



**National Hospitality  
Review Consultation  
Workshop (WA)**

15 November 2011

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**Welcome!**

- Introduction
- Housekeeping
- Agenda Overview



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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.



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**FutureNow**  
Creative and Leisure Industries Training Council

### 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

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**FutureNow**  
Creative and Leisure Industries Training Council

### FutureNow Focus

In providing high level, strategic and forward looking advice to the State Government on training needs and priorities for public funding, **FutureNow** focuses on:

- Facilitating industry, Government and training organisation collaboration, partnerships and networks.
- Demonstrating the value of our industries to justify current and new funding that is required for training delivery.

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### FutureNow Focus

- Contributing to the development and growth of an industry training culture.
- Promoting industry and training organisation best practice.
- Ensuring that industry has a say in the standards set for training and collaborating with national industry skills councils.
- Monitoring and reviewing the quality of training delivery and assessment.

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**FutureNow Focus**

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

**RTO Networks**

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

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**FutureNow and Service Skills Australia**

**FutureNow** works in partnership with our National Skills Council for Tourism, Hospitality and Events - **Service Skills Australia** to ensure industry information, issues and planning are communicated effectively at a State and National level.

**Service Skills Australia** is responsible for developing and maintaining the **SIT07 Tourism, Hospitality & Events Training Package**



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**The Board**


The **FutureNow** Board consists of dedicated industry leaders working across the creative and leisure industries. Members representing the Tourism, Hospitality and Events industries include:



Barry Felstead  
CEO Burswood Entertainment Complex



Bradley Woods  
CEO Australian Hotels Association (WA)



Warwick Lavis  
Managing Director Matilda Bay Restaurant + Bar

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## FutureNow Industry and Training Update

# Industry Environment



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## Industry Demand

***The continuous increase in WA's population, projected to more than double to between 2007 & 2056 reaching 4.3 million people will further boost the demand for service industries.***



Ref: ABS 3222.0 Population Projections, Australia 2006

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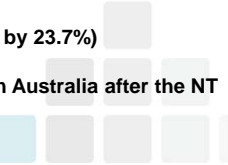
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## Cafes, restaurants and catering services retail turnover – Western Australia 2010

- 2009 – \$1796.7million
- 2010 - \$2221.9million (increased by 23.7%)

**WA had the 2nd highest turnover in Australia after the NT**



Ref: 8501.0 Retail Trade Australia, Dec 2010

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### Tourism, Hospitality and Events Workforce

- Strongest growth in employment (Aug 2011):
  - Cafes, restaurants and takeaway food services
  - Travel agencies
- Highest skills deficiency (2011):
  - Waiters
  - Chefs
  - Bar tenders



*Ref: State of the Industry 2011, Tourism Research Australia. IBIS World - Aug 2011.*

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### Forecast: Occupations in Demand (to 2015)

- Chefs and cooks
- Bakers and pastry cooks
- Kitchen hands
- Waiters
- Café & restaurant managers
- Hotel service managers
- Bar attendants and baristas
- Housekeepers
- Tourism and travel advisers
- Hotel and motel managers



*Ref: Service Skills Australia Environmental Scan 2012 (preliminary summary)*

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### People Employed in Tourism by Industry (Australia)

Cafes, restaurants & takeaway food services	128,200
Accommodation	71,500
Education and training	32,800
Travel agency and tour operator services	31,900
Clubs, pubs, taverns and bars	26,200
Casinos and other gambling services	2,400

*Ref: ABS, Tourism Satellite Account (cat. No. 5249.0)*

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### Identified Training Needs – TCWA Report

- Customer service training
- Online marketing and social media
- Tourism product distribution
- China market development
- Staff supervisory skills
- Risk management
- Environmental management and sustainability

*Ref: Tourism Council WA Policy Paper 2011*

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### Overnight Visitors in WA: Accommodation

Friend's or relative's property	41%
Hotel, resort, motel or motor inn	31%
Caravan park or commercial camping ground	10%
Rented house, apartment, flat or unit	8%
Other	6%
Caravan or camping on private property	5%
Guest house or B&B	2%
Own property (e.g. holiday house)	3%

*Ref: Travel by Australians, June 2011, Tourism Research Australia*

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### Growth Markets to Watch

- Cruise Industry
- Adventure Tourism
- Business Events



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## FutureNow Industry and Training Update

What's happening?



