

FutureNow Workforce Development Plan 2011 - Executive Summary

Creative and Leisure Industries: Issues, Strategies, Partners

Skills and labour force shortages are among the most significant challenges facing the Australian economy in the near term. With the resources boom driving demand for workers, migrant numbers modest and the pace of retirement rising, constraints in the labour market are becoming increasingly apparent. Issues identified and strategies recommended in this summary are proposed to not only increase the creative and leisure industries' productive and economic capacity, but to also improve the image of these sectors and access to career pathways as authentic, realistic and exciting training / employment opportunities.

Strategic Goal 1 - Increase participation in the workforce particularly among the under-employed and disengaged, mature-aged workers, Aboriginal and Torres Strait Islander and other under-represented groups.

ISSUES	STRATEGIES	RESPONSIBILITY
<p>1. Industry Image: The image of many sectors of the creative and leisure industries is a major barrier for people considering training and employment as they are often not perceived as real career options. These perceptions include; the demographical dynamics of the workforce (primarily a younger workforce); occupations are seen as temporary or transient for young people, students and travellers; long and irregular hours; lower levels of pay; and with less opportunities for professional progression, and articulation to higher education.</p>	<p>1. Industry promotion and the education of training and career prospects directly to schools, youth program providers, teachers, parents, careers advisers etc. by industry specialists and ambassadors is essential to increase and sustain a skilled workforce. Connecting with people in ways they can engage with industry (such as their passions and how industry can deliver to those). For example:</p> <ul style="list-style-type: none"> - FutureNow Hospitality Ambassador Program 2012 (FutureNow, DTWD, Schools and Industry Partnerships) and FutureNow Young Indigenous Ambassador Award and Scholarship 2011 (FutureNow / WAITOC). - FutureNow to utilise its own stable of winners of industry awards over the last two-three years to promote best practice and highlight successes and opportunities. - Engage children in school years 7-10 through industry visits to see businesses in action and what is involved as a strategy to expose job and career 	<p>DE, DTWD, Tourism WA, DSR, DCA, Racing and Wagering WA, other Training Councils, Curriculum Council, Industry Associations, Industry Employers, RTOs and FutureNow.</p>

2. Expanding the Traditional Workforce: Data that is available suggests that employment by the creative and leisure industries of underrepresented groups is not significant although there are good practice examples such as Burswood Entertainment Complex. The majority of creative and leisure industries businesses are considered micro and small to medium enterprises where workforce planning and development is minimal and the use of underrepresented groups is often not even considered.

options at an earlier age.

2. Strategies include:

- Promote the training and employment of underrepresented groups (targeted as appropriate to the sector and occupation), to employers, supervisors and managers as a solution to the attraction and retention of staff and business growth.
- Develop targeted innovative approaches to attract and engage potential workers from underrepresented groups focussing on lifestyle choices, generic skills recognition, cross industry/sector cross skilling and career advancement. For example:
 - An education and awareness strategy for ‘under represented groups’ about skill shortages and new flexible work styles enabling part time work, flexible hours and work from home options + cultural awareness training in industry - ‘Contemporary Employment Practices’, supported by industry associations and employers with appropriate support, mentoring and training.
 - The development of funded skill sets specifically to meet industry skill shortfalls.
 - FutureNow / Department of Sport and Recreation Volunteer Investment Project to provide unpaid workers working within the sports industry access to accredited training through skills recognition (RPL).
- FutureNow to continue to work with established Indigenous groups to promote training, mentoring and work opportunities such as WAITOC, Wirrpanda Foundation, Arts Source.

Strategic Goal 2 - Supplement the WA workforce with skilled migrants to fill employment vacancies unable to be filled by the local workforce and address those factors which support a growing population

