



FutureNow.
Creative and Leisure Industries Training Council

FutureNow VTEC Presentation

Kalgoorlie, May 2011



FutureNow.
Creative and Leisure Industries Training Council

Mal Gammon
Chief Executive Officer

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

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



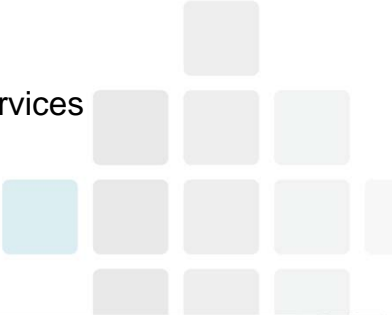
Arts & Culture Sport & Recreation Hospitality Tourism Information Media Telecommunications Printing

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



Arts & Culture Sport & Recreation Hospitality Tourism Information 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.

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.



The Board

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


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

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



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.

		
---	---	--

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

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

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

Workforce Development Planning



Western Australia



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

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

Training WA:
Planning for the Future 2009-2018

www.stb.wa.gov.au





Key publications for workforce development in WA

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

www.dtwd.wa.gov.au

STRATEGIC INITIATIVE



WA workforce development plan: A skilled workforce for the future Issues paper



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



Key publications for workforce development in WA

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

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



F: (08) 9205 8555 F: (08) 9205 8750
E: info@futurenow.org.au W: www.futurenow.org.au
WA Sports Centre House, 200 Stephenson Ave, Mt Claremont WA 6005, PO Box 57, Claremont WA 6010

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

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 30th 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

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

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

FutureNow.

Creative and Leisure Industries Training Council

Tourism, Hospitality and Events Industry Environmental Scan Outcomes 2010



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

FutureNow.

Creative and Leisure Industries Training Council

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	

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

Environmental Scan Industry Sectors:

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

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%)

Accommodation and Food Services Sector:

Employees in Western Australia – 63,790

Median Age of Employees – 27 Years

Number of Registered Businesses in WA – Over 8,000

Qualification Profile – In 2009 63.9% of employees in the accommodation and food industries in WA did not have a post-school qualification.

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.

Tourism Operators Sector Overview:

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

- 532 operators
- 156 of those accredited with Tourism Accreditation Australia

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
- Cruise Ships

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 (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



FutureNow.
Creative and Leisure Industries Training Council

This presentation will be available on our website at www.futurenow.org.au

*Click on the **Resources** button

Thank you

Email: info@futurenow.org.au

PO Box 57 Claremont WA 6910

[WA Sports Lotteries House](#)

Stephenson Avenue,

Mt Claremont WA 6010

Tel: +61 8 9285 8555

Fax: +61 8 9285 8755

www.futurenow.org.au

FutureNow. 
Creative and Leisure Industries Training Council