funding mechanisms
- Australian Qualification Framework requirements / inconsistencies with audit practices.

In response to these concerns, SSA has worked with industry to develop a new model of RPL which proposes a skill recognition approach that is specifically tailored to respond to the needs of industry. A process is required that (from the candidate and employer's perspective) is simple, quick and appropriate whilst still retaining the necessary rigour to enable a qualification to be awarded with confidence. The shortened timeframes in this process also make it cost effective.

'Discuss, Display, Do' is a project that aims to develop and pilot an RPL model suitable to the needs workers in the service industries. The project intends to investigate and identify how the national training system can respond to meet the needs of the service industries. In doing so the project addresses the following Australian Government Priorities:

- A new national approach to Apprenticeships, Training and Skills Recognition
- Supporting the development of the National Volunteer Strategy
- The National Reform Agenda
- The Social Inclusion Agenda

VET in schools

While there has been huge growth in the participation numbers, there is increasing concern about the quality of Vocational Education and Training in Schools (VETiS) delivery and particularly, lack of employment outcomes.

Industry has expressed concerns about the delivery of VETiS. Feedback suggests that typical delivery of VETiS does not achieve required industry outcomes and in school environments VET training requirements are often in competition with the prevailing academic school curriculum models than those required by VET. Furthermore, inconsistency of VETiS policy and practice across the states and territories makes delivery difficult for those providers and businesses that employ across state borders.

Demographics, economic growth, competitiveness and increased skill requirements are creating even greater demand for skilled youth in Australia. Today's younger generations have more opportunities and therefore have become 'cherry pickers', which has consequences for the service industries as they are often seen as a short term, second-rate career choice.

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

When SSA refers to VET in Schools programs, we are careful to make the distinction between traineeships and apprenticeships that occur in schools, and all other programs/ curriculum in school systems that are based upon vocational education and training. VETiS provides an opportunity for young people to actively participate in meaningful work.

A literature search and review highlighted the variety of interpretations of the term VETiS; each state or territory system locates VET in a different curricular context. The major concern is the inconsistency between VETiS, both within a jurisdiction as well as across Australia. Currently there are no common standards around approval, regulation, resourcing, administration, delivery and monitoring of VETiS.

Consultations occurred across the country over a period of four months to gather critical information on industry position and best practice example of VETiS.

The industry consultation process found:

- Key stakeholders in VETiS have such fundamental differences in what they consider is the purpose and expected outcomes
- Some stakeholders wish to walk away or ignore this nationally critical skilling opportunity.
- Quality issues (not just limited to VETiS) were a key component of consultations. There is massive variability (excellent to indefensible) in VETiS programs across Australia.
- Many stakeholders expressed a desire for clear and explicit guidelines.
- The diversity across the services industries requires different VETiS pathways, industry engagement, links to regulation, award conditions considerations and workplace engagement, such that VETiS must be considered on an individual industry sector (training package) basis.
- There was a consistent strong industry message about VETiS focused on job skills.

Given the imperatives and importance of VETiS, the services industries need to take a strategic, pragmatic and holistic approach to VETiS in order to maintain their share of youth employees recruited via VETiS pathways and ensure they can meet future workforce needs⁶⁶.

VETiS is seen as critical area for action due to the involvement of a significant number of Australian students and the recent rapid growth of VETiS programs.

Integrating higher education and VET in the retail sector

The retention of quality employees is a key workforce development issue for all service industry businesses. The promotion of worthwhile careers and professions is a strategy that many employers believe is crucial to retaining quality skilled labour.

Retail industry stakeholders have reported that VET qualifications and higher education degrees are useful for a variety of reasons, including providing skills for the workplace, developing frameworks for thinking for the future, expanding employee horizons, demonstrating the professionalism of the industry, affirming self-worth, and as an opportunity for employers to value add to employees' workplace experience.

Employees in the retail sector have low levels of tertiary qualifications⁶⁷. As there is a high correlation between tertiary education and effective performance, there is a clear need to professionalise the retail industry through higher levels of qualifications. Furthermore, industry is keen to see relevant outcomes in terms of employability and qualifications that improve productivity.

During 2009 and 2010 SSA worked with the University of Western Sydney (UWS) and its associated training organisation, the University of Western Sydney College (UWS College), on a qualification that will provide candidates with a degree with an integrated VET major in retail. Through this elevated qualification, retail employees will be able to take advantage of career opportunities in industry at managerial levels.

This qualification – the Bachelor of Business & Commerce (Retail Management) – integrates a bachelor's degree in Business with a traineeship which covers both Certificate III in Retail and Certificate IV in Retail Management traineeship. The student will experience a seamless, integrated approach to learning across the higher education and VET sectors and working within the retail industry. The first students will commence in March 2011. It is the strong link between the program and employment that is critical to the success of the program and achieving workplace outcomes.

Strengthening the relationship between the VET and higher education sectors is critical to each sector. Equally critical is addressing issues around workforce development in retail, as well as quality issues that are relevant to both sectors; issues such as questions of trainer capability, relevance of pedagogy and appropriateness of programs. The partnership between education sectors is proving that positive, productive and effective relationships, built on the needs of industry as well as mutual trust and understanding of the role that each can bring to industry, will provide a powerful foundation for a strong retail workforce.

Better deal for learners

SSA's work to roll out training via the Enterprise Based Productivity Places Program (EBPPP) provides an example of how skilling programs and funding can be used to deliver a better deal for learners and enterprise. EBPPP extends across all workers – and to that extent all types of enterprise – and provides a more equitable funding response to all industries, AQF levels (whether for job entrant or existing worker) and both paid and unpaid labour.

EBPPP lends itself to critical consideration of who can access funding, to what purpose and benefit, and how it is measurable as a result of the training and assessment services provided to businesses.

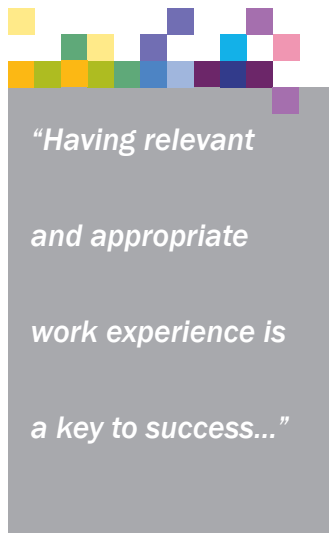
The EBPPP methodology redresses the inequities that arise from the present exclusion of the primary drivers for change (i.e. business owners). The program also takes positive steps to address issues surrounding skills utilisation, skills deepening, and improving the capacity for enterprise to maximise its output and productivity. EBPPP challenges the way that SME owners and the self-employed are typically engaged with the VET system and provides an opportunity to trial different approaches. It also demonstrates that some employers are willing to invest time and money in the education and training of staff.

Studies conducted in New Zealand (being predominantly comprised of businesses employing less than 20 staff) by the New Zealand Centre for SME Research (2009-10) identified:

- SME owner/managers lack managerial knowledge and skills
- Take up of formal management training is known to be lower in SME owner/managers than those from larger firms
- Financial and opportunity costs of formal training is high for owner/managers from SMEs
- Informal learning models were found to be more appropriate for SMEs.

