



Training Council Input to State Training Plan 2010-2012

Industry Training Profile Update

It is to be recognised that data and anecdotal evidence representing the Hospitality and Tourism industries in Western Australia integrates with other service industries such as the events, retail and transport industries. The interrelationship exists because of the common products and services they produce, the close business-to-business relationships that exist, the mutual customers they service and the staff employed, who often cross industries during their career.

A major issue for strategic workforce development in the tourism and hospitality sector in Western Australia is to improve the quality and specificity of data gathered to assist in statistical analysis.

The following report outlines feedback gathered in June-July 2009 by FutureNow – Creative and Leisure Industries Training Council Inc through industry consultation and advisory groups.

Industry Consultation: Feedback represented the following industry and educational operators/organisations in Western Australia:

- Australian Culinary Federation (WA)
- Australian Hotels Association (WA)
- Burswood Entertainment Complex
- Caravan Industry Association (WA)
- Curriculum Council of WA
- Department of Corrective Services – VET Unit
- Department of Education and Training – Apprenticeship & Traineeship Directorate
- Industry Employer Representatives (Metropolitan and Regional Employers)
- Jobswest – Regional Industry Career Advisers
- Registered Training Organisations (TAFE and Private)
- Restaurant and Catering (WA)
- Service Skills Australia (National Training Council for Tourism and Hospitality)
- Tourism Council WA
- Tourism WA

Current Key Skill Shortages

Like the rest of Australia, The hospitality and tourism industries in WA continue to experience a shortage of suitably qualified and skilled workers. This problem is further enhanced in regional areas, for example the Pilbara Region.

Although the labour shortage has been temporarily relieved during the economic downturn (particularly in the metropolitan areas of Perth), the number of ‘quality’ skilled and qualified workers applying for jobs remains to be in short supply.

- Chefs, Chef de Parties, Executive Chefs
- Hotel/motel/restaurant/caterers/pubs/taverns/bars/clubs - Service Supervisors and Managers
- Food and Beverage Attendants
- Catering Contract Managers (resource sector)
- Caravan Park Managers

*The high demand for skilled 'Travel and Tourism Consultants' has dropped in the last six months and there no longer seems to be a skill shortage in this area, however a future economic upturn may affect this outcome therefore, industry relevant training needs to be further developed in this sector.

Industry Developments and Issues

Recognition of Prior Learning:

The lack of a fast, flexible, accessible and user friendly RPL system continues to be of concern to industry. Feedback shows that some unqualified cooks for example who have attempted to undertake the process (some of whom may not have the administrative or technological skills to gather evidence, compile portfolios or undertake online components), have found the process too difficult to complete. News of similar scenarios to this are inhibiting the uptake of RPL in Industry.

To improve the image and accessibility of the RPL process for industry, a program involving a core targeted group of industry leaders is being considered in light of a similar successful project undertaken in South Australia.

The 457 Visa Workers period is soon to expire and WA will see more applications for permanent residency and as a result, RPL as many will need to have relevant industry qualifications. There may need to be an industry body required in 6-12 months to regulate this process.

Hospitality Services within the Resource Sector:

Hospitality training in WA is not addressing the need for skilled contract catering operations staff, supervisors and managers. The WA resource sector has some major projects commencing over the next 12 months, for example The Gorgon Project at Barrow Island off the Pilbara Coast. The hospitality industry needs appropriate specialist training to suit the requirements of industry being mindful of a future up-swing in resources which may, as it did during the boom, drain the local industry of staff.

Government Dollars Invested in Training:

Industry would like to see more \$ invested in industry specialist RTOs for the hands on, or 'on the job' delivery of much needed industry specific training, for example Certificate IV Hospitality (Supervision).

More investment and flexibility is required to train regionally based people (in particular Indigenous participants), for employment within the hospitality and tourism industries and the hospitality/catering sector supporting the resources industry. Feedback noted that there is a severe lack of access to hospitality and tourism training in the Goldfields Region of WA.