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## Australian Apprenticeships Mentoring Program

Program seeks to improve Australian Apprenticeship retention rates through the provision of approximately \$80 million over four years to support targeted mentoring and assistance to Australian Apprentices.

**Guidelines and applications for funding now available**

[www.australianapprenticeships.gov.au](http://www.australianapprenticeships.gov.au)

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## Pacific Seasonal Worker Pilot Program

Originally a horticulture industry project.

The Pacific Worker Pilot Scheme has been expanded to help tourism operators in Broome meet the challenge of finding enough workers in peak periods.

Participants are invited from Nauru, Samoa, Solomon Islands and Tuvalu

[www.deewr.gov.au/pswps](http://www.deewr.gov.au/pswps)

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### Tourism Employment Hotspots – National Long-Term Tourism Strategy

The Federal Government is establishing a regional profiling capability to target labour and skills 'hot spots' in the tourism industry.

Broome has been nominated as one of the 'hot spots' in Australia for the development of regional tourism employment plans to address the labour and skills shortages identified by the National Tourism Labour Force Report.

[www.ret.gov.au/tourism](http://www.ret.gov.au/tourism)

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### Determination for Trainers and Assessors

Released by the National Skills Standards Council (NSSC):

1. Trainers must at a minimum hold TAE40110 Certificate IV in Training and Assessment or demonstrate equivalence of competencies;
2. Persons delivering training who are working under the direct supervision of a trainer that holds the Certificate IV in Training or Assessment or has demonstrated equivalent competency (as per #1 above), must at a minimum hold the 'Enterprise Trainer Skill Set' as identified in the TAE10 Training and Education Training Package or demonstrate equivalence of competencies; and

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### Determination for Trainers and Assessors

3. The period during which trainers (as per #1) and persons delivering training under direct supervision (as per #2) can work without holding the minimum competencies relevant to their roles is limited to two years.

**The amended determination will be published in mid December 2011, with RTOs required to comply by 1 July 2013**

[www.nssc.natese.gov.au](http://www.nssc.natese.gov.au)

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### Tourism e-kit

Produced by the Australian Tourism Data Warehouse (ATDW) and supported by Tourism Western Australia, the e-kit has been specifically developed for the tourism industry to assist businesses with online communication / technologies:

- Developing a website
- Why should I go online
- E-marketing
- Search engine optimisation
- Reporting
- Online bookings

[www.atdw.com.au](http://www.atdw.com.au)

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### Tourism Council WA Conference

**Tourism Council "You're the Voice" Conference**  
**Perth Convention & Exhibition Centre 24-25 Nov 2011**

**You're the VOICE**  
Tourism Council WA  
Conference 24-25  
November 2011

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**FutureNow**  
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### FutureNow Workforce Development Plan 2011

FutureNow Western Australian Tourism, Hospitality and Events Industries Environmental Scan and Workforce Development Plan 2011 now underway.

Workforce Development Plan  
Western Australian Creative and Leisure Industries  
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### Workforce Development

**Tourism, Hospitality and Events sub-sectors:**

- Cafes and Restaurants
- Pubs, Taverns and Bars
- Caterers and Food / Hospitality Service Contractors
- Clubs
- Caravan & Camping Parks, Holiday Parks & Resorts
- Hotel Accommodation
- Motel Accommodation

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### Workforce Development

**Tourism, Hospitality and Events sub-sectors:**

- Holiday Houses, Flats and Hostels
- Serviced Apartments
- Casinos
- Events Management and Production
- Tourism Operators
- Travel Agency Services
- Visitor Information Services

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### FutureNow Workforce Development Survey 2011

**Be in with the chance to win a \$400 Burswood Entertainment Complex Voucher!**



Closing 25<sup>th</sup> November 2011

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

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**Key workforce development issues identified and strategies recommended to State Government (Draft):**

1. Critical skills and labour shortages across the tourism, hospitality and events industry sectors:
  - Industry image
  - Seasonality of employment
  - Expanding the traditional workforce
  - Lack of supervisory, management and business skills in industry
2. Attraction and Retention of Staff