The New Zealand research suggests that, in general, it doesn't work to simply take an approach that's worked in one business or industry 'off the shelf' and use it in another. The basic principles and processes might work fine, but unless consideration is given to how it might need to be adapted for a specific business – in terms of what the business wants and the type of approach that best suits its working culture and resources – one runs the risk of not gaining full benefit⁶⁸.

This is especially true where SME owner/managers may attend formal structured training but find the lessons learned difficult to apply. Although SME owner/managers are disconnected from formal training and learning programs, they are not disconnected from other forms of learning and management development. Consequent future policy frameworks may encourage the VET system to build on preferred styles and learning orientation in SMEs. To that extent the evidence gathered through EBPPP may, in fact, support the argument that investment in typically marginalised businesses and workers provides positive returns to the GDP⁶⁹.



*“Having relevant
and appropriate
work experience is
a key to success...”*

CURRENT IMPACT OF TRAINING PACKAGES

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

Please see sector-specific environmental scans for details regarding number of enrolments and completions in SSA Training Packages between 2006 and 2009⁷⁰.

As mentioned earlier (see page 5), employers are concerned that graduates of institute or wholly classroom-based programs have the equivalent skill depth and breadth as graduates from workplace-based programs (for instance, from apprenticeships).

It is imperative for the economic survival and competitiveness of the service industries that trainees are able to ‘hit the ground running’. Having relevant and appropriate work experience is a key to success, rather than just having a piece of paper with a qualification. Hence, there is the need to better balance on-the-job and off-the-job training, as well as to better connect workplaces, enterprises and businesses with the training.

This need for balance is also seen as necessary in order to increase the knowledge about training options within VET, as pathways into training and pathways into further education opportunities are essential to increasing the skill base for the industry and to working towards improving workforce development, particularly in areas of skill shortage⁷¹.

TOURISM, HOSPITALITY AND EVENTS

Most course enrolments captured through AVETMISS in tourism and hospitality qualifications in 2009 were in Certificate II in Hospitality Operations, Certificate II in Tourism (Operations), Certificate III in Tourism (International Retail Travel Sales), Certificate III in Hospitality (Commercial Cookery), Diploma of Hospitality Management and Diploma of Event Management. This latter mirrors the image of events as a 'sexy' industry, attracting an increasing number of students.

When gaining employment after graduation, hospitality and service managers show a very low match between intended and destination occupation (11%)⁷². Reasons for this can be a combination of low availability of manager positions and high number of graduates, as well as the young age and therefore relative immaturity of graduates. Students may start employment without finishing their studies or may have selected higher qualifications than needed.

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

SPORT, FITNESS, OUTDOOR AND COMMUNITY RECREATION

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

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 it.

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 (for example, instructors who run classes in gyms) and Certificate IV for qualified registered fitness trainers (for example, personal trainers).

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.

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 qualifications⁷³.

RETAIL, WHOLESALE AND PERSONAL SERVICES

The majority of government-funded course enrolments in retail training by public providers between 2006 and 2009 were in the Certificate II in Retail and Retail Operations, which are considered to be the qualifications relevant for most of the workforce.

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

In floristry, the prime industry demand is for more skilled workers at Certificate III level. The majority of course enrolments in community pharmacy training with public providers between 2006–2009 were in the Certificate II in Community Pharmacy. This reflects industry needs, as the majority of the workforce is at this level. The increasing uptake of Certificate III qualifications mirrors the growing up-skilling of the workforce.

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

Most enrolments in hairdressing qualifications in 2009 were in the Certificate III in Hairdressing. However, the highest CAGR between 2006–2009 was in the Certificate IV in Hairdressing and Diploma of Salon Management, albeit from a small starting point.

The Certificate IV in Hairdressing is still predominantly delivered in most states and territories as additional part-time training to be undertaken outside of the workplace. Participation is frequently initiated and paid for by the candidate. These may be factors in the choice by many candidates of Certificate IV units as skills sets, in areas where they have a particular interest. The Certificate IV is not well understood by many employers, most of whom tend not to be directly involved in this additional learning. The industry has a widespread lack of understanding of the VET system with regard to accessing training places and funding (other than apprenticeships) where available⁷⁴.

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

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

Some privately-funded registered training organisations have SIF08 Funeral Service Training Package on their scope of registration; however only a few actually deliver its qualifications

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

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

FUTURE DIRECTIONS FOR ENDORSED COMPONENTS OF TRAINING PACKAGES

TOURISM, HOSPITALITY AND EVENTS

The SIT07 Tourism, Hospitality and Events Training Package will undergo a review in 2011 as part of the continuous improvement cycle. The review will be conducted via a staged approach, commencing with the Tourism components, Hospitality, and then Events.

The Tourism, Hospitality and Events Training Package Review may result in:

- Updated Qualification Pathways. For example, a review of the pathways between the Tourism (Guiding) qualifications and the Outdoor Recreation qualifications in the SIS10 Sport, Fitness and Recreation Training Package will be conducted. The Events qualifications pathway has been highlighted for a thorough review.
- Additional skills sets. For example, skills set may be required for sustainability and innovation.
- Additional units of competencies. For example, new units may be required for emerging sectors, customer service, and eMarketing.
- Rationalisation of units of competencies. For example, it may be appropriate to rationalise BSBWOR204A Use business technology and SITXCOM004A Communicate on the telephone.
- Rationalisation of requisites. For example, there may be opportunities to rationalise the pre-requisite and co-requisite rules for the Hospitality units of competencies.

Policy-related considerations impacting the training packages:

- The Streamlining of Training Packages policy, as proposed in VET Products for 21st Century, will result in significant structural changes to training packages.
- National Quality Council (NQC) policy allows information about the vocational competence of trainers and assessors to be incorporated into training packages.

Implementation

The reviewed Tourism, Hospitality and Events Training Package will be the foundation for the development of the training package's Quality Implementation Framework.

The Quality Implementation Framework consists of two (2) components:

- Training Package User Guide – The SIT07 User Guide: Doing it Right will be reviewed and aligned with the reviewed Tourism, Hospitality and Events Training Package.
- Right Way Program – The Right Way Program will be rolled out during implementation. The Right Way Program for the reviewed Tourism, Hospitality and Events Training Package will include facility certification, professional development of trainers and assessors, and resource/material certification, as appropriate.

For detailed information on the continuous improvement of SIT07 Tourism, Hospitality and Events Training Package, refer to Appendix A. For a list of occupations in demand, refer to Appendix B.

SPORT, FITNESS, OUTDOOR AND COMMUNITY RECREATION

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, registered training organisations (RTOs), peak body organisations, State Training Authorities (STAs), Industry Training Advisory Boards (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

1. *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.
2. 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

1. *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.
2. 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 National Coaching Accreditation Scheme (NCAS) and National Officiating Accreditation Scheme (NOAS) over recent years, requiring amendments to the sport electives within the Training Package. Sport Coaching qualifications have been revised in some sport sectors to align them 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.

RETAIL, WHOLESALE AND PERSONAL SERVICES

SIR07 Retail Services Training Package

Continuous Improvement of the SIR07 Retail Service Training Package proceeded during 2010.

