

Workforce Development Strategies to Address Barriers to Training and Employment

Sport, Recreation and Racing Industries

Barrier to Training	Recommended Strategies/Outcomes
<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 • Sport and recreation in particular seen as ‘sexy industries’ • Low awareness of career and training options within the racing industry 	<ul style="list-style-type: none"> • Targeted promotion is needed which outlines realistic training pathways in the sport, recreation and racing industries
<p>Lack of Formal Qualifications in Industry</p> <ul style="list-style-type: none"> • Only 52.8% of all persons employed in sport and physical recreation occupations held a recognised post-school qualification, while 38.0% of persons employed in other leisure occupations had post-school qualifications. • These statistics reveal that almost half of the sport and physical recreation employees and over 60% of leisure employees do not have a recognised, post-school qualification 	<ul style="list-style-type: none"> • Training Councils, Registered Training Organisations (RTO’s) and peak industry bodies/associations to promote opportunities to provide Recognition of Prior Learning (RPL) and skills gap training to existing workers • Foster industry/RTO partnerships to establish more flexible training arrangements to meet the needs of industry • Training Councils to work with the state training system, RTO’s and industry to streamline the RPL processes to ensure it is more flexible and industry friendly. • Greater promotion is needed to increase industry awareness of the benefits of training, flexible training options and funding/incentives available for employers
<p>Industry Support of Training</p> <ul style="list-style-type: none"> • Industry view that formalised training is often an unnecessary burden on financial and human resources as opposed to a personal and industry investment • Past experiences with the time-consuming nature of RPL and the inflexibility of training providers in terms of organisation-specific relevant training has meant that many organisations have not seen the advantages and benefits of formalised VET training. 	<ul style="list-style-type: none"> • Industry to work in closer partnership with RTO’s to establish more flexible training arrangements to meet the needs of industry • Greater promotion of successful industry/RTO partnerships and examples of ‘best practice’ which could be adopted by organisations/industry sectors

<p>Industry Perception of Training Providers</p> <ul style="list-style-type: none"> • Industry concerns with the quality of training provided by RTO's • Courses which provide the opportunity for students to obtain their qualifications in a short time period (fast-track training) remain of concern to the industry as graduates are often too young, immature and not job-ready upon graduation. 	<ul style="list-style-type: none"> • Ensure greater industry input/invite industry participation in training package reviews etc to ensure training package content is meeting the needs of industry
<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"> • Ensure Training Council participation in relevant careers expos, school expo visits, prison expos etc to promote careers and training pathways in the creative and leisure industries • Close liaison with Curriculum Council and Catholic Education Office representatives to ensure accurate and realistic careers advice is being filtered to appropriate VET coordinators, careers counsellors/advisers, teachers etc. • Create partnerships with key Government departments and industry associations in the promotion of VET training pathways and sport, recreation and racing careers (Career Centre – Department of Training and Workforce Development, Department of Sport and Recreation, Racing and Wagering WA)
<p>Access to Quality Training, Work Placements and Infrastructure</p> <ul style="list-style-type: none"> • Access to training, work placements for students are becoming increasingly difficult to find, particularly in regional / remote areas of Western Australia. • Many regional and remote areas of WA require individualised approaches to training delivery due to their distance from major centres. • Small or volunteer-run organisations may be unable to fulfill the requirements of a training program (traineeship). 	<ul style="list-style-type: none"> • Promote flexible training arrangements such as online, on-the-job, RPL, skills gap training, short course skills set training. • Encourage/support RTOs in sending trainers to regional/remote locations to alleviate the issues associated with lack of access to training • Greater promotion of Group Training Organisations (GTO's such as AFL SportsReady) and the role they can play in assisting organisations/employers
<p>Articulation Arrangements</p> <ul style="list-style-type: none"> • The ease of articulation arrangements between RTO's and universities remains a concern in industries such as fitness where there is often an overlap between graduates and students from 	<ul style="list-style-type: none"> • Greater collaboration is needed to ensure that there are partnerships and pathways available for students to continue on from VET training to university level training, and vice versa for students wishing to return to VET training to gain what is often seen as the more