ISSUES	STRATEGIES	RESPONSIBILITY
<p>1. SOL, WASMOL or SPOL Lists: There are some Creative and Leisure Industries Occupations that do not feature on some or all of these lists. Current SOL and WASMOL lists are not providing enough skilled migrants to ease the severe labour shortages in WA</p> <p>2. Skilled Migration: In partnership with proposals to increase the commencement and completion of Australian apprenticeships, skilled migration is an integral source of skills and labour in the short to medium term for WA. Small to medium industry operators are not able to access skilled migrants in a timely and cost-effective manner.</p>	<p>1. Strategies include:</p> <ul style="list-style-type: none"> - Migration occupations in demand need to be extended to recognise more critical skill shortage occupations where job vacancies are not being filled by local, domestic workers, e.g. food and beverage managers (hotels, restaurants etc.) - *Chefs (Cert III level) and Cooks (Cert II level) need to be recognised at a Federal (SOL) level, not just the State WASMOL list given the mobility within Australia in the hospitality sector. - There are other jobs in IT around program/project managers and programmers/developers that need to be included - A Review into the outcomes of the SOL and WASMOL (particularly at a Federal level) can be used to highlight remaining (and escalating) skill shortages that will inhibit productivity and economical outcomes for WA in the medium to long term and provide evidence to increase SOL, WASMOL and SPOL list occupations. <p>2. Strategies include:</p> <ul style="list-style-type: none"> - Chefs, cooks and other creative and leisure industry occupations in demand to be included on the Federal Skilled Occupations List (SOL). - Extending migration occupations in demand to recognise hospitality ‘front of house’ occupations and food and beverage managers as skilled trades. - Government to review the impacts and changes to Skilled Occupation Lists for industries experiencing critical skills shortages (such as the hospitality and tourism industries), and to identify new initiatives to 	<p>DTWD, DEEWR, DI&C, National Skills Councils and Industry Training Councils.</p>

	<p>assist employers to recruit under the employer nominated sponsored Visa.</p> <ul style="list-style-type: none"> - Reassessment of Visa categories to obtain workers quickly when work is required or projects are approved and to review hindering eligibility criteria restrictions on known hospitality/tourism professional cultures such as Indonesia, Malaysia and the USA (462 Visas) to allow access to more qualified industry professionals. - Government to consider seasonal concessions for working holiday makers - backpackers (417 Visas), working in the hospitality industry such as the current seasonal concession arrangements for the horticulture/agriculture industry and raising age limits. - To increase the availability of service staff to areas of skill and labour shortage across the hospitality, tourism and events industries, the change of the way student work entitlements are being measured (from 20 hours per week to 40 hours per fortnight in April 2012 – as per the Knight Review), there still needs to be an overall increase of hours – particularly to enable students to work full shifts in industry realistic circumstances (e.g. 3 x shifts a week over 2 weeks at 8 hours a shift = 48 hours per fortnight). - Government and industry to promote the establishment of relationships with identified countries that provide access to suitably qualified workers. Include the development of training programs to required qualification levels, then link to a fast track visa nomination process. 	
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Strategic Goal 3 - Attract workers with the right skills to the WA workforce and retain them by offering access to rewarding employment and a diverse and vibrant community and environment to live in.

ISSUES	STRATEGIES	RESPONSIBILITY
<p>1. Lack of Supervisory, Management and Business Skills in Industry: Many employees in industry do not have a formal</p>	<p>1. Strategies include:</p> <ul style="list-style-type: none"> - DTWD to fund the implementation of the small 	<p>Federal: DEEWR, DI&C and DRET.</p>