Changes to the VET Act:

Apprenticeship Pathway – A traditional pathway for chefs that has been established by the WA hospitality industry has shown that graduates of institutionalised Certificate III in Hospitality (Commercial Cookery), often to go on to undertake an apprenticeship at the same Certificate III in Hospitality (Commercial Cookery) level to be recognised by industry as qualified and experienced tradespeople. As this pathway (commencing Certificate III level twice), is no longer permissible under the new VET Act Arrangements, even though industry / TAFEs / RTOs have marketed this pathway up until June 2009, displaced graduates, institutionalised students, parents and employers are being disadvantaged by this change. Urgent transitional and long term arrangements must be made to address this issue.

Paid Training – Employers must pay for new apprentices and trainees to attend training as of 10 June 2009. The general consensus from industry is that many employers have always paid for training hours however this would not affect the decision as to whether or not employers would take on, or continue to take on new apprentices and trainees in the future.

Penalties for Employer and RTOs – The impact of penalties imposed will be seen as they come into effect. Employers will need to receive a clear explanation with regards to their obligations when taking on apprentices and trainees to avoid the negative impact a fines system will induce.

Industrial Relations - Changes to Awards:

The federal Award modernisation process currently being undertaken by the Australian Industrial Relations Commission will have a major impact on the Hospitality Industry (General) Award. Additionally there is a common concern that the Award as it will apply to restaurants and cafes for example may impact on the continuing viability of hospitality businesses which operate in an industry characterised by low profit margins and peak operating times of evenings and weekends. The Restaurant and Catering industry in WA has a separate Award currently under consideration to address this issue. The WA AHA are suggesting a phased in process to allow small to medium enterprise to cope with these radical changes that risk business sustainability.

Training Opportunities for Indigenous People:

Regional Hotel Programs - Industry driven Indigenous Training Programs previously developed for regional hotels have been unsuccessful in terms of dollars invested versus quality training and employment outcomes for the Indigenous participants and hotels involved. The lesson learnt has been that increased levels of support for businesses that deliver training (including cultural awareness training), and the Indigenous trainees by government and RTOs would be required to improve training outcomes for all stakeholders.

Burswood Entertainment Complex – Burswood in conjunction with Crown Casino in Melbourne, have signed up to the Australian Employment Covenant (AEC) which is aimed at enabling access to 50,000 jobs for Indigenous Australians. As part of the project, Burswood will develop an Indigenous Employment Strategy that will include job-specific training and individualised mentor support will be a key part of their objective. The project will be the first step towards part-time and full-time careers in hospitality, tourism and allied industries for 300 Indigenous people across both properties over 2 years. To date Burswood has assigned an Aboriginal Employment Coordinator, has 7 Indigenous trainees, is conducting Cultural Awareness Programs in-house for existing staff, and in partnership with Swan TAFE has developed a 4 week job ready program that can lead to employment or further training opportunities.

Tourism WA in partnership with Kimberley TAFE has completed a successful Indigenous training project resulting in employment for a high number of graduates. Success of the project was attributed to: listening to industry needs; identifying RTO needs; identifying people who were almost ready for work; and blending industry needs with student needs and support.

Industry Skill Needs with Respect to VET in Schools:

- Invest in the development of hospitality and tourism students in partnership with industry (particularly in the areas of skill shortages eg: cooks and chefs)
- Students who have participated in VET programs are seen as having a good basic foundation of skills that will prepare them for access to industry, however the value of a School Based attained Certificate II in hospitality or tourism is not as highly regarded by industry as the training outcomes of a Certificate II obtained on the job due to the domestic setting of many schools kitchens and training restaurants / facilities. The inclusion of 110 hours of workplace placement may improve this perception.

- Accreditation of the School Apprenticeship Link (SAL) cooking program will conclude at the end of 2009. TAC has indicated that accreditation will not be extended. A review of this program's success in schools / industry must be undertaken to determine future relevancy, prospective programs and action if required.