<p>RTOs and universities working in the same positions within the industry.</p> <ul style="list-style-type: none"> As articulation from VET to higher education is a key recommendation from the Bradley <i>Review of Australian Higher Education</i> this is an issue which will no doubt attract closer investigation. 	<p>‘practical’ skills and qualifications.</p> <ul style="list-style-type: none"> Establishment and promotion of clear training pathways information from VET in schools to TAFE/private training providers to higher education
<p>Linking Industry-Specific Programs with the VET Sector</p> <ul style="list-style-type: none"> There is a need in the sport sector in particular for sport-specific coaching and officiating programs (NCAS and NCOS) to be linked with the national VET system Linking skill development with industry licensing and compliance requirements has also been identified as a major challenge by Agri-Food Skills Australia, the National Skills Council for the racing industry. 	<ul style="list-style-type: none"> Ensure links between sport specific programs (such as the NCAS and NOAS) are embedded within the new training package Map RGR08 (Racing Industry Training Package) units of competency to racing industry licensing and compliance requirements (as skill sets)
<p>Expanding the Traditional Workforce</p> <ul style="list-style-type: none"> To service the demand for skilled employees/volunteers 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"> Investigate alternative labour pools to expand the traditional workforce to service the demand for skilled workers and volunteers Utilisation of employment strategies such as the Training Together Working Together indigenous program and the myriad of volunteer programs on (eg seniors who are increasingly choosing to spend their time volunteering)
<p>Greater Uptake of RPL</p> <ul style="list-style-type: none"> Many skilled and experienced workers in the sport, recreation and racing industries do not hold a formal qualification. An increased use of RPL to formally qualify these workers (and decision makers) may lead to greater industry support for VET, and assist in employers with retaining existing workers. 	<ul style="list-style-type: none"> Increased promotion to industry of the benefits of RPL for existing workers Training Councils to work with the state training system, RTO’s and industry to streamline the RPL processes to ensure it is more flexible and industry friendly.
<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"> Allowances should be made for skills sets to be funded through the Productivity Places Program (PPP).

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Barrier to Employment	Recommended Strategies/Outcomes
<p>Industry Image</p> <ul style="list-style-type: none"> The sport, recreation and racing industries face an image problem, largely due to the often incorrect and unrealistic perceptions of working in industry and the fact that in the case of sport and recreation in particular, they are not seen as a united industry incorporating all facets of the sector. The sport and recreation sectors are often perceived to be 'sexy' industries to work in and as a result, attract a large cohort of the younger population, many with no real knowledge of what work within the industry entails. 	<ul style="list-style-type: none"> Greater promotion and more realistic marketing of the range of careers and training/career pathways for the sport, recreation and racing industries is needed to alleviate this issue Use of career and occupation case studies, utilising 'ambassadors' - successful young people currently working in the industry
<p>Employment Conditions</p> <p>Challenge attracting and retaining employees due to:</p> <ul style="list-style-type: none"> The industry often works on a 7 day business operation, most apparent in the sports and racing industries where games, race meets, competitions etc are largely held on weekends. Early morning start hours for many occupations within the racing industry may be a deterrent for employees The seasonality of parts of the industry (e.g. aquatics, summer/winter sports) and associated down-periods with little or no work may be a deterrent Work/life balance is difficult as working hours may vary from week to week Wages are low when compared to other industries. 	<ul style="list-style-type: none"> Ensure new entrants/graduates to the industry are well aware of the employment conditions and have realistic expectations of hours, pay etc Look at options of transferability of skills in areas of the industry which are subject to seasonality (eg aquatics, racing industry personnel etc) Promotion of a horizontal style careers progression, rather than a typical vertical approach
<p>Modern Awards</p> <ul style="list-style-type: none"> Significant changes are likely to see casual employees becoming entitled to a loading in addition to the basic hourly rate of pay, and penalties for hours worked on Saturdays, Sundays, Public Holidays, and in the evening on Monday- Friday. Hours in excess of the ordinary number of hours will also attract overtime penalties (time and a half for the first three hours and double 	<ul style="list-style-type: none"> Encourage organisations/businesses, peak industry bodies and associations to communicate any negative impacts or to seek clarification on issues relating to the introduction of the new Modern Awards with Fair Work Australia.

