

Media Release: 27 November 2009



For Immediate Release

FutureNow leadership re-elected with a focus on workforce development strategies to counter labour shortages.

John Welborn, Managing Director of Prairie Downs Metals and a Director of Rugby WA was re-elected Chairman of FutureNow-Creative and Leisure Industries Training Council at its Board meeting held on Monday 23 November 2009. At the same meeting, Barry Felstead, the CEO of the Burswood Entertainment Complex was re-elected Deputy Chairman. John is a passionate supporter and a committed leader of FutureNow which has grown significantly in response to the new industry training advisory arrangements in Western Australia.

Recently changing its branding to incorporate an expanded coverage as one of only 10 State Training Councils, the organisation has successfully recruited three new project managers in Michelle Sidebottom, Rachael Davidson, and Zoe Nicholson to join experienced CEO Mal Gammon.

FutureNow is a not-for-profit industry incorporated organisation which provides high level strategic advice and leadership to government, registered training organisations and industry on the workforce development needs of the creative and leisure industries. In addition to this key role, FutureNow promotes education and training to employees and employers, and provides a strategic brokerage role and consultancy service to industry and other stakeholders

About to commence the development of industry workforce development plans for the creative and leisure industries in WA, John expressed concern from the Board that these industries will again face skill and labour shortages as the resources and construction industries expand in the next few years. "A leading challenge for FutureNow is to promote realistic career opportunities and to identify and articulate career pathways for the next generation of workers. We need to grow training during a period of economic uncertainty and to focus on the wider notion of workforce development, which includes the attraction, retention and sustainability of a productive workforce and not just training", John said.

The creative and leisure industries in Western Australia employ around 120,000 people directly and many more indirectly and contribute significantly both to the economy and the social fabric and way of life in the State.

FutureNow is working closely with the State Government through the newly created Department of Training and Workforce Development and will focus on strategies for the creative and leisure industries that will result in increased productivity through a better skilled workforce. At the same time, FutureNow will be contributing to the Government's blueprint for training, *Training WA Planning for the Future 2009-2018* and the State Workforce Development Plan *A Skilled Workforce for the Future*.

For more information contact:

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Notes to Editors:

FutureNow-Creative and Leisure Industries Training Council provides strategic advice and direction on the training and workforce development needs of the:

- arts and culture;
- sport and recreation;
- hospitality, tourism and events;
- information, media, telecommunications; and
- printing industries in Western Australia.

The FutureNow Board consists of industry leaders across the creative and leisure sectors, including:

John Welborn - Chairman

Director, Rugby WA, Board Member Rugby Union Players Association, Managing Director, Prairie Downs Metals, Media Presenter and Journalist

Barry Felstead - Deputy Chairman

CEO - Burswood Entertainment Complex

Julian Donaldson

General Manager - Perth International Arts Festival

Geoff Duncan

State Director - ABC

Ken Norquay

Executive General Manager, Racing - Racing and Wagering WA

Rob Thompson

CEO - WA Sports Federation

Bradley Woods

CEO - Australian Hotels Association

Warwick Lavis

Restaurant and Winery Owner - Matilda Bay Restaurant and Bar

Valerie Maxville

Chair - ICT Industry Collaboration Centre

John Stangeland

State President WA - Printing Industries Association of Australia

Siobhan Mulvey

Executive Director, VET - WA Department of Training and Workforce Development

Simone McGurk

Board Member - State Training Board and Secretary Unions WA

Mal Gammon

CEO, FutureNow - Creative and Leisure Industries Training Council

For more information about FutureNow - Creative and Leisure Industries Training Council visit:

www.futurenow.org.au