This intelligence gathering phase included analysis of the existing research and the conduct of new, on-site, primary research. The processes used included:

- Extensive in-depth interviews and Workplace Functional Analyses in 7 workplaces to harness information about the work that is undertaken by a range of occupations
- Analysis of feedback to the 'discussion paper' distributed in 2010
- Analysis of the 'Retail industry scoping project: retail executive interviews report and recommendations'
- Analysis of statistics of the take-up and usage of qualifications and units of competency.

The Scoping & Strategy Report was developed to:

- Identify existing retail or wholesale specific units of competency that required review or potential merging or deletion
- Identify new units of competency and qualifications that are required to meet contemporary and emerging industry needs
- Identify existing units that are of a more generic nature (for example, in administration or HR) and which could be readily replaced by other imported units

The drafts of the revised package are being finalised and validated. It is expected that the reviewed package will be submitted for endorsement by May 2011.

Community pharmacy

Continuous improvement of the community pharmacy qualifications commenced in 2010, alongside the continuous improvement of SIR07 Retail Training Package.

SSA scoped the changing landscape in the community pharmacy industry, as well as improvements to be made to the community pharmacy qualifications and standards. This scope was facilitated initially by a discussion paper and a workshop with industry. The feedback was collated to inform a recommendations paper and identified the need to develop new competency standards to address the expanding role of both a pharmacy and dispensary assistant in keeping with both the new Fifth Pharmacy Agreement and also the Federal Governments Preventative Health Strategy.

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

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

A further technical group was pulled together to inform the unpacking of these recommendations and inform the technical development of the new competency standards and repackaging of the qualifications. The drafts were open to stakeholder feedback from December 2010 until mid-February 2011.

SFL10 Floristry Training Package

The WRFO4 Floristry Training Package was superseded by the endorsement of the SFL10 Floristry Training Package in December 2010. This continuous improvement project has included scoping the areas of 'post-trade' skills and how they are undertaken within the floristry industry.

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

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

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

SIB10 Beauty Training Package

The WRB04 Beauty Training Package has been reviewed with the revised SIB10 Beauty Training Package endorsed by the National Quality Council in September 2010.

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

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

The revised training package also contains an increased number of units to address emerging trends within the beauty industry. These include intimate waxing for females and males, cosmetic tanning, micro-dermabrasion, personal services management and the associated skills for the use of intense pulsed light and lasers for hair reduction.

WRH06 Hairdressing Training Package

SSA is very concerned about the high levels of enrolments at Certificate II in Hairdressing. We have consistently advised that there are extremely limited job outcomes at this level, yet it seems that at least some State Training Authorities (STAs) continue to encourage enrolments in this qualification.

In 2010, SSA continued its review of WRH06 Hairdressing Training Package. The nature of the hairdressing industry means that the entry point to the sector is at the Certificate III trade qualification level, which includes technical and communication. There is strong support in industry for the Certificate III qualification with the key issue being the quality and effectiveness of training associated with the trade qualification.

Industry uses the apprenticeship pathway as its benchmark, as it allows for the full range of hairdressing skills and knowledge to be developed over time. It is for this reason that industry believes that the 'short' delivery duration of a number of institutionally delivered programs is a key factor in their inability to produce salon-ready graduates.

SIF08 Funeral Services

SIF08 Funeral Services Training Package was updated in 2010 to ensure that current policy directives relating to sustainability and flexibility are met. A case for exemption was submitted to the NQC for the Certificate IV in Embalming due to the potential risk resulting from the greater flexible packaging rules as a result of consultations held at the Australian Institute of Embalmers conference on 19 June 2010.

SUSTAINABILITY

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

In March 2010, SSA produced a report to scope where sustainability skills exist in our training packages and identify any gaps. These will be incorporated into SSA's suite of training packages through the process of continuous improvement.

SIT07 Tourism, Hospitality and Events

Sustainability skills in the tourism, hospitality and events industries focus on:

- Workplace practices – including energy efficiencies, waste minimisation, and disposal and water conservation
- Product knowledge – including communicating environmental credentials to customers and awareness of environmental impact of activities
- Product and service design and development – with consideration to sustainability issues
- Supply chain management – according to sustainability criteria
- Leadership – including business planning, marketing and management according to sustainability criteria and values

The Tourism, Hospitality and Events Training Package was upgraded to version 2.3 in January 2011 to address sustainability gaps in the training package. While earlier versions of the training package covered fundamental social, economic and environmental sustainability factors, version 2.3 addresses some of the inconsistencies in coverage, and also strengthens the coverage of environmental sustainability factors.

SIF08 Funeral Services

Version 1.1 of SIF08 Funeral Services Training Package was released to address environmental sustainability gaps that were identified within Service Skills Australia's Sustainability skills stock take and gap analysis report March 2010.

The version upgrade ensures that all relevant units of competency within the SIF08 contain specific references to sustainability skills. These include: adherence to the Environmental Protection Act; hygiene and waste management and disposal; water tables and water quality protection; non-compacted soil; and the clearing of work area and disposal or recycling of materials according to the project environmental management plan.

SIR07 Retail Services

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

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

- SIRXCLM001A Organise and maintain work areas (offered at Certificate I, II, and III qualification levels).
- SIRXGLC003A Comply with legislative requirements affecting business activities (offered at Certificate II qualification level).
In revised training package this unit will be deleted and the content rolled into a re-focused SIRXGLC002A Establish compliance with legal and legislative requirements

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

SIS10 Sport, Fitness and Recreation

Units that concern themselves with environmental issues can be drawn from the following units of competency in the Sport, Fitness and Recreation Training Package (SIS10).

- SISXRES402A Support implementation of environmental management practices
- SISXRES403A Use resources efficiently
- SISXRES504A Conserve and re-establish natural systems
- SISXRES505A Achieve sustainable land management
- SISXRES506A Undertake open space planning
- SISXRES507A Design and maintain the built environment
- SISOOPS201A Minimise environmental impact
- SISOOPS304A Plan for minimal environmental impact
- SISOOPS506A Manage natural resources

SIB10 Beauty

The SIB10 Beauty Training Package contains units of competency with sustainability skills explicitly embedded, as appropriate. The sustainability skills of environmental, economic and social are evident in the unit's performance criteria, required knowledge and the range statement. The following performance criteria is an excerpt from the unit SIBBSPA503A Provide spa therapies; *"Use energy, water and other resources efficiently during spa treatments to reduce negative environmental impacts"*

SFL10 Floristry

WRF04 Floristry Training Package was superseded by the endorsement of the SFL10 Floristry Training Package in 2010. The updated training package includes sustainability skills from the perspective of both individual tasks and management. Successful completion of the floristry qualifications requires knowledge of the environmental impact of constructing and maintaining floristry products and practices that minimise their impact, especially those that relate to energy use. Knowledge is also required of correct and environmentally sound disposal methods for all types of waste, in particular hazardous substances, spoiled and diseased flower and plant materials, and those with a propensity to propagate weeds. Safe use of hazardous substances, such as cleaning and conditioning agents and preservatives, is also required.

