



# FutureNow Industry Workshop

## Tourism, Hospitality & Events

Monday 15 November 2010



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**Project Manager**  
**Tourism, Hospitality and Events**

**Welcome!**

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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.



## About FutureNow

**FutureNow** represents the following industries:

- Hospitality, Tourism and Events
- Arts and Culture
- Sport and Recreation
- Information Services
- Media
- Telecommunications
- Printing

## 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.

## 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

### SIT07v2.2 Tourism, Hospitality & Events Training Package

## 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 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

- Developing industry workforce development plans and strategies.
- Facilitating industry consultation on government training policies.
- Establishing and varying apprenticeships and traineeships.
- Promoting careers and career pathways in the Creative and Leisure Industries as authentic, realistic and exciting opportunities.

## 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.

## FutureNow Focus

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

### RTO Networks

an online information service for RTOs that have scope to deliver training from the SIT07v2.2 Tourism, Hospitality and Events Training Package that has replaced (in part) the former Curriculum Advisory Groups (CAGs).

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## FutureNow Progress to November 2010



- Successful implementation of a new set of KPIs from the Department of Training and Workforce Development established in 2009.
- Established key working partnerships with industry leaders, RTOs and Government stakeholders.
- Developed a range of marketing tools to promote pathways, training and careers.

- Developed a database management system for digital media and social media promotional activity.
- Established effective working relationships with our National Skills Council to represent Western Australian interests in National research, reports, publications, planning and training package development.
- Provided input to the State Government's 'Skilled Priority Occupation List' (SPOL) and Priority Institutional Qualifications List (PIQL).

- Industry careers, training and workforce development promotion:
  - Workshops for RTOs, industry, school lecturers, VET professionals and career advisers
  - Careers and training expos for the community, schools and in prisons
  - Secondary school and VET student presentations
  - Young Australians Tourism Association Mentor Program
  - Publications – Environmental Scan, Workforce Development Plan, VET Guide (Caravan Industry Association of WA)
  - Regional Visits

- Industry Awards judging - to celebrate and promote positive outcomes of training and employment in the tourism, hospitality and events industries:
  - WA Tourism Awards 2009 & 2010
  - Australian Hotels Association Hotel Awards for Excellence 2010
  - WA Training Awards 2009 & 2010
  - WA Curriculum Council Awards for VET in Schools 2010

- Member of Industry Advisory Groups and Committees:
  - Challenger Institute of Technology Advisory Committee
  - Polytechnic West Advisory Committee
  - West Coast Institute of TAFE Council of Industry Partners
  - Challenger Maritime College Marine Tourism Advisory Committee
  - Food, Fibre and Timber Industry Training Council Food Processing Advisory Committee
  - WA Chamber of Commerce and Industry Tourism Committee
  - 2011 - Central Institute of Technology Tourism Committee

- Submitted successful proposals on behalf of RTO and industry Proponents for:
  - Review of the SAL Food Family of Trades Program (Certificate I in Hospitality – Kitchen Operations)
  - Establishment of a Patisserie Apprenticeship (Certificate III in Hospitality (Patisserie))
  - Variation to all Hospitality traineeships linked to Certificate III in Hospitality (Operations, Food & Beverage, Accommodation and Gaming)

- Submitted successful proposals on behalf of RTO and industry Proponents for:
  - Establishment of a Pre-Apprenticeship for Certificate II in Hospitality (Kitchen Operations)
  - Adjustments to the SIT07v2 Training Package Western Australian Purchasing Guide – increase in funded Nominal Hours for Holiday Parks and Resorts qualifications.

- Provided ongoing facilitation of the RTO Network incorporating dissemination of information, requests for advisory participation, surveys, training package updates, direct contact for individual enquiries and clarification of Training Package content.
- Provided a direct contact for the public, schools and industry operators requesting advice and guidance with regards to training, career pathways, industry and government contacts, workforce development, funding opportunities and general enquiries.

- Training and Professional Development:
  - Certificate IV in Training and Assessment
  - Visitor Centre Association of WA / Business Growth Centre  
EVE Forum: 'Build and Maintain Relationships with Small Business Stakeholders'
  - Australian Human Resources Institute Leadership Conference
  - Tourism Council WA Conference
  - WA Training Forum Workshops
  - Workforce Development Planning – DTWD

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## Tourism, Hospitality and Events Industry Environmental Scan Outcomes 2010



## Environmental Scan – Overview of the Tourism, Hospitality and Events Industries in WA

Size and Distribution	Demographics of Workforce
Trends Analysis	Qualification Profile of Workforce
Economic Drivers	Regulatory Requirements
Social Impact	Technology
Impact of Globalisation	Sustainability
Impact of Government Policy/Decisions	

### Environmental Scan Industry Sectors:

Cafes and Restaurants    Pubs, Taverns and Bars  
 Caterers and Food/Hospitality Service Contractors    Clubs  
 Hotel Accommodation    Motel Accommodation  
 Holiday Houses, Flats and Hostels    Serviced Apartments  
 Caravan Parks, Holiday Parks, Camping Grounds and Resorts  
 Tourism Operators    Travel Agency Services  
 Visitor Information Services    Casinos  
 Events Management and Production

### Accommodation and Food Services Sector Overview:

- Cafes and Restaurants
- Pubs, Taverns and Bars
- Clubs
- Hotel Accommodation
- Motel Accommodation
- Holiday Houses, Flats and Hostels
- Serviced Apartments
- Caterers and Food/Hospitality Service Contractors
- Caravan Parks, Holiday Parks, Camping Grounds and Resorts

### Accommodation and Food Services Sector:

**Employees in Western Australia** – 63,790

**Median Age of Employees** – 27 Years

#### Number of Businesses in WA

- Accommodation – 1,320
- Pubs, Taverns & Bars – 606
- Cafes and Restaurants – 2,859
- Clubs (Hospitality) – 270
- Takeaway Food Retailing – 2,082
- Specialised Food Retailing – 801

## Accommodation and Food Services Sector:

**Competition** – High and increasing. Based on:

- Price
- Quality of product/service
- Location
- Facilities
- Breadth of services offered (point of difference)

**Life Cycle Stage** – Growth (excluding Clubs and Motels – mature)

**Key Sensitivities** – Skills shortages; labour participation rates; increased wage costs; availability of leisure time; real household disposable income; and domestic / international visitor nights.