Industry Skill Needs for Existing Workers:

- Higher level qualification needs - A consistent statement from industry shows that a lack of general customer service / interpersonal skills training continues to be a problem area and that graduates of training at Certificate IV, Diploma and Advanced Diploma level are urgently required to facilitate the delivery of quality supervisory and management skills across all hospitality, tourism and events training.
- A focus on supervisory and management level skills
- Bridge training linked to RPL to reduce the overall number of existing workers without relevant VET qualifications
- Simplify access to training and improve flexibility of the training process
- Innovative training delivery, small pieces at regular intervals
- Review of the cost of training to individuals
- Dynamic customer service training to inspire workers to improve service delivery
- Better communication between training providers and industry
- Encourage industry to support training initiatives and their employees who undertake training and promote training as a retention tool
- Core management skills to be looked at as additions to subsidised skills sets for supervisors of apprentices and trainees

Status of Skilled Migrants on 457 Visas:

As the labour shortage has eased in recent months, the general update of skilled migrants on 457 visas has stalled with an exception of qualified chefs who are still in short supply. Workers on 457 visas have been the first in line for redundancies in some instances in an attempt to protect Australians from losing their employment.

Many 457 visa holders are now reaching the last 12 months of their visas and are applying for permanent residency with assistance from their employers providing they stay on with the company for a mutually agreed designated period of time.

Industry has also been affected by the initial ambiguity of 457 visa wage structures, where some businesses are now in debt for many months/years of back pay owed to 457 visa employees. This issue has the potential to close small to medium hospitality and tourism businesses down, as they cannot afford the pay out, and are currently appealing to industry associations for legal advice and support. Restaurant and Catering WA are very close to a labour agreement which may address this issue for some employers.

Impact of Economic Downturn in Industry:

Recruitment - Many hospitality and tourism businesses have stalled recruitment activity in an attempt to ride out the immediate effects of the economic downturn. The attrition rate of staff has also slowed significantly as jobs become scarce. Employees are also being encouraged by employers to become multi-skilled to increase productivity within a smaller workforce.

Apprenticeships and Traineeships - The commencement of apprenticeships and traineeships has slowed in conjunction with a reduction in recruitment activity for industry. With many employees facing redundancies across all industry sectors, the loss of suitably skilled supervisors and managers who are often responsible for the training and monitoring of apprentices and trainees will also add to a business' inability to facilitate training contract requirements.

New Licence Fee for Recreational Fishing:

A new \$30 recreational fishing licence fee implemented by the WA Department of Fisheries will have an impact of fishing tour / charter operators. The issue regarding this new fee will be whether the government will allow any exemptions for fishing tours / charter operators as the industry already believes that they are very well regulated in terms of fish they catch.

Phonographic Performance Company Association Licence Review:

The Association has recently undertaken a review of the licensing scheme for background music in commercial premises which if successful will increase licensing fees for restaurants, clubs, taverns, hotels etc substantially. Restaurant and Catering Australia have sought further clarification of this review and are also exploring the acquisition of a music library at a reasonable price (as a 3rd of music does not come under the PPCA banner).

Swine Flu:

The 2009 Swine Flu has had a negative impact on inbound tourism in WA, particularly with regards to educational tourism. WA RTOs servicing the international student market are reporting cases of students and educational groups deferring student travel or cancelling all together. This impact has been particularly felt in the Asian educational tourism market.

Industry Identified Priorities

Indigenous Culture:

Indigenous culture is a key point of difference for Australia in a highly competitive international tourism market. An investment in qualitative and quantitative research data should be undertaken to identify opportunities for greater levels of participation in the hospitality and tourism industries in WA for Indigenous people to assist with the development of culturally responsible and appropriate training, support and employment programs.