WRH06 V2 Hairdressing

The revised draft SIH11 Hairdressing Training Package addresses any gaps in sustainability skills as identified in the within Service Skills Australia's Sustainability skills stock take and gap analysis report March 2010.

Where applicable, sustainability skills, knowledge and work practices have been incorporated within SIH11 through the following ways:

- sustainability embedded within the components of units of competency
- sustainability related units incorporated in qualifications
- sustainability incorporated in the employability skills summaries.

APPENDIX A – REPORT OF CONTINUOUS IMPROVEMENT IN 2010

TRAINING PACKAGE SIR11.1 RETAIL TRAINING PACKAGE	BRIEF SUMMARY OF CHANGE	INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE	DATE SUBMITTED TO NQC SECRETARIAT	DATE ENDORSED BY NQC/or ISC UPGRADE	DATE MADE PUBLIC THROUGH NTIS
<p>Service Skills Australia commenced the continuous improvement of SIR07 Retail Services Training Package in June 2010.</p> <p>A Scoping & Strategy paper was prepared to provide an overview of the findings of the first phase of the Continuous Improvement project to update and enhance key components of the SIR07 Retail Training Package.</p> <p>The Retail Services Training Package was initially endorsed in 1997 and reviewed in 2002. This thirteen year history means that the Training Package is well embedded within the vocational education and training system. During 2008 approximately 18,000 qualifications in retailing and wholesale operations were awarded. Understandably, more qualifications were awarded at the lower AQF levels with a peak occurring at the Certificate II level where almost 10,000 qualifications were completed in 2008.</p> <p>The Scoping & Strategy Report has been developed to:</p> <ul style="list-style-type: none"> Identify existing retail or wholesale specific units of competency that require review or potential merging or deletion Identify new units of competency and qualifications that are required to meet contemporary and emerging industry needs 	<p>SIR07 Retail Services Training Package was last reviewed and endorsed in 2002</p> <p>The current suite of qualifications has evolved over a number of years and, in large part, meets the needs of front line retail staff.</p> <p>While the review of packaging rules, largely required by the NQC, will provide some added flexibility there is no particular evidence that would indicate the overarching size or structure of the majority of qualifications are significantly deficient.</p> <p>It is proposed to develop a suite of new units of competency to 'round out' the existing qualifications and support the development of the new Vocational Graduate Certificate.</p> <p>The new unit titles provide an indicator of their direction and content. Further work during the development phase will be undertaken to ensure relevance of content.</p>	<p>Expected March 2011</p>			

TRAINING PACKAGE SFL10 FLORISTRY TRAINING PACKAGE				
BRIEF SUMMARY OF CHANGE	INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE	DATE SUBMITTED TO NQC SECRETARIAT	DATE ENDORSED BY NQC/or ISC UPGRADE	DATE MADE PUBLIC THROUGH NTIS
<p>Service Skills Australia commenced the continuous improvement of WRF04 Floristry Training Package in 2008. This project is reviewing revised competency standards to ensure that the skills and knowledge identified in the training package reflect those required by industry to meet job outcomes. The report into the continuous improvement of WRF04 Floristry Training Package was released in March 2008.</p> <p>A number of consultation periods occurred during this project and included activities such as workshops, individual meetings, phone interviews, emails and formal submissions. The final product consisted of 20 floristry specific units of competency with the majority of units identified as 'not equivalent' to the superseded training package as SSA targeted the duplication between units and sought to more appropriately align the individual discrete skills. These floristry specific units of competency were supported by imported units from related areas, including retail, business, design and visual arts to be packaged into following four qualifications:</p> <ul style="list-style-type: none"> • Certificate II in Floristry (Assistant) • Certificate III in Floristry • Certificate IV in Floristry • Diploma of Floristry Design 	<p>INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE</p> <p>WRF04 Floristry Training Package was last reviewed and endorsed in 2004. Since that time, industry has evolved to meet customer needs, new technologies and demand for higher quality products. The current review project will explore and analyse current and future trends in the industry to ensure that the training package reflects them and meets industry skill needs.</p>	<p>May 2010</p>		

TRAINING PACKAGE SIF08 FUNERAL SERVICES 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>Version 1.2 of the SIF08 Funeral Service Training Package was released to reflect the following changes:</p> <ul style="list-style-type: none"> • Qualification rules for all qualifications, except SIF40208 Certificate IV in Embalming updated to comply with recent NQC flexibility rules. <p>Aspects of sustainability added to Required Knowledge and Range Statement sections to relevant units. Version identifiers changed from A to B for the following units:</p> <ul style="list-style-type: none"> • SIFBCR005A Install burial vaults • SIFBGM001A Provide general grounds care • SIFBGM003A Clean and maintain public conveniences and amenities • SIFBCR001A Coordinate burial site preparation and reinstatement • SIFCCS001A Provide service to clients • SIFFNL008A Coordinate funeral operations • SIFIND001A Work effectively in the funeral services industry • SIFMWWK004A Coordinate mortuary operations <p>AQTF information updated.</p>	<p>The purpose of this version update was to ensure that the National Quality Council flexibility and sustainability directives are addressed within the SIF08 Funeral Services Training Package.</p> <p>A case for exemption was submitted to the NQC for the Certificate IV in Embalming due to the potential risk resulting from the greater flexible packaging rules as a result of consultations held at the Australian Institute of Embalmers conference on 19 June 2010.</p>			

TRAINING PACKAGE SIB10 BEAUTY TRAINING PACKAGE / WHR06 HAIRDRESSING 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 INTIS
<p>Service Skills Australia commenced the continuous improvement of WRB04 Beauty Training Package in 2008. This project is reviewing revised competency standards to ensure that the skills and knowledge identified in the training package reflect what is required by industry to meet job outcomes. The report into the continuous improvement of WRB04 Beauty Training Package was released in March 2008. By December 2008, Service Skills Australia had received feedback on additional areas that were further covered in a discussion paper. This discussion paper was developed to explore new technologies and national standards.</p> <p>At the end of 2009, Service Skills Australia has consulted on the first draft of units and qualifications, and validated a second draft. The second draft included 54 units of competency, with the inclusion of 16 new units.</p> <p>The proposed qualifications framework consists of seven qualifications, with two deleted qualifications and two new qualifications:</p> <ul style="list-style-type: none"> • Certificate II in Nail Technology • Certificate II in Retail Make-Up and Skin Care • Certificate III in Beauty Services • Certificate IV in Beauty Therapy • Diploma of Beauty Therapy • Diploma of Salon Management • Vocational Graduate Certificate in Intense Pulsed Light and Laser Hair Removal 	<p>WRB04 Beauty Training Package was last reviewed and endorsed in 2004. Since this time industry has evolved, with new technologies and demand for higher quality products and services. The current review project will explore and analyse current and future trends in the industry to ensure that the training package reflects them and meets industry skill needs.</p>	April 2010		

