



# LIVE LOVE LEARN

Central Institute of Technology

26.10.11

# FutureNow.

Creative and Leisure Industries Training Council



**Mal Gammon**  
**Chief Executive Officer**



# Skills West Expo 2010



## Careers with Lifestyle

Learn and Live what you Love

Arts & Culture Sport & Recreation Hospitality Tourism Information Media Telecommunications Printing

Exciting careers in the creative and leisure industries may see you working anywhere in the world.

Explore your own Career Lifestyle.

Visit FutureNow at booth 385

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Tel: +61 8 9285 8555 | Email: [info@futurenow.org.au](mailto:info@futurenow.org.au) | [www.futurenow.org.au](http://www.futurenow.org.au)

# Skills West Expo 2011

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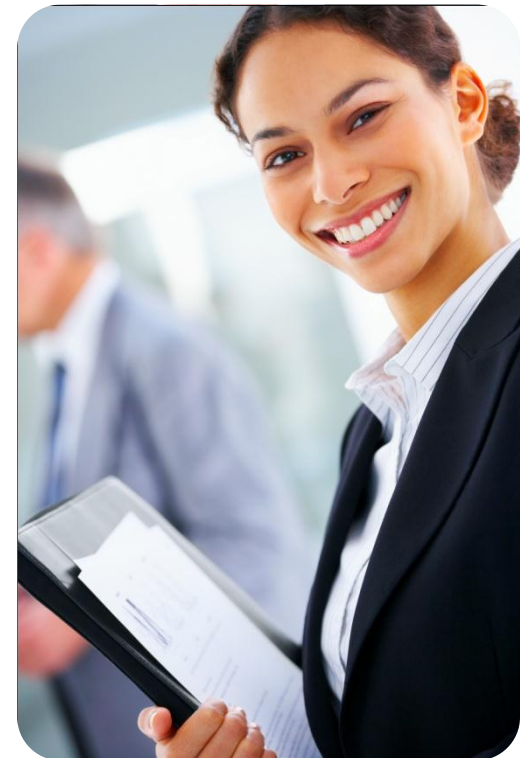
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# About FutureNow

**FutureNow – Creative and Leisure Industries Training Council** is one of 10 Industry Training Councils in Western Australia covering a diverse range of industry and enterprise sectors.

[www.stb.wa.gov.au](http://www.stb.wa.gov.au)



# About FutureNow

**FutureNow** represents the following industries:

- Hospitality, Tourism and Events
- Art and Design
- Sport, Recreation and Racing
- Information Technology and Services
- Media and Entertainment
- Telecommunications
- Printing and Graphic Arts

## About FutureNow

**FutureNow** brings together industry leaders, training organisations and action groups to make recommendations to government regarding workforce development strategies and Vocational Education and Training system funding priorities.

**FutureNow** also plays a leadership role in promoting training to industry, including facilitating partnerships between industry and the training sector.



## About FutureNow

**FutureNow** is also responsible for the development and maintenance of

### **RTO Networks**

Providing an information service for Registered Training Organisations that have scope to deliver training from any of the 15 nationally accredited Creative and Leisure Industries Training Packages.

# The Board

The **FutureNow** Board consists of dedicated industry leaders working across the creative and leisure industries.

Joint Chairman



Barry Felstead  
CEO Burswood  
Entertainment Complex

Joint Chairman



Geoff Duncan  
State Director  
ABC

Deputy Chairman



Ken Norquay  
Executive General Manager  
Racing, Racing & Wagering WA



# FutureNow and National Skills Councils

**FutureNow** works in partnership with our National Skills Councils **Service Skills Australia, Innovation and Business Skills Australia, and Agrifood Skills Australia** to ensure industry information, training packages and other workforce development issues are communicated effectively at a State and National level.



- Establishment/Variation: Apprenticeships & Traineeships
- National & International Benchmarking Studies
- Advanced Pre-Apprenticeship Pilot Programs
- Skilled Priority Occupation List
- National Training Package Review Consultation
- Forums, Workshops, Advisory Committees and Expos
- School, TAFE and University Presentations
- Scholarships and Sponsorships
- Judging Panels
- Registered Training Organisation Network

# Workforce Development: 5 Key Themes

1. Training, skills formation and productivity
2. Western Australia's changing workforce
3. Challenges to workforce participation
4. Attracting and retaining a skilled workforce
5. Workforce development – planning and coordination

# Key publications for workforce development in WA

FutureNow Western Australian  
Creative and Leisure Industries  
Workforce Development Plan and  
Environmental Scan

[www.futurenow.org.au](http://www.futurenow.org.au)

## Workforce Development Plan

Western Australian Creative and Leisure Industries

30th September 2010 document prepared by  
FutureNow – Creative and Leisure Industries Training Council  
for the WA Department of Training and Workforce Development