Flexible learning and training delivery practices have been identified as a key factor in the success of some Indigenous training programs undertaken in WA. Social issues experienced by Indigenous students / trainees have been taken away with the provision of flexible delivery on site or on-country assisting training outcomes greatly.

Regional Training Solutions:

The development of innovative training solutions for regional areas that cannot entirely facilitate training requirements is an absolute priority for industry. For example, industry specialist RTO on the job training delivery and industry/culturally friendly external training options in regional centres to enable the completion of units of competency.

Recruitment and Retention:

Attrition rates in industry have declined and the number of job applicants in some areas of hospitality and tourism have increased substantially however, the number of quality of applicants remains low – how do we ensure that the right training can increase the pool of skilled labour in WA ? Then just as importantly, how do we retain these employees?

Events Training:

Events training – due to the high uptake of events students in the past 2 years, and an increase in events graduates in WA, is there a need for Certificate III and Diploma Events training to be an industry priority as seen in the previous State Training Plan? The trend for these graduates (as well as a growing number of university graduates), is that they seem to be filtering into other industries outside of tourism and hospitality due to a lack of employment opportunities, for example local government and community events management. The very seasonal demand for skilled events personnel limits opportunity for full time employment in this sector restricting professional growth and industry experience for graduates. This is further enhanced in regional areas.

Digital Technologies:

Employees, particularly of small to medium sized businesses in the WA hospitality and tourism industries lack the technical skills required to provide information services and sustainable business practices for future growth and market competitiveness. Further training in digital technologies will enhance market share and profitability - the Australian national high-speed broadband network will be an important factor in making this transition possible. For example, Australian online tourism bookings have increased from 5% in 2001 to almost 35% in 2008 at an average annual growth rate of 34.6%. *Source – *The Jackson Report 2009, on behalf of the Steering Committee Informing the National Long-Term Tourism Strategy.*

Reducing the Churn (drop out) of Apprentices and Trainees:

The number of commencements and completions of hospitality and tourism apprentices and trainees is well below a comfortable level for industry to ensure that WA has sufficient skilled staff for the future. Industry, training providers and government must prioritise this issue to discuss ideas (perhaps looking to other industry sectors for successful models) and seek realistic solutions.

Career and Training Promotion:

Industry Image - Clear training pathways and professional career opportunities in hospitality and tourism need to be positively promoted and reinforced to schools, students, teachers, career guidance councillors, VET coordinators and parents to increase industry awareness and ultimately achieve school, industry, RTO, student, traineeship and apprenticeship participation. Best practice in industry should also be celebrated enhancing the culture of training for future generations.

Increase Industry Participation:

Improvements to allow industry to embrace training and increase participation include: being easily accessible; should require minimal paperwork and administrative time; RTOs should provide better support and guidance for businesses; training needs to be flexible to suit industry operations; and delivered in contemporary environments.

Institutional Programs:

Institutionalised training programs (schools, TAFEs, RTOs) may not be delivering industry ready outcomes for students in some areas. A recommendation received is that institutional programs should be linked to employers and the job outcomes to justify their delivery. The industry needs to maximise this investment by becoming involved in the selection of participants, their on-the-job training and ultimate employment.

This issue has been identified in NSW and a 'Hospitality Pink Slip Program' facilitated by Service Skills Australia has been implemented. The program involves designated industry representatives determining the adequacy of a provider's facilities and equipment. The state training body can also utilise this process to determine student capacity.

With the success of this program for the hospitality industry, and in particular for commercial cookery, the concept is expected to be introduced into other key industries including hairdressing and aviation.

Apprenticeship and Traineeship Contracts:

Educating the employers of apprentices and trainees with regards to their responsibilities under a training contract before and during the time of sign up will minimise confusion and improve employer/employee relations.

