

MEETING NOTES			
Facilitator	FutureNow – Creative & Leisure Industries Training Council	Date	Monday 15 th Nov 2010
Location	Venues West WA Basketball Centre - Ellis Room, 206 Stephenson Ave, Mt Claremont	Time	9.00am – 12.00pm
Project Manager	Michelle Sidebottom (FutureNow)	Recorder	Rachael Davidson (FutureNow)

No:	Item:
1	<p>Welcome and Round Table Introductions</p> <p>Michelle Sidebottom welcomed all delegates in attendance and recognised the traditional owners of the land, the Noongar people, Elders past and present.</p> <p>Delegates introduced themselves one by one around the room.</p> <p>Michelle gave a brief overview of FutureNow, its Board of Directors, and role as a Training Council and Industry / RTO / Government liaison.</p>
2	<p>FutureNow Progress 2010</p> <p>Michelle outlined key points of FutureNow's progress to 2010 including:</p> <ul style="list-style-type: none"> - Successful implementation of KPIs set by the DTWD - Established working partnerships - Development of career pathway and training marketing / promotional tools - Development of digital and social media promotional tools - Established National Skills Council working partnerships representing WA - Input to State and Federal Government planning and skills lists - Active industry, careers, training and workforce development promotion - Celebrating positive outcomes of training in industry through Awards participation - Membership of industry advisory groups and committees - Successful proposals to the State Training Board and DTWD - Facilitation of the RTO Network - Direct contact for public, schools and industry enquiries - Training and professional development
3	<p>Industry Environmental Scan Outcomes 2010</p> <p>Michelle explained the importance of a WA based Environmental Scan of the Tourism, Hospitality and Events industries and outlined the various facets of information researched and reported in the Scan as well as the sub-sectors the industries were broken down into to gain further insight:</p> <ul style="list-style-type: none"> - Cafes and Restaurants - Pubs, Taverns and Bars - Caterers and Food/Hospitality Service Contractors - Clubs - Casinos - Hotel Accommodation - Motel Accommodation - Holiday Houses, Flats and Hostels - Serviced Apartments - Caravan Parks, Holiday Parks, Camping Grounds and Resorts

	<ul style="list-style-type: none"> - Tourism Operators - Travel Agency Services - Visitor Information Services - Events Management and Production <p>A brief overview of the industry sub-sector scan results was provided including life cycle stages, key sensitivities and identified areas for growth: Aboriginal Tourism; Cultural and Heritage Tourism; Wellness Tourism; Marine Tourism; and Cycle Tourism.</p> <p>Identified 'skills in demand' occupations were revealed as a result of extensive industry consultation and research:</p> <ul style="list-style-type: none"> - Bar Attendant - Caravan Park / Holiday Park - Resort Manager - Catering Contract Supervisor and Manager (Resource & Venue Sectors) - Cook, Chef (Commis Chef, Chef de Partie, Sous Chef, Executive Chef) - Event Logistics Coordinator - Food and/or Beverage Attendant - Service Supervisor or Manager in Hotel / Motel / Pub / Tavern / Bar / Licensed Club / Restaurant / Cafe / Caterers - Pastry Chef (Patisier / Pastry Cook) - Tourism Information Manager (Visitor Information Services) <p>Chefs and Pastry Chefs (Patisiers/Pastry Cooks) were identified as meeting the State Government criteria of 'Critical Skills Shortage Occupation' status.</p> <p>Following discussions from the group regarding any other occupations experiencing skill shortages in WA, it was agreed that Tour Guides (Mandarin Speaking) were a current skill shortage that is expected to be exacerbated with WA's increased Chinese inbound tourism and business markets. This occupation will be added to the 'Skills in Demand' List for 2011 workforce development and recommendations to State and Federal Government</p>
<p>4</p>	<p>Workforce Development Plan – Tourism, Hospitality and Events Industries 2010</p> <p>Michelle explained the intentions of FutureNow's workforce development planning and the submission of the Plan to the DTWD on the 30th September 2010. Key action plans and strategies addressed were advised under these five themes:</p> <ol style="list-style-type: none"> 1. Labour market and supply 2. Workforce Participation 3. Planning and Coordination 4. Attraction and Retention 5. Training and Productivity <p>Projects are already underway to address some of the strategies outlined however more partnerships and innovative ideas will be needed to address these needs. FutureNow is very keen to be the broker of new partnerships and projects in any way possible, particularly through key industry associations so that contact with front line industry operators is enhanced.</p> <p>FutureNow is able to produce publications regarding training, apprenticeships/traineeships, career pathways, access to government incentives and small business development opportunities in partnership with industry associations. Please contact Michelle Sidebottom at FutureNow for more information.</p> <p>Other points mentioned during these discussions included:</p> <ul style="list-style-type: none"> • Tourism, hospitality and events industry employees in demand in industry are getting lost to the resource sector as the industries cannot compete with the wages. • Industry is also now competing with the retail sector for staff due to increased retail hours. • Industry needs to focus on the positives of having global and flexible skills and <i>the 'Careers with Lifestyle'</i> aspect of working in tourism, hospitality and events to attract and retain employees. Working in the resource industry is not suitable or sustainable for everyone. • Promotion of careers and training in the Tour Guiding sector needs to reach mature aged