<p>qualification e.g. almost two-thirds of employees in the accommodation and food services industry do not have a post school qualification (@ 64%).</p> <ul style="list-style-type: none"> - Many employers are unaware of workforce development practices and accredited vocational education and training, industry qualifications, recognition of prior learning and flexible training options. - Supervisory, management and business skills are key ingredients for sustainability, productivity and growth of businesses including the management of staff and the oversight and mentoring of apprentices and trainees. These skills are often lacking in small businesses. - Quality service delivery is reliant on the prevailing attitudes of management and supervisors and their skills and ability to build a quality team front of house. <p>2. Access to quality training, work placements and infrastructure is restricted:</p> <ul style="list-style-type: none"> - Investment in RTOs to engage with regional and remote industry operators is limited, inflexible and often 	<p>business supervisory skills set developed by FutureNow with industry and tabled with DTWD in 2009/2010 specifically for hospitality supervisors/managers in charge of apprentices. This approach could easily be expanded to other industry sectors perhaps accessing NWDF.</p> <ul style="list-style-type: none"> - Promote the benefits of training and the expansion of the non-traditional workforce as an opportunity for employers through industry specific training guides in line with that developed by FutureNow for Clubs WA. - Broker and promote innovative and flexible opportunities for the provision of skills assessment, skills gap training and professional development to existing and potential managerial staff to enhance the quality of service delivery and Australia's reputation/competitiveness. <ul style="list-style-type: none"> • Increase this awareness through promotion and industry association / operator initiatives. For example: FutureNow / Caravan Industry Association (WA) Workforce Development Project 2011/12 – establishment of a traineeship for the Diploma of Holiday Parks and Resorts qualification targeting managers (skill shortage occupation), recognition of prior learning program, development of a customised VET Guide for the caravan industry, targeted industry professional development workshops etc. • FutureNow 2011 industry consultation regarding the need for arts administrators/managers and the potential for the establishment of a traineeship to offer flexible learning. <p>2. Strategies include:</p> <ul style="list-style-type: none"> - Improve funding opportunities for RTOs to increase regional/remote face to face training and assessment in combination with flexible training arrangements. 	<p>State: DTWD, Tourism WA, DSR, DC&A and DofC.</p> <p>National Skills Councils, Industry Training Councils, Industry Associations and Industry Operators.</p>
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<p>culturally inappropriate.</p> <ul style="list-style-type: none"> - Limited dial up access or no broadband access in many regional / remote areas inhibits access to online training, business development and business operations e.g. reservations and online payment capability. - Apprenticeship and traineeship placements with industry operators are difficult in regional/remote WA. Small enterprises may not be eligible to host or be compliant with mandatory training package requirements. - Hospitality and tourism training at VTEC in Kalgoorlie is limited by the facilities and equipment available which in turn creates difficulties to attract students in a very 'resource industry' focussed region. - The partnership arrangement between Kimberley Training Institute and St Marys College at Broome where the Institute accesses the kitchens at St Marys is problematic and there is no designated training facility on campus for adequately equipped hospitality food and beverage operations training. <p>3. Attraction and Retention of Staff:</p> <ul style="list-style-type: none"> - The latest figures from the DTWD indicate that WA will require 76,000 workers more than will be available on current projections. Competition for workers will increase with the crowding out effect felt during the last resources boom expected to increase during this 4 year period as billions of dollars of resource projects ramp up. - Many tourism, hospitality and events industry occupations cannot offer competitive salaries and combined with unsociable and long hours, and difficult working conditions, staff turnover is high. - Mobility/transient nature of the tourism, hospitality and 	<ul style="list-style-type: none"> - Allocation of funding for the provision of cultural awareness training (including Aboriginal culture) for RTOs and creative and leisure industry operators / employees. - Government to improve infrastructure (dedicated accommodation for service industry workers in resource industry towns, public transport services to suit industry working hours e.g. hospitality (metro and regional), airport/flights access (regional), broadband access (regional) to enable better access to communications for training, workforce development and sustainable business practices. - It is recommended that a facility upgrade and partnership arrangement with the new Kalgoorlie golf complex be explored which could give VTEC staff and students access to state of the art commercial kitchens for work placements and experience while enabling utilisation of the facilities in down time. - Funding is required to enable Broome, one of the prime tourism and hospitality destinations in WA, to have access to industry standard kitchens and hospitality operations teaching facilities to enable it to train at the standard and the numbers required. <p>3. Strategies include:</p> <ul style="list-style-type: none"> - Create a promotion strategy for recruiters/employers to market the benefits of work/lifestyle/family employment arrangements versus a work/salary focus marketed by competing industries (such as the resource industry for jobs other than hospitality occupations). While money is often the driver of starting in a job, retention can be improved where staff are made to feel important, are given opportunities and training, and other targeted retention strategies that suit both employer and employee. - FutureNow to work with industry associations, careers 	
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<p>events industry workforce. Industry relies heavily on travellers/ backpackers and international students. Industry employment is often seasonal e.g. WA Northwest (winter peak) and Southwest (summer peak).</p> <ul style="list-style-type: none"> - Lack of business acumen and managerial skills in industry can lead to poor human resource management; inadequate financial and strategic planning; little or no planned professional development of staff; all of which impact on business sustainability and viability again resulting in a lack of promotional career pathways and high employee turnover. 	<p>advisers, RTOs, Schools and government departments to promote careers in prioritised industry sectors.</p> <ul style="list-style-type: none"> - FutureNow to work with industry associations to review career pathways and investigate horizontal pathway options across the industry rather than just vertical pathways in the one organisation. - Work with Industry bodies and where national the ISC to lobby Government/s on the further review of the tax free threshold rate, other marginal rates, and other taxation benefits to provide incentives for people to move away from welfare into paid work. There are also opportunities to give further tax credits to encourage organisations to train up their workforce (not just apprenticeships). - Changes to visa conditions e.g. increase working hours for Student Visas, increase seasonal conditions for Working Holiday Maker 417 Visas to include hospitality. - Creation of tried, tested and successful 'Seasonal Industry Partnership Models' for promotion to industry e.g. Busselton / Broome business partnerships / Learn from the outcomes of the Pacific Seasonal Worker Pilot Program. - Key state-wide projects for the training/professional development of staff at a supervisory / management level (Cert IV – Advanced Diploma) are a priority. 	
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Strategic Goal 4 - Provide Flexible, responsive and innovative education and training which enables people to develop and utilise the skills necessary for them to realise their potential and contribute to WA's prosperity