Service Skills Australia – Hospitality & Tourism Priorities:

The national peak hospitality and tourism employer and employee bodies have developed a framework for an industry Workforce Development Strategy. This framework has been further developed by Service Skills Australia in conjunction with these national bodies and input from the State and Territories, including input from key industry leaders in WA. The nationally agreed priority areas of action for the Hospitality and Tourism industry developed through this strategy are:

- **Priority Area 1: A Highly Skilled Workforce**
Focus Area 1 Creating a more responsive training and learning system
Focus Area 2 Better recognition of learning and skills
Focus Area 3 Accelerated pathways
Focus Area 4 Focus on management and business skills

- **Priority Area 2: Expanding the traditional workforce**
Focus Area 1 Welfare to work target groups
Focus Area 2 Engaging Indigenous workers
Focus Area 3 Managing generational change: Young people - mature age workers

Focus Area 4 Using overseas workers
Focus Area 5 Current workforce

- **Priority Area 3: Access to quality workplaces**
Focus Area 1 Improved attraction and recruitment
Focus Area 2 Enhanced retention strategies
Focus Area 3 Flexible work practices and employment arrangements
Focus Area 4 Improving industry image and the provision of career pathways

- **Priority Area 4: Better workforce planning**
Focus Area 1 Better information and analyses of data at a regional level
Focus Area 2 Destination management planning and labour force mapping to assist workforce planning

Focus Area 3 Provide high quality workforce information, tools and services

Subsequent to the development of this strategy, FutureNow will use the framework as the basis upon which it will develop its more detailed State workforce development plan for the hospitality and tourism industries over the next 12 months.

Industry Training Profile Update

As the Training Council for the Creative and Leisure Industries, FutureNow must make relevant updates to the State Training Plan for Western Australia, which is a vital tool used to direct government spending in training delivery towards priority areas.

The information below is a draft of FutureNow – Creative and Leisure Industry Training Council's State Training Plan Update 2009 for your consideration and feedback. As a key industry participant, by providing us with suggested amendments or validation of this information you are ensuring that training within the ICT industry remains relevant and industry focussed.

This document will also form a discussion paper for the [Industry Advisory Group Meeting](#), to be held in conjunction with the ICT02 Telecommunications Training Package Review Workshop at:

- Integracom Technical Training Room, 8 Thorogood St, Burswood WA 6100
- Friday 31st July 2009, 8am – 5pm

Whether we are in a time of economic growth or downturn the training sector needs to remain flexible, responsive and industry focussed. Our future growth and prosperity depends on the extent to which we plan and prepare for the next upturn in the economic cycle. The State Training Plan plays a fundamental role to ensure this happens.

To ensure that the State Training Plan is well aligned with industry priorities, it must be compiled in consultation with key industry organisations and associations through Industry Advisory Groups, facilitated by FutureNow.

From the recommendations made and based on research and analysis of the Western Australian Information and Communications Technology Industry, a comprehensive plan is formed for the training sector over the next three years.

Item 1: Current Key Skill Shortages

As in previous years, suitably skilled and qualified ICT professionals are in demand across all sectors of the economy in Australia and around the world.

Industry has identified key skills shortages to be:

- IP Networking and Network Security
- Communications equipment, installation and maintenance
- Customer access networks
- Communications cabling
- Communications linespersons
- Testing and fault finding techniques
- Compliance familiarisation
- Basic project management skills

Item 2: Industry Developments and Issues

The following issues have been highlighted by industry:

- **Workforce Development Planning**

There is an overriding need for workforce development planning in the ICT industry due to fast evolving and rapidly emerging technologies. A workforce development plan that aligns the needs of ICT businesses with those of its workforce should also address the challenges arising from globalisation and Australia's population demographics, accommodating a diverse and mobile workforce, an aging workforce and social change. It would be of huge benefit to develop a more precise understanding and regular measures of the size and impact of the ICT sector in WA, skills supply chains and trends in the marketplace.