TRAINING PACKAGE SIB10 BEAUTY TRAINING PACKAGE / WHR06 HAIRDRESSING TRAINING PACKAGE				
BRIEF SUMMARY OF CHANGE	INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE	DATE SUBMITTED TO NOC SECRETARIAT	DATE ENDORSED BY NOC/or ISC UPGRADE	DATE MADE PUBLIC THROUGH INTIS
<p>Continuous Improvement to WRH06</p> <p>In 2010 two versions of WRH06 were released to comply with NQC's flexibility rules by 31 December 2010.</p> <p>Version 21 which was released on 30/6/10 contained the following changes:</p> <ul style="list-style-type: none"> The unit WRHCS207A Develop hairdressing industry knowledge is removed from the core and added to the elective group of this qualification. Elective list broadened to include selection from other Training Packages and accredited courses. Version 2.2 which was released on 28 February 2011 contained the following changes: The elective lists for the following qualifications have been broadened to include selection from other Training Packages and accredited courses: <ul style="list-style-type: none"> WRH40109 Certificate IV in Hairdressing WRH40209 Certificate IV in Trichology WRH50109 Diploma of Hairdressing Salon Management <p>The continuous improvement of the WRH06 continued into 2009.</p> <p>The Recommended Action report which contained a summary of the feedback and findings gathered through the scoping stage from November 2009 to mid February 2010 was approved by the Hairdressing Project Reference Committee on 16 March. The report includes 16 recommended actions to be undertaken toward the improvement of the training package.</p> <p>The proposed qualifications includes:</p> <ul style="list-style-type: none"> the revised Certificates II, III and IV in Hairdressing, the Diploma of Salon Management which has been imported from the SIB10 Beauty Training Package and a new Vocational Graduate Certificate in Hairdressing Creative Leadership. <p>The proposed Vocational Graduate Certificate in Hairdressing reflects the roles of creative or artistic directors who work for larger hairdressing organisation or a hairdressing product company or independently as a freelance session stylist and provide technical and creative leadership, training and support to colleagues and the industry at large, at a national or international level.</p> <p>Seventeen new units have been developed for the revised training package, and include nine new technical leadership units for the higher level qualifications that describe a range of specialised complex technical, creative, design, conceptual and leadership skills.</p> <p>It is expected the the revised Hairdressing Training Package will submitted for endorsement early 2011.</p>	<p>The purpose of these version updates was to ensure that the National Quality Council flexibility directives were addressed within the WRH06 Hairdressing Training Package. Gaps in sustainability are addressed in the revised training package</p>	N/A		

TRAINING PACKAGE SIS09 SPORT AND RECREATION TRAINING PACKAGE				
BRIEF SUMMARY OF CHANGE	INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE	DATE SUBMITTED TO NQC SECRETAR/AT	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. 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>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 Community Recreation, Fitness, Outdoor Recreation and Sport Training Packages are outdated. 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> <p>The rationalisation and large reduction of units of competency have resulted in positive feedback from the sport, fitness and recreation industries. 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>	Submitted December 2010	21 December 2010	N/A

TRAINING PACKAGE SIT07 TOURISM, HOSPITALITY AND EVENTS TRAINING PACKAGE

BRIEF SUMMARY OF CHANGE	INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE	DATE SUBMITTED TO NQC SECRETARIAT	DATE ENDORSED BY NQC/or ISC UPGRADE	DATE MADE PUBLIC THROUGH NTIS – this is now managed by TVET
<p>Editorial changes made to the summary of units competency table and qualification rules lists in Volume 1 to ensure consistency in content across all tables.</p>	<p>Consistency with Training Package Development Standards. Submitted as Version 2.1 via the ISC Upgrade process.</p>			<p>March 2010</p>
<p>Hospitality: The following changes made to SIT10307 Certificate I in Hospitality (Kitchen Operations):</p> <ul style="list-style-type: none"> The unit SITHIND001A Develop and update hospitality industry knowledge is removed from the core and added to the elective group of this qualification. The unit SITXCOM002A Work in a socially diverse environment is removed from the core and added to the elective group of this qualification. Elective list broadened to include selection from other Training Packages and accredited courses. <p>Tourism: The following changes made to SIT30207 Certificate III in Tourism (Retail Travel Sales):</p> <ul style="list-style-type: none"> The unit BSBITU306A Produce Business Documents is removed from the core and added to the elective group of this qualification. Elective list broadened to include selection from other Training Packages and accredited courses. 	<p>Compliance with Flexibility Policy. Changes reviewed by the Industry Skills Council to ensure currency with industry standards, skill and workplace requirements. Submitted as Version 2.2 via the interim ISC Upgrade process.</p>			<p>June 2010</p>

TRAINING PACKAGE SIT07 TOURISM, HOSPITALITY AND EVENTS TRAINING PACKAGE				
BRIEF SUMMARY OF CHANGE	INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE	DATE SUBMITTED TO NQC SECRETARIAT	DATE ENDORSED BY NQC/or ISC UPGRADE	DATE MADE PUBLIC THROUGH NTIS – this is now managed by TVET
<p>The elective list for most qualifications broadened to include selection from other Training Packages and accredited courses.</p> <p>Hospitality:</p> <p>The following changes made to SIT20207 Certificate II in Hospitality:</p> <ul style="list-style-type: none"> Specialisation units re-categorised as elective groups. <p>The following changes made to SIT30707 Certificate III in Hospitality:</p> <ul style="list-style-type: none"> Specialisation units re-categorised as elective groups. <p>Tourism:</p> <p>The following changes made to SIT30207 Certificate III in Tourism (Retail Travel Sales):</p> <ul style="list-style-type: none"> The following units are removed from Specialisation Group A – International and added to the core of this qualification: SITTSLO03A Source and provide international destination information and advice, SITTSLO13A Construct normal international airfares, and SITTSLO14A Construct promotional international airfares. The following units are removed from the core and added to the elective group of this qualification: BSBWOR204A Use business technology, SITXADM001A Perform office procedures, and SITXCOM004A Communicate on the telephone. <p>The following changes made to SIT30307 Certificate III in Tourism (Tour Wholesaling):</p> <ul style="list-style-type: none"> Specialisation units re-categorised as core options. <p>The following changes made to SIT50107 Diploma of Tourism:</p> <ul style="list-style-type: none"> Specialisation units re-categorised as core options. <p>Events:</p> <p>The following changes made to SIT60207 Advanced Diploma of Events:</p> <ul style="list-style-type: none"> The following units are removed from the core and added to the elective group of this qualification: SITXMPRO05A Develop and manage marketing strategies, CUVADM08B Develop and manage public relations strategies. 	<p>Compliance with Flexibility Policy.</p> <p>Changes reviewed by the Industry Skills Council to ensure currency with industry standards, skill and workplace requirements.</p> <p>Submitted as Version 2.3 via the interim ISC Upgrade process.</p>			January 2011