ISSUES	STRATEGIES	RESPONSIBILITY
<p>1. Lack of knowledgeable, resourced and industry networked training/career pathway advisory professionals: including VET coordinators, teachers, career advisers, EVE coordinators, Workforce Development Centre/Career Centre personnel. There are rarely incentives for employees to professionally develop in these very important roles.</p>	<p>1. Those responsible for careers/training advice, student/industry contact and work placements must be provided with professional development in the areas of school to business partnerships, effective communication, networking and nurturing business relationships. Professional Development in these areas may help ease the burden of dealing with business operators, developing</p>	<p>DE, DTWD, Tourism WA, DSR, DCA, Racing and Wagering WA, other Training Councils, Curriculum Council, Industry Associations,</p>

<p>2. Existing workers in industry do not have the skills and knowledge for excellence in service: There is a lack of formally qualified workers in industry. Government funding for VET is often focussed on training ‘new entrants’ to industry.</p> <p>3. Lack of Flexibility and Responsiveness in the Training System:</p> <ul style="list-style-type: none"> - Lack of industry involvement (provision of work experience and advisory roles) in some RTOs is a major disadvantage for students (domestic and international) and dilutes their qualification (and the reputation of VET in WA). - The process of DTWD analysis, endorsement and roll out of responsive trade training initiatives is too slow for RTO, school and industry employer needs. - Small to medium tourism, hospitality and events industry businesses may not be eligible for Australian apprenticeships and incentives e.g. non-compliance of working environments in regional/remote areas, reduced business hours, inability to access RTOs. 	<p>sustainable partnerships, and increasing knowledge of industry sectors resulting in increased work place training and experience opportunities and greater exposure to prospective employees for industry operators.</p> <p>2. A collaborative approach to the promotion of existing worker, industry friendly, flexible RPL and training models between government, training councils, RTOs, industry associations and employers is needed to increase uptake of training e.g. FutureNow CIA WA Workforce Development Project / FutureNow Clubs WA VET Guide Project.</p> <p>3. Strategies include:</p> <ul style="list-style-type: none"> - RTOs including schools that participate in VETiS that do not engage with industry for VET must be identified through the investment in regular and robust auditing systems by industry qualified personnel and actioned accordingly to ensure compliance. FutureNow has agreed to become a Right Way agent for Service Skills Australia, which will enable it coordinate industry ticks of approval on a set of industry criteria for those RTOs who want to demonstrate their industry credentials and willingness to do more than just meet the basics in Tourism Hospitality and Events and Sport and Recreation. - Streamline DTWD interdepartmental processes to be effective and timely. - The provision of funding for ‘Accredited VET’ Skills Sets in the tourism, hospitality and events industries will give smaller operators access and incentives to train their staff. An increase in businesses undertaking this training may make RTO visits to regional/remote areas more viable and sustainable in the long term. 	<p>Industry Employers, RTOs and FutureNow.</p>
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<p>4. Reduction of Apprenticeship / Traineeship commencements and completions e.g. Chef Apprenticeship commencements in WA decreased by 25% from 562 commencements in 2007, down to 418 in 2009. WA will not be qualifying enough chefs and pastry chefs to service the demand for skilled staff in forthcoming years:</p> <ul style="list-style-type: none"> - Poor industry image and access to quality apprenticeship placements prevents many people from considering the creative and leisure industries as a long term career goal e.g. hospitality industry. - Complex administrative and communication processes for employers are a deterrent to their involvement in the Australian Apprenticeship system e.g. too many stakeholders: AACs, Apprenticentre, GTOs, RTOs. - Lack of mentoring and support services for apprentices and trainees is a major factor in non-completions e.g. apprentice issues with employers, supervisors, RTO lecturers etc. - The Farriery Apprenticeship is a thin market and has had delivery problems. The Printing Apprenticeships have had declining numbers and could become classified as thin markets if this trend is not reversed. <p>5. The rise of social media in work environments Social media has taken off and provides a competitive edge for those who implement it the best. However, there are numerous offerings mainly short fee for service courses that are unproven. Social media will become main stream.