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3. Skilled migration barriers:
  - Some critical industry occupations do not feature on the SOL or WASMOL Lists e.g. front of house - hospitality
  - complex process (particularly for small businesses)
  - Visa requirements and conditions
4. Restricted access to quality training, work placements and infrastructure:
  - Investment in RTOs to engage with regional and remote industry operators
  - Limited dial up access or no broadband access for training and business operations
  - Apprenticeship and traineeship placements regional/remote

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5. Lack of knowledgeable, resourced and industry networked training/career pathway advisory professionals
6. Existing workers in industry may not have the skills and knowledge for "Excellence in Service" – *Key industry association projects also currently in discussion.*
7. Reduction of Apprenticeship / Traineeship commencements and completions:
  - **Situation Critical** for future chef and patissier apprenticeship graduates in Western Australia
  - Barriers exist for apprentices and employers

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**8. Lack of Flexibility and Responsiveness in the Training System:**

- Government processes
- Registered Training Organisations
- Industry

**9. Negative impact of Government policy and legislation:**

- Fair Work Act, Modern Awards e.g. penalty rates
- WA VET Act e.g. Proposal to align WA apprenticeship nominal terms with Federal Award systems
- Decline in international students – affect of the casual hospitality and tourism workforce

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**10. Access to cross-Government labour force and training data specific to tourism, hospitality and events industry occupations (metropolitan and regional)**

**11. Infrastructure Issues Impacting on Industry Development and Workforce Development Planning:**

- Size and capability of the Perth Convention and Exhibition Centre (PCEC) may not be nationally or internationally competitive
- Lack of accommodation (hotel beds) in Perth and regional centres is preventing industry and employment growth
- Lack of qualified personnel to implement the roll out and maintenance of the National Broadband Network
- Public transport and housing issues for service workers

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**Skills Shortage Occupations in the 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

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**Skills Shortage Occupations in the Tourism, Hospitality & Events Industries (WA):**

- Food and/or Beverage Attendant
- **Patisserie (Pastry Chef / Pastry Cook)**
- Service Supervisor or Manager (Hospitality and Tourism Operational Sectors)
- Tour Guide – Mandarin/Cantonese + Speaking
- Tourism Information Manager (Visitor Information Services)

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**Are there any other 'Skilled Occupations in Demand' across the tourism, hospitality and events industries?**



Comments from the Group

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**Submission of FutureNow Workforce Development Plan 2011**

- Environmental scan of all industry sub-sectors
- 2011 list of skill shortage occupations
- Workforce development research and consultation outcomes (issues, strategies, recommendations, actions and responsible parties)

**Due 30<sup>th</sup> November 2011**

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**FutureNow**  
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FutureNow Activities and Projects




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**Establishment and Variation of Apprenticeships and Traineeships: State Training Board Submission**

- Establishment of a Traineeship for the SIT50409 Diploma of Holiday Parks and Resorts qualification in WA.
- Variation of existing Traineeship Names for the Caravan Park Operations Level 2 and 3 Traineeships.

*Caravan Park or 'Holiday Parks and Resorts' Managers are a State and National skill shortage occupation. Support / endorsement required.*

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**WA Department of Training and Workforce Development:**

- **New Pre-Apprenticeship for Commercial Cookery / Patisserie in Schools Endorsed (Oct 11)**
  - Certificate II in Hospitality (Kitchen Operations)
  - Replaces the School Apprenticeship Link (SAL) Food Family of Trades program
  - For delivery in schools in 2012 (see pre-app program outline on the VETinfoNet website)

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**WA Department of Training and Workforce Development:**

- **FutureNow Hospitality Ambassador Project**
  - Project Officer (Jo Chapman) appointed
  - Program pre-planning and coordination underway
  - School visits to commence in Feb-March 2012



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**WA Department of Training and Workforce Development:**

- **Responsive Trade Training  
Advanced Pre-Apprenticeship Training Delivery Pilot**
  - Hospitality Commercial Cookery Pilot Program for a Pre-Apprenticeship in Certificate II in Hospitality (Kitchen Operations).
  - Tender for RTO/GTO services due for release November 2011 for 2012 implementation.