The provision of consistent and accurate quantifiable labour market data for the ICT industry is paramount, from which further steps can be taken towards identifying areas of skill shortages. Objectively collected, relevant data does not appear to be available and that which is available does not accurately reflect what is happening in the industry, revealing inconsistencies between anecdotal advice and multiple economic analyses. In addition, the ageing of the workforce in the ICT sector continues to be an issue, compounded by the lack of younger people and women entering the sector. This is an issue which must be quantified and further addressed, as does the identification of training and employment opportunities for Indigenous people in ICT. There is a lack of research into this area.

- **Re-skilling and Up-skilling Existing Workforce**

The return of labour from the mining industry in respect of electricians and IT workers is creating a likely area of need for re-training. ICT-related occupations are continually emerging, evolving, and merging across occupational industry boundaries to reshape the requirements for employment and possible career pathways. Strategies need to be developed to better inform Career advisors on the variety of work opportunities in the ICT industry and the realistic employment opportunities that are available to students post study.

- **Industrial Relations - Award Modernisation Process**

The Award Modernisation Process will see numerous Federal and State Awards simplified and reduced in number, as well as an award covering Information and Communications Technology. Modern awards will replace every current award covered by the federal industrial relations system.

If a new modern award will apply, (and a current workplace agreement doesn't override it), employers will need to provide their workers with the modern award's minimum wages and conditions, as well as the National Employment Standards, after 1 January 2010.

- **Infrastructure Development**

The development of the national broadband network may create auxiliary skills shortages in the sector, in areas such as Communications Cabling.

- **Updates to Existing Qualifications**

The Open Cabling Registration Course should more accurately reflect current industry needs. This and other Telecommunications competencies and qualifications are being addressed in the national refresh of the ICT02 Telecommunications Training Package currently underway, which will hopefully see a technologically relevant, endorsed Training Package by early 2010.

- **ICT Industry Image**

There is a need to improve the image of ICT as a profession by marketing the industry to schools and parents, and presenting industry support and the legitimacy of career pathways in ICT.

Item 3: Industry Identified Priorities

The following are the recommended training priorities:

- **Competencies in Technology**

Common competencies need to be identified across the Training Packages (ICT, Telecommunications, Screen and Media, and Printing and Graphic Arts) to promote retention and pathways into further ICT-related careers.

- **Focus on fundamental knowledge**

Fundamental knowledge components need to be introduced into the Telecommunications Training Package at the Cert II and Cert III levels, including basic electronics, IT literacy, basic maths and science, electrical principles, radio fundamentals, civil and construction skills.

- **Occupational Health, Safety and Environment**

There is a need to focus training on the importance of OHS&E and sustainable practices across the industry. As is the case across many industries, the need for realistic training specific to environmental sustainability and climate change has become fundamental.

- **Career and Training Promotion**

The importance of identifying clear training pathways and professional career opportunities in ICT is recognised by industry, and has been acted upon by associations such as the Australian Computer Society, who have developed an ICT Careers Portal. Careers in the industry need to be positively promoted to schools, students, teachers, career guidance councillors, VET coordinators and parents to increase industry awareness and ultimately achieve school, industry, RTO, student and traineeships. Strategies to address this issue would include: better informing Career Advisors on the variety of work opportunities in the industry; ensuring that career advice is appropriate, and that it accurately reflects available employment opportunities; and continual collaboration between the education and training sector and the ICT industry should take place regarding the appropriate number of skilled people being trained in ICT.

- **Telecommunications Training Package Delivery**
There is still the need to increase further the number of RTOs with a scope of delivery that includes qualifications from the Telecommunications Training Package, particularly with the advent of the National Broadband Network rollout.
- **Future Growth Areas**
Review future growth areas, such as remote mobile computing, wireless technologies, the need for supported improved services to community, data centre consolidation and information security, storage and back up of information, Green IT and sustainability.

Invitation to Participate - Industry Feedback

As this report is still in the draft stage, FutureNow - Creative and Leisure Industries Training Council would like to receive **your input** to complete the update for the State Training Plan 2010-2012 ICT Industry in Western Australia.