</p>	<p>4. Strategies include:</p> <ul style="list-style-type: none"> - Increase the scope and impact of industry ambassador programs to positively promote careers and training. - DTWD / Apprenticentre to complete the Review of Apprenticentre processes with industry employers (commenced in 2010) and implement streamlined practises recommended (where possible) as a result of the state-wide consultation undertaken. - Best practice international case studies have demonstrated that the facilitation of mentoring, mediation and support services by a non-partisan entity increases retention and completion rates e.g. FutureNow/DTWD Responsive Trade Training Advanced Pre-Apprenticeship (Commercial Cookery/Patisserie) Training Delivery Pilot model – utilising a GTO as an additional support service (project awaiting implementation by DTWD) / Australian Apprenticeships Mentoring Program 2012. - FutureNow and industry to investigate how to maximise the mentoring funding that is being made available through the Federal Government. - Continue to work with the Farriers Association, Racing and Wagering WA and the Printing Industries Association and relevant RTOs to improve the number of apprentices and resolve delivery issues in the thin market trades of Farriery and Printing. <p>5. FutureNow to work with industry, RTOs and IBSA to look at how best to integrate social media into training packages and to continue to review the implications for misuse of social media to businesses as we are doing through the Sport and Recreation Human Resource Information Group. Also to review its own use as a tool of enhancing engagement with industry.</p>	
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<p>6.Training Opportunities</p> <ul style="list-style-type: none"> - There is no VET training to qualify people as outdoor leaders or instructors. These are occupations where fatalities can occur and whenever there is a Coroner's enquiry, the lack of training is normally evident. Outdoor Education became a WACE subject in 2008 and has become extremely popular, yet there is no pathway at VET for these students. - There is no VET training for Museums staff in WA which is restricting their growth. - Tourism training opportunities are limited in regional WA. 	<p>6. Strategies include:</p> <ul style="list-style-type: none"> - FutureNow to work with Outdoors WA, RTOs and government to try and find a solution to enable full qualification delivery of Outdoor Recreation in WA. - FutureNow is trying to develop partnerships with a public and a private provider and Museums WA to bring about to levels of training in WA, Cert III and Diploma. - FutureNow to continue to work with the WA Tourism Council and a major Public Training Provider to bring about a range of training options for tourism operators in regional WA. 	
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Strategic Goal 5 - Plan and coordinate a strategic State Government response to workforce development issues in WA

ISSUES	STRATEGIES	RESPONSIBILITY
<p>1. Negative impact of Government policy and legislation:</p> <ul style="list-style-type: none"> - Fair Work Act, Modern Awards e.g. penalty rates for hours worked outside of what is considered normal working hours places extra wage burdens on the majority of creative and leisure industries business inhibiting opening hours and/or reducing product. - WA VET Act e.g. If WA apprenticeship nominal terms were to be linked to current Federal Modern Awards instead of the WA VET Act, apprenticeship terms will be increased by 1 year. - Lack of creative and leisure industry occupations on the national Skilled Migration agenda e.g. SOL and bureaucratic and complicated Visa conditions. <p>2. Access to cross-Government labour force and training data specific to creative and leisure industries occupations (metropolitan and regional):</p> <ul style="list-style-type: none"> - Training Councils are based on ANSZIC and therefore most data is also structured and provided by industry sector, rather than occupation. However, Training 	<p>1. Strategies include;</p> <ul style="list-style-type: none"> - Industry associations and key industry stakeholders to lobby for changes in the reviews of the Fair Work Act in 2012 and 2014, to improve outcomes for creative and leisure industries and improve sustainability and investment in training. - FutureNow to work with the DTWD on issues around apprenticeships and Modern Awards to preserve the WA nominal durations. - FutureNow to work with industry associations, national skills councils and government to influence the SOL at a national level. <p>2. Strategies include:</p> <ul style="list-style-type: none"> - STB DTWD and Training Councils to review better working arrangements with cross industry occupations where the qualification for that occupation sits in one training package but the workers with that qualification can be working in industries other than the Training Council with coverage for that Training Package 	<p>Federal and State Government Departments and Agencies, TAC, ASQA, National Skills Councils, Training Councils, schools, industry associations / organisations and operators, Partnership Brokers, VET and school support services and registered training organisations.</p>