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**WA Department of Training and Workforce Development:**

- **Skilling WA Update Report:** Documenting FutureNow actions aligned with State Government strategies
- **Modern Awards national consistency affecting the Nominal Term of the Chef and Patisserie Apprenticeships in WA** (*no changes made to date*)
- **WA Tourism & Hospitality Task Force**
  - Andrea Mitchell to provide some outcomes of the review at the TCWA conference 24-25 Nov '11

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**WA Department of Training and Workforce Development:**

- **Workforce Development Plan 2011**
  - Western Australian Tourism, Hospitality and Events Workforce Development Plan and Environmental Scan due for submission 30th November 2011.
  - Inclusive of Skilled Priority Occupations for identifying State and Federal Government priorities.

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**Service Skills Australia (SSA):**

- **National Consultation Review State Workshops Planning:** Tourism, Hospitality & Events Workshops
- **National Technical Workshop for Commercial Cookery, Asian Cookery and Patisserie:** Coordination of WA delegate.

*Thank you to Michael Wilcox – Executive Sous Chef, Burswood Entertainment Complex*



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**Service Skills Australia (SSA):**

- **SSA National Environmental Scan 2012:** Provision of Western Australian tourism, hospitality and events data and research.
- **“Connections across Tourism and Outdoor Recreation”:** Research to identify specialist skills needs for Adventure Tourism.
- **Service Industries National Network LinkedIn Group:** for Australian and New Zealand Training Councils, Skills Councils and Industry Training Advisory Boards



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**Brokering Industry, Training, School and Government Partnerships:**

- **Swan Valley Hospitality Partnership Project** – FutureNow, Midland Joblink Workforce Development Centre, Swan Partnership Broker, Job Search Australia, Hospitality Group Training and Industry Operators.
- **Trade Training Centre / Hospitality Schools Partnerships** (Swan) – FutureNow, Midland Joblink Workforce Development Centre, Swan Partnership Broker and VET Coordinators from Mirrabooka SHS, Eastern Hills SHS, Balga SHS, Ballajura SHS and Tuart College.

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**Brokering Industry, Training, School and Government Partnerships:**

- **Trade Training Centre Partnerships** (Narrogin) – FutureNow, Swan Partnership Broker and Narrogin SHS.
- **Seed2Feed Project:** VIP Plus @ Communicare, FutureNow, Curtin University, Health Department of WA and Child and Adolescent Mental Health Unit.
  - FutureNow, Burswood Entertainment Complex, Matilday Bay Restaurant + Bar, Jeremy Fischer and HGT



**Seed2Feed**

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**Positive Industry PR through Awards, Expos, Competitions and Scholarships:**

- **AHA (WA) Hotel Awards for Excellence Sponsorship:** FutureNow Schools and Community Training Partnership Award 2011 - *Won by Burswood Entertainment Complex*
- **Judging Panels:**
  - Curriculum Council VET in Schools Awards 2011
  - Worldskills VET in Schools Tourism Competition 2011
  - Gnunkai National Indigenous Tourism Awards 2011
  - WA Tourism Awards 2011
  - AHA(WA) Hotel Awards for Excellence 2011
  - Clubs WA Awards for Excellence 2011

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**Positive Industry PR through Awards, Expos, Competitions and Scholarships:**

- **Expos and Careers Presentations:**
  - Skills West Expo; Schools; VET Coordinator Groups; Department of Corrective Services
- **James Spurgeon - FutureNow Indigenous Young Achievers Award and Scholarship Winner 2011/12:**  
WA Indigenous Tour Operators Council (WAITOC) partnership.



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**Industry, Careers and Training Promotion**

- **Recent Regional Visits:** Broome Kununurra, Kalgoorlie and Esperance
- **Consultation / Presentations:** VET Awareness, Career Pathway and Workforce Development
- **School and Industry Resources:** Development of Careers and Training Resources



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- **Advisory Groups**
  - Challenger Institute of Technology
  - West Coast Institute of Training
  - Young Australians Tourism Association
  - Food, Fibre & Timber Industries Training Council - Food Processing
- **FutureNow RTO Network**
  - Website News, eNews and RTO Network Updates



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- **Media**

Sunday Times Tourism & Hospitality Careers & Training Feature 6.11.11

Sunday Times Article – FutureNow CareerOne ‘Skills’ article 13.11.11



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### How can we help you?

- Talk to us
- Subscribe to our eNews
- Subscribe to our RTO Network
- Participate in Advisory Groups, Training Package Reviews and Surveys



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**FutureNow**  
Creative and Leisure Industries Training Council

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

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**Thank you**

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