TRAINING PACKAGE SIT07 TOURISM, HOSPITALITY AND EVENTS TRAINING PACKAGE				
BRIEF SUMMARY OF CHANGE	INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE	DATE SUBMITTED TO NQC SECRETARIAT	DATE ENDORSED BY NQC/or ISC UPGRADE	DATE MADE PUBLIC THROUGH NTIS – this is now managed by TVET
<p>Hospitality:</p> <p>Skills for sustainability embedded into the following Hospitality units:</p> <ul style="list-style-type: none"> SITHACS001A Provide accommodation reception services SITHACS002A Conduct night audit SITHACS003A Provide porter services SITHACS004A Provide housekeeping services to guests SITHACS005A Prepare rooms for guests SITHACS006A Clean premises and equipment SITHACS007A Launder linen and guest clothes SITHACS008A Provide valet service SITHASC008A Prepare desserts for Asian cuisines SITHASC013A Plan menus for Asian cuisines SITHASC015A Prepare and produce Japanese raw fish (sashimi) SITHASC019A Prepare and produce Japanese fruit-based desserts, cakes and sweetmeats SITHASC023A Prepare and produce Indian breads SITHASC024A Prepare and produce Indian sweetmeats SITHASC025A Prepare Indian pickles and chutneys SITHASC026A Prepare and produce Indonesian crackers SITHCCC001A Organise and prepare food SITHCCC003A Receive and store kitchen supplies SITHCCC004A Clean and maintain kitchen premises SITHCCC016A Develop cost effective menus SITHCCC020A Prepare portion-controlled meat cuts SITHCCC021A Handle and serve cheese SITHCCC023A Select, prepare and serve specialised food items SITHCCC024A Select, prepare and serve specialised cuisines SITHCCC025A Monitor catering revenue and costs SITHCCC033A Apply catering control principles SITHCCC035A Develop menus to meet special dietary and cultural needs SITHCCC036A Select catering systems SITHCCC037B Manage facilities associated with commercial catering contracts SITHCCC038B Plan catering for an event or function SITHCCC039A Prepare tenders for catering contracts SITHFAB001B Clean and tidy bar areas SITHFAB002B Operate a bar 	<p>INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE</p> <p>Compliance with Sustainability Policy. Changes based on the March 2010 Sustainability Skills Stocktake and Gap Analysis Report. Changes reviewed by the Industry Skills Council to ensure currency with industry standards, skill and workplace requirements. Submitted as Version 2.3 via the interim ISC Upgrade process.</p>			

TRAINING PACKAGE SIT07 TOURISM, HOSPITALITY AND EVENTS TRAINING PACKAGE

BRIEF SUMMARY OF CHANGE	INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE	DATE SUBMITTED TO NQC SECRETARIAT	DATE ENDORSED BY NQC/or ISC UPGRADE	DATE MADE PUBLIC THROUGH NTIS – this is now managed by TVET
<ul style="list-style-type: none"> • SITHFAB004A Provide food and beverage service • SITHFAB010B Prepare and serve non alcoholic beverages • SITHFAB012A Prepare and serve espresso coffee • SITHFAB016A Plan and monitor espresso coffee service • SITHFAB227A Operate and monitor cellar systems • SITHGAM004A Analyse and report on gaming machine data • SITHIND001A Develop and update hospitality industry knowledge <p>Tourism:</p> <p>Skills for sustainability embedded into the following Tourism units:</p> <ul style="list-style-type: none"> • SITTGDE001A Work as a guide • SITTGDE003A Coordinate and operate a tour • SITTGDE004A Lead tour groups • SITTGDE005A Manage extended touring programs • SITTGDE006A Prepare and present tour commentaries or activities • SITHPR301A Plan and organise daily work • SITHPR302A Plan and organise in-house recreational activities • SITHIND001A Develop and update tourism industry knowledge • SITIND202A Develop and update caravan industry knowledge • SITPPD001A Research, assess and develop tourism products • SITPPD003A Source and package tourism products • SITPPD004A Plan and implement minimal impact operations • SITPPD006A Plan and develop ecologically sustainable tourism operations • SITPPD007A Plan and develop culturally appropriate tourism operations • SITPPD008A Develop host community awareness of tourism • SITPPD009A Assess tourism opportunities for local communities • SITPPD010A Develop and implement local or regional tourism plan • SITTOP001A Allocate tour resources • SITTOP002A Load touring equipment and conduct pre departure checks • SITTOP003A Operate and maintain a 4WD tour vehicle • SITTOP004A Set up and operate a camp site • SITTOP005A Provide camp site catering 				

TRAINING PACKAGE SIT07 TOURISM, HOSPITALITY AND EVENTS TRAINING PACKAGE				
BRIEF SUMMARY OF CHANGE	INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE	DATE SUBMITTED TO NQC SECRETARIAT	DATE ENDORSED BY NQC/or ISC UPGRADE	DATE MADE PUBLIC THROUGH NTIS – this is now managed by TVET
<ul style="list-style-type: none"> • SITTTP006A Operate tours in a remote area • SITTSL001A Operate an online information system • SITTSL002A Access and interpret product information • SITTSL003A Source and provide international destination information and advice. • SITTSL004A Source and provide Australian destination information and advice • SITTSL005A Sell tourism products and services • SITTSL006A Prepare quotations • SITTSL007A Receive and process reservations • SITTSL008A Book and coordinate supplier services • SITTSL009A Process travel related documentation • SITTSL010A Control reservations or operations using a computerised system • SITTSL011A Maintain a product inventory • SITTSL012A Construct domestic airfares • SITTSL013A Construct normal international airfares • SITTSL014A Construct promotional international airfares • SITTSL016A Administer billing and settlement plan • SITTVAF001A Provide venue information and assistance • SITTVAF003A Operate a ride location • SITTVAF005A Operate a games location <p>Events:</p> <p>Skills for sustainability embedded into the following Events units:</p> <ul style="list-style-type: none"> • SITX EVT001A Develop and update event industry knowledge • SITX EVT002A Provide event staging support • SITX EVT003A Process and monitor event registrations • SITX EVT004A Coordinate on site event registrations • SITX EVT005A Organise in house events or functions • SITX EVT007A Determine event feasibility • SITX EVT008A Plan and develop event proposals and bids • SITX EVT009A Develop event concepts • SITX EVT010A Evaluate and address event regulatory requirements • SITX EVT011A Develop crowd control plans and procedures • SITX EVT012A Select event venues and sites • SITX EVT015A Manage exhibitions • SITX EVT016A Organise and monitor event infrastructure • SITX EVT017A Provide on site event management services • SITX EVT018A Develop a transport strategy for an event 	INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE			January 2011

TRAINING PACKAGE SIT07 TOURISM, HOSPITALITY AND EVENTS TRAINING PACKAGE				
BRIEF SUMMARY OF CHANGE	INDUSTRY IMPERATIVES/RATIONALE FOR CHANGE	DATE SUBMITTED TO NQC SECRETARIAT	DATE ENDORSED BY NQC/or ISC UPGRADE	DATE MADE PUBLIC THROUGH NTIS – this is now managed by TVET
<p>Minor editorial changes made to:</p> <ul style="list-style-type: none"> Version modification history table to ensure consistency across the Training Package. Qualification requirements table to ensure consistency across the Training Package. <p>Hospitality:</p> <p>Minor editorial changes made to:</p> <ul style="list-style-type: none"> Unit descriptor for unit SITHASCO14A Design and operate an Asian kitchen. Range statement for unit SITHCCCO10A Select, prepare and cook poultry. Performance Criteria for unit SITHCCCO26A Establish and maintain quality control of food. Unit descriptor for unit SITHCCCO40A Design menus to meet market needs. SITHFAB002B Operate a bar reference in unit SITHFAB011A Develop and update food and beverage knowledge. Element 2.5 for unit SITHGAM001A Attend gaming machines. <p>Tourism:</p> <p>Minor editorial changes made to:</p> <ul style="list-style-type: none"> Evidence Guide for unit SITPPD002A Research tourism data. Required Skills and Knowledge for unit SITPPD005A Plan and develop interpretive activities. SITTSLO15A Construct advanced international airfares to remove outdated references to Directional minimum checks (DMA), Country of payment minimum checks (COP), One way sub journey check (OSA), and Return sub journey check (RSA). 	<p>Consistency with Training Package Development Standards. Submitted as Version 2.3 via the interim ISC Upgrade process.</p>			January 2011

APPENDIX B – METHODOLOGY AND BIBLIOGRAPHY

METHODOLOGY

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

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

ITAB workshops

In order to provide state specific content and data, SSA undertook a number of industry specific workshops in September and October 2010. We also engaged state ITABs to conduct workshops during the same period.