people as these people are often better suited to the job due to life skills and previous experience. Tour guides should be better promoted and respected as a profession. State registration of tour guides would go a long way to achieve this. The over-use of volunteer tour guides in unpaid roles reduces opportunities for employment and professional development. Seasonality of work is also a barrier to ongoing employment across all industry sectors.

- Could we consider an exchange program for Chinese Tour Guides and bring them to Western Australia as the demand for these services is not being met? Global Gypsies' Jan Barrie and Motive Tours Australia's Clive Nelthorpe to discuss potential opportunities and partnership arrangements in this area.

Proposed: FutureNow to consider strategies for better promotion of training and careers to mature aged people and strategies to target the existing Chinese / Mandarin speaking population through universities, community centres and associations for prospective tour guiding / interpreter roles whilst encouraging the development of training programs to facilitate local students/employers in the longer term.

- Casual staff ineligible to access traineeship training. For industry sectors that attract a high level of casual staff (the new Modern Awards system is also increasing the number of casuals in industry). Can something be done to assist casual employees with access to training?

FutureNow recommended funded 'Skills Sets' training in industry to the DTWD in early 2010. These short and sharp delivery skills sets containing core industry skills would be advantageous to improve the professionalism of casual employees. Awaiting response from the DTWD.

Proposed: Follow up on Skills Sets proposals with the DTWD. Include workforce development recommendations to the DTWD in 2011 regarding the eligibility of casuals under the commitment of meeting a minimum number of hours each week or month providing employers with the flexibility they need to operate in industry may give casual employees the ability to gain skills and knowledge to be valuable assets and potentially long-term staff members. This would lead to better skill levels in industry, more opportunities to entry level staff members, better retention and the creation of career paths.

- Employers are unaware that traineeships can often be undertaken at higher levels such as Certificate IV and Diploma level. Increased promotion of these by RTOs and ITCs is required.
- Gen Y / X are working to fund their lifestyle and training is low on their agenda.
- Seasonal employers in industry who are unable to offer full time work to consider rotational patterns. Warwick Lavis of Matilda Bay Restaurant + Bar and Pepperilly Estate vineyard explained how he successfully rotates staff in partnership with other businesses during off-peak seasons and has many long term employees as a result.
- Low uptake of tour guiding traineeships will threaten their existence in coming years as government will not fund RTOs if industry is not participating. Industry representatives in attendance agreed that tour guide training is not conducive to classroom-based delivery.
- The paperwork involved in apprenticeships and traineeships is a deterrent to employers. Training contract reporting obligations of employers needs to be reduced. There are too many training options – it is very confusing for employers.

FutureNow in conjunction with other industry training councils provided this feedback to the Apprenticentre and DTWD in late October 2010. Streamlining processes are currently being reviewed in this regard.

- One of the biggest issues for industry is the retention of workers.

The group agreed that providing employees with respect, good working conditions, good communication, flexibility opportunities for professional development and to be a truly appreciated and valued member of a close-knit team goes a very long way towards the successful retention of employees. Utilising seasonal down-times to rotate workers keeps people reliably employed and loyal to employers.