We welcome your feedback or any additional information you can provide regarding areas of priority that affect the ICT sector in your region. Please contact Zoe Nicholson at FutureNow by the closing date Friday 24th July 2009.

Invitation to Participate - Industry Advisory Group Meeting

If you would like to have your say and discuss issues with other dedicated industry leaders assisting FutureNow with the completion of the state training profile update, an **Industry Advisory Group meeting** will be held in conjunction with the ICT02 Telecommunications Training Package Review on Friday 31st July at Integracom Technical Training Room, 8 Thorogood St Burswood WA, from 8am – 5pm. Light meals and refreshments will be provided.

Please RSVP to Zoe Nicholson via the contact details listed below.

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No major comments on the review documents.

The whole idea of reforming the training, to bring it into line with NBN requirements is good.

Not sure about IP Network & Routing requirements, some knowledge of it, but nothing too in-depth would be appropriate. That said, if the trainee/apprentice cabling person can do some basic IP debugging on behalf of the IT Helpdesk, then it can be beneficial to reducing the incidents of equipment switchout for no good reason.

Industry and Workforce Overview

To ensure that the State Training Plan is well aligned with the priorities of the cultural and recreational industries, this update was compiled in consultation with FutureNow Board Members, key industry organisations and associations, peak bodies and representatives of the industry sectors through Industry Advisory Groups, facilitated by FutureNow.

Due to the diverse range of sectors in the cultural and recreational industries, the effects of skills and labour shortages currently being experienced are varied.

It is important to note that in this report the term “skills shortage”, as defined by the National Centre for Vocational Education Research (NCVER), means that there are an insufficient number of suitable qualified people who have the essential technical skills to perform a job (and are not already using them) and there is a certain training time required to develop the skills (Richardson, 2007). This should not be confused with the term “labour shortage”, which is used to describe the quantity of people applying for jobs within the industry and doesn't necessarily take into account the quality of the skills that people have.

Skills shortages are apparent in a number of areas due to the changing demographics (age, health, lifestyle, mobility of the workforce) of the Western Australian population creating the need for more specialised and client-specific training.

Generally, sectors which had previously experienced labour shortages have been somewhat relieved during the economic downturn (particularly in the metropolitan areas of Perth); however the number of ‘quality’ skilled and qualified workers applying for jobs is still being reported. Regional locations of Western Australia tend to be the areas most affected by both skills and labour shortages, due to issues arising with the attraction and retention of employees.

When taking into account these factors, together with the knowledge that a large proportion of the cultural and recreational industries consist of part-time, casual and volunteer employees, it creates many challenges, but also exciting opportunities for innovative training practices and delivery models to meet the changing needs of these industries in Western Australia.

Current Key Skill Shortages

Racing/Equine

Labour shortage: Apprentice jockeys, track work riders, farriers and stablehands

Outdoor Recreation

Labour shortage: Instructors and leaders

Venues and facilities

Labour shortage: Venue/facility managers, administrators (particularly in regional WA)

Skills shortage: Leisure planning/programming

Fitness

Labour shortage: Fitness instructors and personal trainers (particularly in regional WA)

Skills shortage: Fitness instructors qualified in aqua and group fitness instruction.

Community Recreation (Aquatics)

Labour shortage: Swimming pool operatives: pool managers, swim instructors, lifeguards (particularly in regional and remote WA)

Performing Arts

Skills shortage: Technical production managers (in peak season)

Skills shortage: Trained front of house staff, ushers and attendants

Skills shortage: Project managers / events managers (particularly in regional WA)

Labour shortage: Technical production workers (in peak season)

Screen and Media

Skills shortage: Camera control operators

Labour shortage: Broadcast technicians

Collections

Skills shortage: Museum curators and conservators (particularly indigenous curators and attendants)

Music

Skills shortage: Artist Managers

Skills shortage: Record label operators

Skills shortage: Music publishers

The sport and recreation industry as a whole is also experiencing a skills shortage in the number of employees and volunteers with the skills and training to work with diverse cultures and populations (e.g Indigenous, CALD, the disabled)

Industry Developments and Issues

Career and Education Pathways:

Career advisors need to be better informed regarding the variety of study options in the cultural and recreational industries and the employment opportunities that are available to students post study. It is important that accurate training and employment information and resources is presented to school-leavers, graduates etc to ensure they have a realistic view of the job requirements when employed, as well as are made aware of the broad range of opportunities available within these industries.

