

Workforce Development Strategies to Address Barriers to Training and Employment

Creative Industries

| Barrier to Training | Recommended Strategy |
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| <p>Industry Image</p> <ul style="list-style-type: none"> Industry image proves a challenge in attracting the right people to undertake training in the sector Creative Industries seen as 'sexy industries' or 'soft option' Low awareness of career and training options within the industry | <ul style="list-style-type: none"> Promote training ethos in industry. Return on investment education for employers to allow for PD and alternative PD delivery. Increase participation in workplace training. Increase industry awareness to public and career advisors. |
| <p>The Speed of Technological Change</p> | <ul style="list-style-type: none"> Forge partnerships with industry and RTOs to gain access to new technologies. Develop partnerships with IT vendors and providers. Promote Creative/Cultural to combine technical and artistic skills. |
| <p>Lack of Career Information and Advice</p> <ul style="list-style-type: none"> The supply and promotion of industry relevant and realistic information remains a barrier to providing appropriate training advice. | <ul style="list-style-type: none"> Promoting job roles/career pathways to emphasise technical & creative components of Printing & Graphic Arts. Creating clear pathways between VET and higher education particularly for creative and cultural. Develop innovative approaches to promote careers to Gen Y. Develop partnerships between government departments for careers promotion. Training Councils to participate in expos and work with school VET coordinators. |

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| <p>Funding</p> | <ul style="list-style-type: none"> • Demonstrate need for increase funding for training hours and resources and explore innovative funding methods for new training opportunities. • ICT - establishing funding models that support the delivery of skill sets and recognise successful outcomes from training beyond qualification completions. • Explore the development of an apprenticeship system to create one that would work in Cultural and Creative industries. |
| <p>Training of Aging Workforce</p> | <ul style="list-style-type: none"> • Attract younger workers to printing, telecommunications, libraries and museums. • Retain older workers with redesign of jobs to suit demographic needs. |
| <p>Lack of Flexible Training</p> <ul style="list-style-type: none"> • An increased use of RPL to formally qualify these workers support for VET, and assist in employers with retaining existing workers. | <ul style="list-style-type: none"> • Improve RPL process with alternative assessment and reduce paper work for assessors and evaluate 'from the sideline'. • Generic skills mapped to AQF levels, underpinning skills and knowledge with a standardised marking guide/key. • Enabling more on-the-job assessment and workplace-based. • Explore new and modified learning modes and simulation options. |
| <p>Engaging Aboriginal People</p> <ul style="list-style-type: none"> • Aboriginal people are under-represented in the Western Australian labour force. | <ul style="list-style-type: none"> • Develop Aboriginal training to employment strategy. • Act on recommendations from 'Training Together, Working Together' strategy. |
| <p>Publicly Funded Training Places</p> <ul style="list-style-type: none"> • The Commonwealth Government's Productivity Placement Program (PPP) initiative does not include funding for skills sets, only full qualifications | <ul style="list-style-type: none"> • Industry certifications mapped to TP & develop skill sets. • Allowances could be made for skills sets to be funded. |

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| <p>Number of Small to Medium Enterprises</p> <ul style="list-style-type: none"> Large number of SME and project based self employment. | <ul style="list-style-type: none"> Development of Creative Clusters. Explore creative incubators for creative business development. |
| <p>Workforce Age</p> <ul style="list-style-type: none"> To service the demand for skilled employees in the short, medium and long term, industry needs to look to alternative avenues and labour pools to expand the traditional workforce. | <ul style="list-style-type: none"> Educate 'older workers' about flexible work styles. Reduce judgment and discourse about job roles, responsibilities, hours and productivity. Develop strategies to address intergenerational gaps within workplaces. Career advice with more clearly identifying career pathways between/across production & supply areas of industry. Identify career opportunities for older workers promoting and fostering generic skills. Promote succession planning and exit strategies within industry. |
| <p>Limited Literacy and Numeracy Skills</p> | <ul style="list-style-type: none"> Increase and make available support for literacy and numeracy support. |
| <p>Insufficient Creative Industry Data</p> | <ul style="list-style-type: none"> Work with government, associations, and industry to identify data gaps to achieve accurate measurement of industry and workforce including 'creatives embedded' in other industries. |
| <p>The Global Economy and Mobility of Workforce</p> | <ul style="list-style-type: none"> Attract creatives to WA following the example from the UK promoting itself as The World's Creative Hub. Promote the down under lifestyle, proximity to Asia and low cost travel. Review tax incentives for local new graduates to 'stay a year' and work in their field of study. Investigate a new graduate scheme for employers who employ a new graduate who has no industry experience. Research circumstances behind creative migration. Attraction and retention for employees including, interests/experience matching their job role/agency, technical challenge/complexity of work job security, ability to contribute to making a difference and desire to gain experience in a different working environment and promote best practice in workforce development. |

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| Technological Change and New Positions | <ul style="list-style-type: none"> Investigate and stay current of new style positions emerging within the workforce. |
| Staff Up Skilling | <ul style="list-style-type: none"> Promote employer exposure to alternative cross skilling and inter skilling frameworks for professional development and alternative PD delivery. |
| National Broadband Network | <ul style="list-style-type: none"> Encourage and engage in promotion of Digital Careers to accommodate future technology. Investigate mobile computer technology to aid growth in Perth and regional WA especially locations supporting resources. |
| Technological Change and New Software and Hardware | <ul style="list-style-type: none"> Investigate tax breaks and financial incentives to support industry in upgrading to new technologies and train staff. |