- Backpackers are an additional source of industry labour for the tourism, hospitality and

	<p>events industries. Working holiday visa requirements can be a barrier to employment. Some working holiday makers have existing skills however many are looking for short, sharp skills sets training (including RSA training).</p> <p>Training delivery to backpackers in traditional hot spots such as Broome, Northbridge and Margaret River could provide opportunities to RTOs for promotion in backpacker accommodation facilities.</p> <ul style="list-style-type: none"> It is difficult to promote and sell training courses when available funding has been sporadic this year. People are often waiting for free training opportunities. Funding should be based on destination rates, not completion rates. <p>FutureNow supports the DTWD's view on the scaling back of funding to RTO training programs that may not be delivering training for realistic employment or career progression outcomes. This type of funding provides little benefit to course graduates and can create unsustainable business practices for RTOs. Better research/data collection of student destination outcomes and the distribution of that information would provide a valuable insight to VET training outcomes in WA.</p> <p>FutureNow however also supports innovative ideas, projects and submissions to Government for the funding of flexible training delivery that will improve access to training, increase employment outcomes and will enhance the quality and productivity of service delivery across the tourism, hospitality and events industry sectors.</p> <ul style="list-style-type: none"> Getting a clear message out there regarding the importance of training to employers who just don't understand or care is a real challenge. With the proliferation of small bars popping up all over Perth, many of them owned by people with little or no industry experience, innovative ideas are required to encourage training and better business practices (particularly with regards to training, HR and business sustainability). There is a low level of respect for people working in the service industries in WA (unlike some other areas of Australia and overseas). Attracting pampered people into a tough industry is difficult. Training from the top down, starting with employers and managers on employee relations and sustainable business practices may be a better approach to create a better industry image and promote the development of a training culture. <p>Strategies to target employers and managers regarding formal business training to be considered by FutureNow and RTOs. WA to approach the Financial, Administrative and Professional Services Training Council regarding the consideration of the establishment of Diploma of Management and Diploma of Business Traineeships in WA (as exists in other State and Territories in Australia). Supervisory/management Skills Sets from the Certificate IV in Hospitality (supervisory level) and Diplomas of Hospitality, Tourism and Events to also be considered and promoted to industry.</p>
5	<p>Morning Tea</p>
6	<p>Service Skills Australia Tourism and Travel Workforce Development Issues Paper</p> <p>Michelle outlined the purpose of the Issues Paper and that it was an opportunity for the tourism and travel sectors of industry to discuss critical issues and reposes to improving the skills and capabilities of the workforce.</p> <p>Embrace the workforce – strategies for consideration endorsed</p> <ol style="list-style-type: none"> Better career paths and more targeted learning to the skills needed by the industry would assist in reducing turnover from the industry and attracting suitable workers. Industry needs to encourage and support SME operators to understand the needs of other generations – particularly that new generational cohort of workers who are looking for meaningful work and careers. This may include encouraging and supporting owners and managers of SME's to develop their staff on a regular basis. The basis of which may be information on real and practical return on investment to business on development of staff. A long term strategy to retain employees within the travel and tourism industry should be developed. This should include incentives to SME's to take on new workers. To develop better two way communication, investigation should be undertaken to understand what leads to job satisfaction in the industry e.g. future career, remuneration. How does the travel and tourism industry compete with other labour markets for talent?

“The Value Proposition”: Attracting workers to the industry – strategies for consideration endorsed

1. Better workplace experience to encourage a better understanding of the nature of the industry. (This is also linked to strategies described in the education and training issue.) This includes support for small operators to provide ongoing and valuable workplace experience.
2. The perception of the ‘travel industry’ needs to be changed to accommodate its diversity. The narrative and range of work should be explored and promoted.
3. Better lines of communication between the industry and potential workers need to be explored. Examples of this include, career hotline number (1300TRAVEL), industry wide promotion of the “Discover Tourism” website through stronger alliances between stakeholders. (Stakeholders highlighted model campaigns and approaches such as the defence force where the key message was about belonging to something bigger and a wide range of roles/jobs within the industry.)