SSA received reports from following ITABs and organisations:

- Skills Hub, Victoria, regarding sport, fitness, outdoor recreation and community recreation with a total of 15 participants
- Service Skills South Australia, regarding sport, fitness, outdoor recreation and community recreation with a total of 10 participants
- Service Skills South Australia regarding WRAPS with a total of 27 participants
- Queensland Tourism Industry Council, regarding tourism, hospitality and events, with a total of 6 participants

In addition SSA held following workshops in conjunction with the following ITABs and organisations:

- CHARTTES Training Advisory Council, NT, regarding sport, fitness, outdoor recreation and community recreation with a total of 9 participants
- CHARTTES Training Advisory Council, NT, regarding tourism, hospitality and events with a total of 9 participants
- Service Skills Victoria, regarding hairdressing and beauty with 8 participants
- Service Industries Training Advisory Council (SITAC), NT, with 7 participants
- NSW State ITAB, regarding WRAPS, with a total of 15 participants
- NSW State ITAB, regarding tourism, hospitality and events with a total of 14 participants
- NSW State ITAB, regarding sport, fitness, outdoor recreation and community recreation with a total of 11 participants

SSA also held the following workshops:

- Workshop regarding the hospitality industry in Tasmania with 19 participants
- Workshop regarding the tourism industry in Tasmania with 15 participants
- Workshop regarding the tourism, hospitality and events industry in Victoria with a total of 11 participants

Projects

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

- Discuss, Display, Do: Skills Recognition for Volunteers
- Enterprise Based Productivity Places Program
- Entrepreneurship skills for SME's
- Getting on Track for Change
- Integrated Retail Management Qualification
- Labour and Skills Forecast for the Service Industries
- Outdoor Recreation Industry Survey
- Pathway to Participation
- Productivity in the Service Industries
- Ready for Retail
- Right Way
- Service Skills Australia Training Package reviews
- Sports, Fitness, Outdoor and Community Recreation Workforce Development Strategy Scoping
- Sustainability Skills
- Tourism and Hospitality Workforce Development
- VET in School
- Volunteers in the service industries
- Ways of Seeing: Reconceptualising Skills

For further details regarding these projects please see SSA's website - www.serviceskills.com.au

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APPENDIX C – OCCUPATIONS AND QUALIFICATIONS IN DEMAND

SPORT, FITNESS, OUTDOOR RECREATION AND COMMUNITY RECREATION

ANZSCO CODE	OCCUPATION	TRAINING PACKAGE QUALIFICATION	JUSTIFICATION/EVIDENCE
452315	Swimming coach / instructor	Certificate III in Aquatics	<p>302 people drowned in Australian waterways in the 12 months to 30 June 2009. Many of these drownings could have been prevented had these people learnt to swim and developed basic water safety skills.</p> <p>Lack of staff in key positions such as Learn to Swim teachers becomes an access issue, as leisure facilities are unable to program a sufficient number of classes to keep up with the demand, resulting in large waiting lists for classes and providing yet another barrier to participation.</p>
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	<p>Certificate II in Sport Coaching</p> <p>Certificate III in Sport Coaching</p> <p>Certificate IV in Sport Coaching</p> <p>Diploma of Sport Coaching</p>	<p>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>

ANZSCO CODE	OCCUPATION	TRAINING PACKAGE QUALIFICATION	JUSTIFICATION/EVIDENCE
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 Government's Preventative Health Strategy. Enhanced professional competency in the areas of risk management and safety will be needed to satisfy industry requirements.</p>
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	<p>Due to the nature of the industry, personnel are often promoted from within leisure facilities to higher positions regardless of whether or not they have appropriate qualifications. As a result, these positions frequently have personnel performing the role without the additional qualifications.</p> <p>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.</p>
1491	Amusement, fitness and sports centre manager (facility manager)	Certificate III in Aquatics Diploma of Facility Management	<p>Due to the nature of the industry, personnel are often promoted from within leisure facilities to higher positions regardless of whether or not they have appropriate qualifications. As a result, these positions frequently have personnel performing the role who require additional qualifications.</p> <p>Within these positions there is also a shortage of technical skills, such as water quality management.</p>
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.

ANZSCO CODE	OCCUPATION	TRAINING PACKAGE QUALIFICATION	JUSTIFICATION/EVIDENCE
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.
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.

OCCUPATIONS AND QUALIFICATIONS IN DEMAND

TOURISM, HOSPITALITY AND EVENTS

ANZSCO CODE	OCCUPATION	TRAINING PACKAGE QUALIFICATION	JUSTIFICATION/EVIDENCE
431111	Bar attendant	Certificate II in Hospitality	There is a discrepancy between the required supply of skilled labour to the hospitality and events industry and that which is being delivered. A significant amount of hospitality labour sits at AQF levels 2 and 3. This discrepancy is linked to both issues in the quality and the quantity of supply. Industry feedback indicates that the availability of staff at junior or frontline levels continues to be of great concern for the industry (Tourism Transport Forum Tourism Industry Sentiment Survey October 2009). Furthermore, in the accommodation and food service sector, 60.9% of workers were without non-school qualifications as at May 2009, a gap which needs to be addressed with the delivery of qualifications at Certificates II and III levels.
431112	Barista	Certificate II in Hospitality (Kitchen Operations)	
431211	Café worker	Certificate II in Hospitality (Asian Cookery)	
431511	Waiter	Certificate III in Hospitality	
542113	Hotel receptionist	Certificate III in Hospitality (Commercial Cookery)	
351411	Cook	Certificate III in Hospitality (Asian Cookery)	
351112	Pastry cook	Certificate III in Hospitality (Catering Operations)	
		Certificate III in Hospitality (Patisserie)	
		Certificate III in Events	
451611	Tourist info officer	Certificate II in Tourism	There is a discrepancy between the required supply of skilled labour to the tourism industry and that which is being delivered. A significant amount of tourism labour sits at AQF levels 2 and 3. This discrepancy is linked to both issues in the quality and the quantity of supply.
451612	Travel consultant	Certificate III in Tourism	
		Certificate III in Tourism (Retail Travel Sales)	
		Certificate III in Tourism (Wholesaling)	
		Certificate III in Tourism (Visitor Information Services)	
		Certificate III in Tourism (Guiding)	
431111	Bar attendant	Cross-sector units 'Provide quality customer service', 'Manage quality customer service', 'Deal with conflict situations', 'Communicate on the telephone'	Industry feedback enforced the importance of high quality customer service as a main factor for continued business success.
431112	Barista		
431211	Café worker		
431511	Waiter		
542113	Hotel receptionist		
451611	Tourist info officer		
451612	Travel consultant		