## Casinos Sector Overview:

**Employees in Western Australia** – 1,300

**Number of Businesses in WA** – 1

**Key Sensitivities** – Skills shortages; competition from substitutes (clubs, pubs, taverns, bars and hotels); competition from other casino establishments in Asia; real per capita expenditure on gambling; availability of leisure time; real household disposable income; and domestic / international visitor numbers.

## Travel Agency Services Sector Overview:

**Number of Businesses in WA** – 555

**Competition** – High and increasing. Based on:

- New technology e.g. online ticket prices & booking services
- Quality of service
- Detailed knowledge of destinations and products on offer
- Location and word of mouth recommendations
- Facilities
- Consumer confidence in online research, reservations, payments

**Life Cycle Stage** – Declining

## Travel Agency Services Sector:

**Key Sensitivities** – Availability of leisure time; Consumer Sentiment Index; real household disposable income; Australian dollar exchange rate; airline technology (e.g. larger jets); travel – domestic overnight and day travel; international visitor arrivals; Australian travel departures overseas; competition among airlines for leisure market; and technology associated with travel, accommodation, transport and ticketing.

## Visitor Information Services Sector Overview:

**Number of Registered Visitor Centres in WA** – 102

### Employees in Western Australia

- 313 paid staff
- 609 volunteer staff

**Life Cycle Stage** – Growth

**Key Sensitivities** – Skills shortages (supervisory and management); availability of volunteers; Consumer Sentiment Index; real household disposable income; Australian dollar exchange rate; domestic / international visitor travel; and technologies associated with tourism/travel.

## Events Management and Production Sector Overview:

### Employees in Australia

Direct employment - business events 116,000

Direct employment – live entertainment industry 13,819

**Number of Businesses in WA** – ?

**Convention and Incentive Travel Groups secured for 2010-2012 in WA** – 134 / 50,624 delegates / over \$93 million delegate spend est.

**Key Sensitivities** – Availability of skilled staff; availability of volunteers; seasonality of employment; real household disposable income; Australian dollar exchange rate; domestic / international visitor travel; technology associated with events, technical production, travel, transport and ticketing

## Tourism Operators Sector Overview:

### Number of tour operators in WA (as identified by Tourism WA)

- 532 operators
- 184 of those are registered with the WA Tourism Network
- 156 of those accredited with Tourism Accreditation Australia
- 36 individual, 2 branch & 2 corporate members of Tour Guides WA

### Number of Aboriginal tourism businesses in WA (as per WAITOC)

- Over 100 Aboriginal tourism businesses operating in WA
- 50 of those are members of WAITOC
- 59 are registered as 'export ready' and 'market ready' operators
- WA boasts 29% of Australia's Aboriginal tourism product

## 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 in Demand:



- 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 (Patisserie / Pastry Cook)
- Tourism Information Manager (Visitor Information Services)

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## Critical Skills Shortages:



- **Chefs**
- **Pastry Chefs (Patisserie / Pastry Cook)**

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## Tourism, Hospitality and Events Industry Workforce Development Plan 2010



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## Workforce Development – Western Australia

The object of FutureNow's tourism, hospitality and events industries Workforce Development Plan is to:

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

The 2010 version of the Plan was submitted to the WA DTWD on the 30<sup>th</sup> September 2010. The DTWD will release a 'Whole of State' Workforce Development Plan by the end of 2010.

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## The Workforce Development Plan identified:

- 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

## Action Plan and Strategy Themes:

### 1. Labour market and supply

- Ways to improve access to employment and training
- Improving industry image and awareness
- Improving skilled migration policy to suit industry needs

## Action Plan and Strategy Themes:

### 2. Workforce participation

- Expanding the traditional workforce
- Improving career information and advice
- Increasing the provision of RPL and training for existing workers in industry
- Personal Income Tax Reform

## Action Plan and Strategy Themes:

### 3. Planning and Coordination

- Access to relevant industry data, research and analysis
- Promotion of business and management skills for better workforce planning by industry operators
- Stakeholders to act on outcomes of workforce development reports, projects and pilots

## Action Plan and Strategy Themes:

### 4. Attraction and Retention

- Improve industry image
- Improve employment conditions
- Increase the provision of cultural awareness training
- Build sustainable partnerships between industry and training organisations

## Action Plan and Strategy Themes:

### 5. Training and Productivity

- Increase industry awareness of training and its benefits
- Increase funded training places in industry
- Encourage DTWD implementation of recommended funded skills sets training
- Increase industry access to flexible training options
- Improve VET pathway articulation to higher education

### Opportunities and Advice

Can you recommend any other strategies?

Comments from the Group

### Industry Issues to Consider for 2011

Are there any other issues or barriers?

Comments from the Group



## Morning Tea Break

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## Service Skills Australia Tourism and Travel Workforce Development Issues Paper

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## FutureNow Projects 2010 / 2011

Updates and Industry  
Discussion



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## Round Table Questions / Statements

Comments from the Group



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## Thank you

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