Quality of industry training and education – strategies for consideration endorsed

1. Better relationships need to be encouraged between third party product trainers (suppliers), industry and VET provider by introducing continuous dialog.
2. Needs to be a better culture and acceptance of workplace behavior – the training package should accommodate the socially diverse nature of the industries’ customers and workforce.
3. Training methodologies need to be based on the job and in real work place experience. The training package should try to describe this as much as possible to encourage training provider behavior, including standard hours of delivering.
4. Employers are open to assisting the development of skills of new workers by providing work experience. However, to do this they need guidance on best practice and approach.
5. The training package needs to articulate better the skills required for sales/selling and customer service. Best practice and current methodologies should be published to encourage better outcomes in training providers.
6. For new employees a better understanding of the structure of the tourism industry is critical. A product should be produced (backed and endorsed by industry) that describes the “who’s who” of the industry.
7. The career pathways within the travel and tourism industry need to be more clearly illustrated and a more formal arrangement for work placement and/or internships.
8. Industry needs to better recognise ongoing professional development. Stakeholders supported the idea of an ongoing points style, recognition system.
9. Industry is open to professionally developing the knowledge of educators so that they are up to date with the nature of the industry.
10. SMEs may appreciate improved access to tools/resources required to identify quality training providers in a particular area and field.
11. Development of best practice business skills should be encouraged by performing business managers mentoring other emerging business owners.

Many responses to these issues had been discussed in today’s workshop. Responses not covered in the Issues Paper will be included in a formal response to Service Skills Australia from FutureNow. Michelle also requested that the distribution of a short survey pertaining to the Issues Paper to members of industry tourism and travel associations via representatives participating in the workshop would be a great opportunity to gather feedback and give industry a role in suggesting innovative ideas/solutions to FutureNow to gain a WA perspective and address nationwide industry issues.

Other points mentioned during these discussions included:

- Seasonality of the workforce is a barrier to training and employment.
- The adventure tourism sector has a high degree of burn out. Employees receive no support and leave the industry (this is common in other sectors of industry also).
- Tour guides and tourism operators often lack the underlying tourism skills needed to provide a quality and safe service to their customers. They may have other skills and experience pertaining to the tour operation e.g. Marine tourism dive instructors, but they may lack the overall tourism business knowledge, customer service, duty of care and

	<p>OS&H skills that could be obtained through specialised tourism training.</p> <ul style="list-style-type: none"> • Acceptance that the tourism, hospitality and events industries are important contributors to the WA economy and that these industries provide real jobs is critical. Promoting short term careers in industry are just as important as promoting long term careers in industry as we need to access both types of prospective employees. • A rigid training structure in companies from top to bottom are a result of successful business planning e.g. the McDonalds model. They create a sense of belonging and create great customer service skills. Being able to define this model and communicate these business practices with industry would be advantageous. • Unrealistic expectations of student graduates of VET is a barrier to employment. Students find that they are not skilled and experienced enough for the job roles they are expecting to obtain upon completion of training and industry is not employing them at their level of expectation. This training to employment disconnect has been addressed by some RTOs where they have redefined their course titles, overviews and marketing tools. E.g. Central Institute of Technology has changed their 'Diploma of Events Management' to simply a 'Diploma of Events'. Graduates are then given a more realistic expectation of the jobs they will be suited to upon completion of studies, yet it remains clear that the 'pathway' to management remains strong. SIT07 Training Package job outcomes however need to suggest more realistic occupation outcomes. • Inbound tour operators are experiencing a lack of skilled sales and marketing staff. There is a need for industry to further develop connections and partnerships with RTOs delivering quality training in this area. • Question: Is there any funding or specific programs dedicated to training in the tourism industry for forthcoming large international events to be held in WA in 2011 such as CHOGM and the ISAF Sailing World Championships? Answer (FutureNow): There are no specific funded training arrangements in place for this purpose to our knowledge however employer incentives for apprenticeship and traineeship training are ongoing. Industry must take responsibility for workforce development (and unfortunately the reality is that WA will not have the number of quality, skilled staff required to fulfil this need), however it is also the role of FutureNow and RTOs to promote training therefore opportunities exist for innovative ideas in this area. • International tourists have an interest in Indigenous tourism experiences, however most WA tourists are domestic with a low interest for Indigenous tourism (particularly due to the Australian Dollar exchange rate). A high level of funding aimed at the development of Indigenous tourism is perceived – should there be a better balance to suit the actual need? Aboriginal tourism is a long term growth market, particularly for international visitors so investment in this area is required, however FutureNow is currently developing a strategy in partnership with the Aboriginal Workforce Development Centre to create a pilot program in 2011 for the training and professional development of Aboriginal people with employment outcomes across main stream tourism and/or hospitality operations, with the potential to be of benefit to all industry operators.
7	<p>FutureNow Projects 2010/2011 – Updates and Industry Discussion</p> <p>Michelle provided a brief overview of current and forthcoming FutureNow projects:</p> <ul style="list-style-type: none"> - Establishment and Variation of Apprenticeships and Traineeships - Workforce Development Planning, Strategies and Actions - National Benchmarking - Research and Case Studies - FutureNow VET Guide for Clubs WA Publication - Regional Visits / Consultation - FutureNow Industry / Careers Promotion - Brokering Industry, Training, School and Government Partnerships - Aboriginal Workforce Development Centre Project