ANZSCO CODE	OCCUPATION	TRAINING PACKAGE QUALIFICATION	JUSTIFICATION/EVIDENCE
141111	Cafe or restaurant manager	Certificate IV in Hospitality	<p>Leadership and entrepreneurial skills are particularly important for handling changes in Australian society, for example growth in cultural diversity of employees and a reduction of the proportion of younger people.</p> <p>Recruitment, retention and motivation of skilled employees are vital tasks of supervisors and managers which will gain importance for continued growth and productivity of the tourism, hospitality and events industry. The development of flexible career pathways and progression opportunities for employees will increase retention rates and improve job satisfaction.</p> <p>While the economic downturn has alleviated the labour shortages in the short term, the industry still struggles to attract sufficient quality workers.</p> <p>Industry feedback to SSA has stated that people in this sector tend to be promoted to Management/ Supervisory roles mainly because they are effective at their current job role. It is therefore sometimes assumed that they have supervisory skills; which is a dangerous assumption to make. The Tourism and Hospitality sector is very labour intensive; therefore, developing a core of trained Managers and Supervisors is a key area which is needed to allow the sector to grow and develop.</p>
141211	Caravan park and camping ground manager	Certificate IV in Hospitality (Commercial Cookery)	
141311	Hotel or motel manager	Certificate IV in Hospitality (Asian Cookery)	
141411	Licensed club manager	Certificate IV in Hospitality (Catering Operations)	
141911	Bed and brkft operator	Certificate IV in Hospitality (Patisserie)	
141999	Accommodation and hospitality manager	Diploma of Hospitality	
149111	Amusement centre manager	Advanced Diploma of Hospitality	
149311	Conference and event organiser	Diploma of Events	
149999	Hospitality, retail and service managers nec	Advanced Diploma of Events	
351311	Chef		
111111	Chief executive or managing director (board members)	Cross-sector units 'Develop and update legal knowledge required for business compliance', 'Interpret financial information', 'Manage finances within a budget', and 'Manage financial operations'	<p>Personnel are often promoted from within clubs to higher positions regardless of whether or not they have appropriate qualifications. A high number of board members need VET to increase the professionalism of this occupation and knowledge of duties and governance.</p>
451412	Tour Guide	Certificate III in Tourism (Guiding) Certificate IV in Tourism (Guiding)	<p>Feedback from the tourism industry has highlighted the need for tour guides; particularly those with foreign language skills. This is especially the case in remote and regional Australia. As the tourism industry seeks to attract visitors from non-traditional nations, the need for tour guides with language skills in Mandarin, Korean and Japanese will greatly increase. If people with these skills cannot be attracted to the industry in Australia, the tourism industry may need to consider hiring workers from overseas to meet the demand.</p>

OCCUPATIONS AND QUALIFICATIONS IN DEMAND

RETAIL, WHOLESALE AND PERSONAL SERVICES

ANZSCO CODE	OCCUPATION	TRAINING PACKAGE QUALIFICATION	JUSTIFICATION / EVIDENCE
142111	Retail manager	Certificate IV in Retail Management Diploma in Retail Management	In the four years to 2013-14, employment in the retail trade is projected to grow at an average rate of 1.1% per annum, which equates to around 67,600 new jobs. With growth in the sector, the requirement for skilled and knowledgeable highly qualified retail managers is critical for effective planning and budgeting to secure the retail workforce into the future.
621511	Retail supervisor	Certificate III in Retail Supervision	These are the shop floor first line managers who supervise the retail sales assistants and deal with customer queries and complaints.
	Front line manager	Certificate III in Retail Supervision	These are the shop floor first line managers who supervise the retail sales assistants and deal with customer queries and complaints.
621111	Retail sales assistant	Certificate II in Retail Operations Certificate III in Retail Operations	There is a growing demand from customers for better trained staff and improved customer service. The majority of government-funded course enrolments in retail training by public providers between 2005 and 2009 were in Certificate II in Retail Operations, which is consistent with where most jobs are within the industry.
362111	Florist	Certificate III in Floristry	There is an ongoing consumer demand for florists. In mid 2007 there were 2,466 florist businesses in Australia. Aside from traditional services, floristries have diversified into the broader gift and homeware markets, as well as niche markets such as the commercial or wedding sectors.
621411	Pharmacy sales assistant	Certificate II in Community Pharmacy Certificate III in Community Pharmacy Certificate IV in Community Pharmacy	With the population of Australia both ageing and growing, staff efficiency and productivity gains in pharmacies will be required to service the growing number of customers. Community pharmacy plays a significant role as a primary health provider, with industry feedback reporting a growing number of people choosing to consult with a pharmacist initially, rather than making an appointment with a doctor.

ANZSCO CODE	OCCUPATION	TRAINING PACKAGE QUALIFICATION	JUSTIFICATION / EVIDENCE
451399	Funeral director (embalmer) Funeral director	Certificate IV in Funeral Services (Embalming) Certificate IV in Funeral Services	<p>According to the Australian Institute of Embalming, there are 173 qualified and registered embalmers in Australia. Due to the current lack of qualified embalmers, the Australian industry is recruiting from overseas to meet ongoing demand. This has been achieved in some measure by employing New Zealand citizens who do not have visa restrictions.</p> <p>With the continued population ageing, the number of deaths is projected to continue increasing throughout the remainder of the century at around 0.6% to 0.7% a year. However, between 2022 and the late 2030s deaths are projected to increase more rapidly (up to 2.7% a year in 2032). This is seen to be a result of the ageing population and in particular the progression into older age groups of those born during the post World War II 'baby boom'. From 134,800 deaths in 2006–07, deaths are projected to more than double by 2056, and reach around 411,400 in 2101.</p>
451111	Beautician	Certificate III in Beauty Services	Factors such as the growing affluence of the population, especially among women, have led to many people having greater levels of discretionary income and a desire to spend more of it on their personal appearance and wellbeing. The ageing of the population also encourages some to expend more in these areas. As a result of these factors, there is a steeply growing need for beauty services.
451111	Beauty therapist	Certificate IV in Beauty Therapy Diploma of Beauty Therapy	
451111	Nail Technician	Certificate II in Nail Technology	
391111	Hairdresser	Certificate III in Hairdressing Certificate IV in Hairdressing Diploma of Hairdressing Salon Management	<p>Hairdressing has been formally recognised as one of the 'skill shortage professions' by the federal government and is listed on the Migration Occupations in Demand List (MODL).</p> <p>As with the occupations in the row above, factors such as the growing affluence of the population, especially among women, have led to many people having greater levels of discretionary income and a desire to spend more of it on their personal appearance and wellbeing. The ageing of the population also encourages some to expend more in these areas. As a result of these factors, there is a steeply growing need for hairdressing services.</p>

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

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

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