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# FutureNow - Workforce Development

The object of **FutureNow's** creative and leisure industries Workforce Development Plan is to:

*Identify the skills and workforce development priorities for Western Australia's creative and leisure events industries and to foresee emerging influences on workforce development and training issues.*

## Features of the Workforce Development Plan:

- Labour and skills needs
- Issues, barriers and opportunities for training and employment
- Call for industry action
- Action plans and strategies
- The way forward – approach and linkages:
  - information gaps
  - partnerships

## Workforce development planning issues identified for priority action:

- 1. The need for a highly skilled workforce**
- 2. Expanding the traditional workforce**
- 3. Access to quality workplaces**
- 4. Better workforce planning**
- 5. Perception and Knowledge of Industry**
- 6. Impact of Government Policy and Decisions**

# FutureNow Training Packages

- Arts and Culture
  - Entertainment Training Package
  - Visual Arts, Craft and Design Training Package
  - Music Training Package
- Sport and Recreation
  - Community Recreation Training Package
  - Fitness Industry Training Package
  - Outdoor Recreation Training Package
  - Sport Training Package
  - Racing Training Package
- Printing
  - Printing and Graphic Arts Training Package

# FutureNow Training Packages

- Hospitality and Tourism
  - Tourism, Hospitality and Events Training Package
- Information
  - Information and Communications Technology Training Package
  - Museum / Library Information Services
- Media
  - Screen and Media Training Package
- Telecommunications
  - Integrated Telecommunications Training Package

## Tourism:

**Economic Contribution** – The tourism industry contributed \$7.31 billion (by Gross State Product) to the WA economy in 2007-2008.

### Top 5 Industries Contributing to Tourism in WA:

1. Accommodation, cafes and restaurants (28%)
2. Transport (16%)
3. Retail (16%)
4. Education (8%)
5. Manufacturing (8%)

## Tourism Operators Sector:

**Key Sensitivities** – Availability of skilled staff; seasonality of employment; total domestic and international visitor nights, Australian dollar exchange rate; availability of leisure time; real household disposable income; and the Consumer Sentiment Index.

### Identified areas of growth for tourism operators in WA

- Aboriginal Tourism
- Cultural and Heritage Tourism
- Wellness Tourism
- Marine Tourism
- Cycle Tourism

# Skills Shortages Tourism, Hospitality & Events Industries (WA):

- Bar Attendant
- Caravan Park / Holiday Park - Resort Manager
- Catering Contract Supervisor and Manager (Resource & Venue Sectors)
- Cook, Chef
- Event Logistics Coordinator

# Skills Shortages Tourism, Hospitality & Events Industries (WA):

- Food and/or Beverage Attendant
- Service Supervisor or Manager in Hotel / Motel / Pub / Tavern / Bar / Licensed Club / Restaurant / Cafe / Caterers
- Pastry Chef (Patissier / Pastry Cook)
- Tour Guide – Mandarin/Chinese Speaking
- Tourism Information Manager (Visitor Information Services)

# Critical Skill Shortages in the Creative & Leisure Industries (WA):

- Chefs
- Pastry Chefs (Patissier / Pastry Cook)
- Farriers
- Fitness Instructor/Personal Trainer
- Outdoor Adventure Instructor
- Swimming Pool Manager and Lifeguard
- Telecommunications Technician



# Critical Skill Shortages in the Creative & Leisure Industries (WA):

- Communications Linesperson
- ICT Project Manager
- ICT Managers and Engineers
- Curators
- Social Media Management
- Data Capture Management
- Infrastructure Management

# 10 New Jobs in 20 Years according to Forbes.com

- Gene Screener
- Quarantine Enforcer
- Drowned City Specialist
- Teleport Specialist
- Robot Mechanic
- Animal Guardian
- Dirigible Pilot
- Hollywood Holographer
- Space Tour Guide
- Hydrogen Fuel Centre Manager

# 10 Jobs that will not be here in 20 years according to Forbes.com

- Grocery Store Cashier
- Film Processor
- CD Store Manager
- Union Organiser
- Encyclopaedia Writer
- Miner
- Construction Worker
- Fighter Pilot
- Call Centre Representative
- Oil Producer

# 10 Jobs that will not change in next 20 years according to Forbes.com

- Politician
- Mortician
- Barber
- Tax Collector
- Prostitute
- Religious Leader
- Criminal
- Parent
- Soldier
- Artist



## Sources of information

- National Skills Shortage List
- State Skills Shortage List
- National Skilled Migration priority list
- WA Skilled Migration Priority Occupation List
- My Future website
- Skills Info website
- Peak Industry Associations
- SEEK.com

# FutureNow.

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This presentation will be available on our website at [www.futurenow.org.au](http://www.futurenow.org.au)

\*Click on the **Resources** button



# Thank you

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