	<ul style="list-style-type: none"> - Young Australians Tourism Association Partnership - Advanced Pre-Apprenticeship and Apprenticeship Program Pilot Programs
8	<p>Other strategies/statements from the group included:</p> <ul style="list-style-type: none"> • Access to more industry data is required to enable better workforce development planning. Liz Bindon-Bonney of the Events Industry Association (WA) stated that the events industry sector in particular needs vital research, analysis and data specific to Western Australia to enable the growth and workforce development of the events sector, particularly if it is to compete with other States who are much better funded e.g. WA State funding for events 2012-2013 is \$15million / VIC State funding for events 2012-2013 is \$80million. <p>FutureNow would like to assist the EIA(WA) in gaining funding or assistance for a State wide research project into all facets of the events industry in WA.</p> <ul style="list-style-type: none"> • Promotion of tourism, hospitality and events industry careers, pathways and training should include year 8 and 9 students - before they make study and VET in school program choices and to create a positive awareness of industry. • Recommendations provided by industry to FutureNow for input to State Government regarding priority occupation skills needs are not reflected in current State Migration Planning/Policy. The tourism, hospitality and events industries in Western Australia have unique skills needs that are not being met. Industry operators will simply not survive increasing skill and labour shortages in the immediate future. Continued pressure must be put on Ministers and State Government by FutureNow, RTOs, industry associations and industry operators for urgent action in this regard. • Strategies for attracting mature aged workers to industry should include the acknowledgement of existing life skills, knowledge and previous experience. The provision of training and professional development should consider the importance of flexible delivery and quality Recognition of Prior Learning options/practices. • An RTO representative observed that in the latest round of Access programs, funding is no longer available for the equity group of 'Mature Aged' jobseekers. This is of a particular disadvantage to the hospitality sector experiencing critical skill shortages. • Clarification – Superseded qualifications such as the Caravan Park Operations and Caravan Park Management qualifications (now facilitated by the new Holiday Parks and Resorts qualifications) are still valid if you have been actively working in the industry since gaining those qualifications. New traineeships to reflect the new qualifications will be proposed to the State Training Board by FutureNow for establishment in 2011.
9	<p>Close</p> <p>Michelle advised that all powerpoint slides from the workshop will be available to all attendees and meeting notes will be distributed in the coming days. Additionally, at the back of the Workforce Development Plan in the 'References' section, links to many industry reports and industry data sources can be found for further perusal.</p> <p>The group was then thanked for their invaluable contribution to today's workshop.</p>

Glossary:

DTWD Department of Training and Workforce Development
 ITC Industry Training Council (such as FutureNow)
 RTO Registered Training Organisation
 VET Vocational Education and Training

Contact Details:

Michelle Sidebottom, Project Manager Tourism and Hospitality

Tel: (08) 9285 8555 Fax: (08) 9285 8755 Mob: 0419 904 691
 Email: midebottom@futurenow.org.au Web: www.futurenow.org.au