Councils are asked to provide advice on occupations to inform SPOL, WASMOL and PQL. Many occupations occur across several industries and workers often identify with the industry they are working in, rather than their profession or trade when providing information for statistical collections. Examples include IT workers, hospitality workers, electricians and so on. While occupational data is available, it is mostly available at the 4 digit ANZSCO level with statisticians stating that data loses credibility when going to the 6 digit ANZSCO levels. This presents challenges and there is subsequently a lack of valid and reliable data covering many creative and leisure industry occupations.

- This is further exacerbated when trying to access regional workforce data for the creative and leisure industries.

3. Infrastructure Issues Impacting on Industry Development and Workforce Development Planning:

- The Perth Convention and Exhibition Centre (PCEC) while winning all of its bids and meeting client expectations to date, has a limited capacity and as such is less competitive for larger scale national and international business expos and conventions.
- The PCEC is also competing with international competition where governments are increasingly willing to either subsidise or fully cover the cost of expos and

qualification.

- The availability of good quality labour market information to relevant stakeholders is essential for an efficient market and to respond quickly and adapt to new economic and industry situations.
- A review of industry ‘sectors’, ‘occupations’ and data must be reviewed at a State and Federal level to ensure Australia’s data collection enables current and future workforce planning. This will require amendments to the ANZSIC and ANZSCO classifications through the ABS both of which are rapidly getting out of date, particularly ANZSCO. This is obviously a longer term solution. A more immediate and more effective manner to obtain updated annual employment information could be achieved through the simple addition of an extra couple of questions on individuals ATO tax returns.
- A whole of government approach to workforce development and the sharing and distribution of key labour and economic data to Industry Training Councils is vital to ensure workforce development in WA successfully achieves the required labour and skills needed to facilitate growth and economic sustainability for industry employees, business operators and local economies throughout the State.

3. Strategies include:

- To expand growth of international large scale conferences, events and expo business, the PCEC would need to be upgraded. It is acknowledged that as a privately run concern, funding such expansion would not be easy. It would be dependent on a range of factors, not least of which is the lack of visitor accommodation in Perth as delegates would not be able to come to an expanded PCEC if there is nowhere to stay. Government investment through the provision of incentives to attract conference business and