<p>time thereafter)</p> <ul style="list-style-type: none"> The associated increases in costs emanating from the introduction of the modern awards may dissuade employers from employing casual staff. 	
<p>Work-readiness of Graduates</p> <ul style="list-style-type: none"> The variable quality of training and the variation in work readiness of graduates are considered an issue by a number of industry employers 	<ul style="list-style-type: none"> Invite input, participation and feedback from industry into training package reviews, and encourage closer industry/RTO partnerships to ensure graduates have the skills and knowledge that meets industry standards Industry to support structured workplace learning, on-the-job training components, traineeships/apprenticeships etc to provide students with 'real work' opportunities which will assist with the transition from training to work
<p>Industry Need for Workforce Development</p> <ul style="list-style-type: none"> A national workforce development strategy for the sport and recreation industries is needed to ensure an appropriately skilled, able and motivated workforce to contribute to the growth and development of a productive and sustainable sport and recreation industry. 	<ul style="list-style-type: none"> Assist Service Skills Australia with the development of a national workforce development strategy for the sport, fitness and recreation industries by providing WA input, and facilitating WA industry feedback Act on outcomes of the Department of Sport and Recreation (DSR) HR Industry Project for state sporting associations in conjunction with DSR and WA Sports Federation
<p>Lack of Access to Industry Data and Statistics</p> <ul style="list-style-type: none"> Access to relevant data, research and analysis is a serious barrier to business and strategic planning for organisations within the sport, recreation and racing industries. Consistency of collection Availability and comparability of data from existing sources. 	<ul style="list-style-type: none"> Training Councils in collaboration with relevant industry associations to promote and disseminate relevant industry data and statistics when accessed and available <p><i>Access to current research is vital to understanding the size of the industry, industry developments, labour market trends and industry performance, and to anticipate the impacts of climate change, shifting consumer preferences and demography.</i></p>
<p>Ageing Workforce and Increased Population</p> <ul style="list-style-type: none"> Western Australia's population, which is projected to more than double between 2007 and 2056 reaching 4.3 million people The median age of Australia's population (36.8 mid 2007) is projected to increase to between 38.7-40.7 in 2026 and to between 41.9 - 45.2 in 2056. Parts of the racing industry in particular are beginning to feel the effects of the ageing workforce with over 40% of those employed as Horse breeders or Dog or horse racing officials aged 50 years or over. 	<ul style="list-style-type: none"> Greater promotion of careers within industries which are experiencing the effects of the ageing workforce (such as dog and horse racing officials) Development and promotion of organisational succession plans and exit strategies in consultation with peak industry bodies/associations and government departments (DSR, RWWA)

<p>Young Cohort Within the Industry</p> <ul style="list-style-type: none"> • According to the latest ABS census data, persons employed in sports and physical recreation occupations had a younger age profile relative to all employed persons. • The 20–24 year age group had the largest number of persons employed in sports and physical recreation occupations (13,403 or 17%) 	<ul style="list-style-type: none"> • Promote alternative work/life benefits to the Gen Y/young cohort of industry workers to attract them to the industry (flexible work/life arrangements versus a work/salary focus) • Look at methods of how to retain young workers – due to the transient nature of this cohort • Identify career pathways and promote to the existing workforce to retain them in the sport, recreation and racing industries
<p>Transient Nature/Mobility of the Workforce</p> <ul style="list-style-type: none"> • Globalisation has increased the mobility of the workforce • Gen Y's by nature are a more transient cohort 	<ul style="list-style-type: none"> • Embrace and promote (global) mutual recognition and portability of qualifications and industry standards in conjunction with Service Skills Australia and overseas counterparts (e.g Fitness industry with the introduction of the Register of Exercise Professionals (REPS) – global recognition of qualifications by the participating countries of Australia, New Zealand, the United Kingdom and European Union)
<p>Changing Gender Balance</p> <ul style="list-style-type: none"> • The changes in demographics amongst sections of the industry are requiring many organisations to adapt and change work practices they may have used in the past. • The racing sector in particular has seen an increase in the number of female jockeys and apprentices • Gender balance within the sports industry is also an issue with a report by the Australian Government's Independent Sports Panel in 2009, highlighting the fact that women are currently under-represented in leadership roles as coaches and administrators in sporting organisations. 	<ul style="list-style-type: none"> • Promotion of careers to females in industry areas which in the past have been male dominated (racing, sports governance etc) • Ensure industry is flexible, adaptable and embraces change within those sectors or specific occupations experiencing changing gender balance
<p>Engaging the Indigenous Labour Force</p> <ul style="list-style-type: none"> • Indigenous people are under-represented in the Western Australian labour force. 	<ul style="list-style-type: none"> • Establishment of sustainable training to employment pathways especially in regional and remote WA for indigenous populations.