



**FutureNow.**  
Creative and Leisure Industries Training Council

**FutureNow GEWDA Presentation**

Kalgoorlie, May 2011



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Creative and Leisure Industries Training Council

**Mal Gammon**  
Chief Executive Officer

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**FutureNow**  
Creative and Leisure Industries Training Council

## 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)



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## Training Councils – Western Australia

- FutureNow Creative & Leisure Industries Training Council Inc
- Engineering and Automotive Training Council Incorporated
- Construction Training Council
- Community Services, Health & Ed'n Industry Training Council
- Financial, Administrative & Professional Services Training Council Incorporated
- Food, Fibre & Timber Industry Training Council (WA) Inc
- Resources Industry Training Council
- Logistics Training Council Incorporated
- Electrical, Utilities and Public Administration Training Council Incorporated
- Retail and Personal Services Training Council Incorporated

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## 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.

## The Board




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

<p>Joint Chairman</p>  <p><b>Barry Felstead</b> CEO Burswood Entertainment Complex</p>	<p>Joint Chairman</p>  <p><b>Geoff Duncan</b> State Director ABC</p>	<p>Deputy Chairman</p>  <p><b>Ken Norquay</b> Executive General Manager Racing, Racing &amp; Wagering WA</p>
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## The Board



- **John Welborn** CEO Equatorial Resources, Commissioner Tourism WA, Board Rugby WA
- **Warwick Lavis** Managing Director, Matilda Bay Restaurant and Bar
- **Ian Smith** State President WA, Printing Industries Association of Australia
- **Julian Donaldson** General Manager, Perth International Arts Festival
- **Bradley Woods** CEO, Australian Hotels Association
- **Valerie Maxville** Chair, ICT Industry Collaboration Centre
- **Simone McGurk** Ex-Officio Board Member, State Training Board, Secretary Unions WA
- **Sue Lapham** Ex-Officio, Executive Director Service Delivery WA Department of Training and Workforce Development
- **Mal Gammon** Ex-Officio, CEO FutureNow

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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.

## 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.

## About FutureNow

**FutureNow** is 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.

## FutureNow Activities

- 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

## 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.



## Workforce Development Planning

**Western Australia**



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## Key publication for workforce development in WA

Training WA:  
Planning for the Future 2009-2018

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



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## Key publication for workforce development in WA

WA Workforce Development Plan:  
A Skilled Workforce for the Future  
Issues paper

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



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## 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 publication for workforce development in WA

FutureNow Western Australian Creative and Leisure Industries Workforce Development Plan and Environmental Scan 2010

[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



## 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.*

The 2010 version of the Plan was submitted to the WA DTWD on the 30<sup>th</sup> September 2010. The DTWD released a 'Whole of State' Workforce Development Plan in December 2010.

## 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

## FutureNow Workforce Development Plan


### 1. Environmental Scan – Overview of the Creative and Leisure 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	

## FutureNow Workforce Development Plan

### 2. Environmental Scan – Occupational Overview of the Creative and Leisure Industries in WA

- Supply and Demand of Training
- Current and Emerging Skill/Labour Gaps
- Emerging Occupations
- Declining Occupations



## FutureNow Workforce Development Plan

3. Skills Shortage areas
4. Critical Occupations
5. Information Gaps
6. Barriers to Employment and Training
7. Strategies and Action Plans to Overcome Barriers to Employment and Training

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## Workforce development planning issues identified for priority action:

1. The need for a highly skilled workforce
  - Creating a more responsive training and learning system
  - Better recognition of learning and skills
  - Focus on management and business skills

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## Workforce development planning issues identified for priority action:

### 2. Expanding the traditional workforce

- Welfare to work target groups
- Engaging Aboriginal workers
- Managing generational change: young people - mature age workers
- Development of the current workforce
- Using overseas workers

## Workforce development planning issues identified for priority action:

### 3. Access to quality workplaces

- Improved attraction and recruitment of staff
- Enhanced retention strategies
- Increasing productivity, flexible work practices and employment arrangements
- Improving industry image and the provision of career pathways

## Workforce development planning issues identified for priority action:

### 4. Better workforce planning

- Better information and analyses of data at a regional level
- Destination management planning and labour force mapping to assist workforce planning
- Provide high quality workforce information, tools and services

## Workforce development planning issues identified for priority action:

### 5. Perception and Knowledge of Industry

- Industry promotion in schools and the community
- Professional development of careers and VET advisers
- Student participation in industry VET in Schools programs
- School – industry partnerships
- Workplace based training in industry

## Workforce development planning issues identified for priority action:

### 6. Impact of Government Policy and Decisions

- Changes to the VET Act in Western Australia
- Fair Work Act – Modern Awards
- Skilled Migration
- Taxation
- Tourism and Hospitality Training Review

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

- Chefs
- Pastry Chefs (Patisserie / Pastry Cook)
- Farrier
- Fitness Instructor/Personal Trainer
- Outdoor Adventure Instructor
- Swimming Pool Manager and Lifeguard
- Telecommunications Technician
- Communications Linesperson
- ICT Project Manager



**Are there any other industry critical 'Skilled Occupations in Demand' across the creative and leisure industries in WA's Golden Outback Region?**

Comments from the Group



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

\*Click on the **Resources** button

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## Thank you

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