<p>conventions knowing that it will be more than compensated in economic return through the tourism spend and business investment of visiting delegates.</p> <ul style="list-style-type: none"> - A lack of accommodation (hotel beds) in Perth and regional centres is preventing industry and employment growth. This issue has to be resolved to enable any PCEC expansion as well as for natural growth in business and leisure tourism. - Lack of qualified personnel to implement the roll out and maintenance of the National Broadband Network (NBN). The NBN is the single largest infrastructure capital expenditure in Australian history at \$43b and requires a whole of government approach to ensure an effective and efficient rollout and ongoing maintenance. - The NBN will improve access to business and job opportunities, health, education and government services. It will impact small to large businesses offering a competitive edge within the global economy. Boundaries will blur and regional Australians will enter into new markets. There will be a need for digital literacy and access to training to ensure these opportunities are not missed. - The NBN will be a catalyst for innovation and the development of new applications that rely on higher speeds, capacity and reliability. - The tension between tourism and the resources sector over limited access to accommodation, flights and workers, specifically in regions, but also evident in Perth, is detrimental to the tourism industry's health and growth. - Albany has been known as a tourism destination, but that reputation has suffered in the absence of any 4 -5 star hotels in the area. Training in hospitality and tourism has subsequently suffered as work placements for this level of service are non-existent as youth and other potential students are voting with their feet. 	<p>continued commitment to further address the shortage of hotel investment in Perth would go a long way to building a thriving business and leisure tourism economy.</p> <ul style="list-style-type: none"> - New hotel development incentives have recently been released by State Government - significant investment into the promotion of these new incentives (private and public) must be implemented as a priority. - A significant investment will be required for NBN training for new entrants to industry, up-skilling of existing telecoms workers including some electricians who may choose to multi-skill and an increase in skilled migration opportunities/placements for internationally qualified industry professionals. - NBN Co have selected preferred training providers and will release core and elective competency requirements which will be a minimum requirement for workers involve in the rollout. Cert II and III Telecommunications (Cabling) will be central to the rollout. While the contractor is uncertain of the number of workers required in WA at the time of writing this plan, it is recommended that training be ramped up immediately to ensure that some 200 people are being prepared for the first 20-30 sites. - Other workers involving construction workers, trench preparation, transport, pit and pipe crews, and traffic management teams will be required. This extra workforce should be catered for in other Training Council WD Plans. It is expected that 80% of the rollout in WA will be underground and the other 20% overhead. - Workers with qualifications from the ICA Training Package in networking will be required to fit out homes and businesses which will all require new cabling. - Digital literacy skills will need to be addressed at a range of levels to enable the optimisation of the 	
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	<p>capabilities that the NBN will provide.</p> <ul style="list-style-type: none"> - The NBN rollout is evolving month by month and action required to meet workforce planning and development needs will be updated to the DTWD on a regular basis. - The attraction of new and ongoing entrants into the telecommunications industry will be important and the commencement and expansion of industry approved VETiS programs will boost the traditional workforce not only in the build stage but through the ongoing maintenance that will be required. - Given the massive investment by Government on the introduction of the NBN and the potential flow on effects and benefits for all industries and families, it is recommended that STB Training Council project funding be allocated in 2012 for a full scoping study to ensure that an effective strategy is developed to optimise the benefits of its implementation, maintenance and utilisation. - Partnerships between tourism and the resources sector are vital to easing these problems. - Royalties for Regions funding and private investment is required to assist the development of workers accommodation for resource workers and service industry personnel in regional centres, while more hotels and other accommodation is required to meet the needs of FIFO workers and tourists in Perth and some regional centres. - Additional flights, continued expansion of the Perth domestic airport and further deregulation of airline services would assist both sectors and free up seats. - A tourism strategy should be developed and implemented for Albany and private investment sought for the development of new hotels, possibly with assistance of Government assistance. - A partnership arrangement with the new Kalgoorlie golf complex would give VTEC staff and students access to state of the art commercial kitchens while enabling 	
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	<p>utilisation of the facilities in down time.</p> <ul style="list-style-type: none"> - Funding is required to enable Broome, one of the prime tourism and hospitality destinations in WA, to have access to industry standard kitchens and teaching facilities to enable it to train at the standard and the numbers required. 	
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Skilled Occupations in Demand across the Creative and Leisure Industries in Western Australia: metropolitan, regional and remote areas

Tourism, Hospitality and Events Industries:	Sport, Recreation and Racing Industries:	Creative Industries:
<p>Bar Attendant Caravan Park / Holiday Park and Resort Manager Catering Contract Supervisor and Manager (Resource & Venue Sectors) Cook Chef Events Logistics Coordinator Food Attendant Front Office Receptionist Supervisor or Manager in Hotel / Motel / Pub / Tavern / Bar Front Office Receptionist Supervisor or Manager in Licensed Club Supervisor or Manager in Restaurant/Cafe/Caterers Tour Guide (Multilingual - Mandarin, Cantonese) Tourism Information Manager (Visitor Information Services) Waiter</p>	<p>Farrier Fitness Instructor/Personal Trainer Outdoor Adventure Instructor Swimming Pool Operator Lifeguard Jockey Track Work Rider Stablehand Fitness Centre Manager Sport Centre Manager.</p>	<p>Small Offset Printer Binder and Finisher Network Manager ICT Project Manager ICT Security Specialist ICT Customer Support Officer Data Communications Tradesperson Telecommunications Cable Jointer Appliance Service and Installation Personnel (data installers) Computer Hardware Installers and PDS Repairers Small Offset Printer (digital printer) Camera Operator (film, television or video) Gallery or Museum Curator Arts Administrator or Manager Music Professional (record label operators and music publishers)</p>