- The articulation of realistic career pathways within the cultural and recreational industries needs to be focused on and promoted not only to young people but to their parents. The real challenge is in highlighting the many careers available within the cultural and recreational industries and that they can be far more than just a hobby.
- The need to market and deliver traineeships in the arts in an innovative manner is supported by some in industry; however secondments, internships, mentoring, placements and cadetships are considered the norm and believed to be at a higher qualification level than VET normally delivers. This is one item that may pose some difficulties in delivering to, as we are faced with *“the knowledge that a large proportion of the cultural and recreational industries consist of part-time, casual and volunteer employees”* (refer page 1). In order to implement more sustainable workplace based training arrangements, they need to be tied to a more substantial tenure. There is no doubt that challenges exist for the training providers, but economic reality will dictate whether people can find real jobs.
 - There are very limited opportunities for the promotion of traineeships in the cultural industry as the employment contract of a traineeship is a real challenge for industry. One suggested solution is the establishment of a Group Training Organisation that services the cultural industries (none currently in WA).

- The Curriculum Council is currently developing Music VET Industry Specific courses for delivery in schools which will meet WACE graduation requirements. The increased uptake of music VET qualifications by students in schools has increased the need to provide more closely aligned training pathways, and greater articulation arrangements between training providers. Currently there are also VET Industry Specific Courses available to school students in Creative Industries: Visual Arts and Creative Industries: Media. Schools also need to be made aware of the option to partner with a registered training organisation to provide more alternatives to students, including: dual enrolment programs; accredited training pathways; and integrated VET delivery within the school program.
- The Curriculum Council is currently developing Sport and Recreation VET Industry Specific courses for delivery in schools which will meet WACE graduation requirements. The increased uptake of sport and recreation VET qualifications by students in schools has increased the need to provide more closely aligned training pathways, and greater articulation arrangements between training providers.
- Greater promotion and identification of career and training pathways in the cultural and recreational industries would also assist in the attraction and retention of employees.

Regional / Community Capacity Building:

There is an ongoing need to focus on and maintain not only training but community capacity building in declining regional environments. Addressing the challenges of providing regional training is a continuing issue. This is more apparent in remote locations, as there are a number of factors that need to be taken into consideration such as the cost involved in delivering the training, the availability of specific technology requirements, travel etc. More focus is needed on researching flexible delivery arrangements and sourcing funding available to registered training organisations to enable them to deliver in regional and remote areas. The higher cost of living in regional areas is often a deterrent to long-term employment prospects and initiatives to attract and retain employees should be explored.

- The shortage of accessible cultural and recreational training in regional areas has been highlighted by industry, as it directly contributes to the lack of staff with specialised skills available and coupled with the competition offered by resource companies, makes it incredibly difficult for cultural and recreational organisations to recruit and re-train skilled staff.
- It is hoped that further research into the needs of regional areas can be commenced following the development of Workforce Development Plans for more focused industry sectors this year.

With regards to community capacity building:

- The cultural and recreational industries can positively influence the development and capacity of communities, however there are some key factors that can impact on how well this occurs:
 - The first is the linkages and partnerships that are necessary. Training is important to provide some skills development for organisations, agencies and other stakeholders in relationship building, and then to find ways to identify opportunities and how to work together.
 - Training markets in the regions are typically thin. There needs to be promotion of good practice (which can occur through organisations such as FutureNow) and celebration of successes so that other regional areas or communities can benefit from the information.
 - It has been noted by industry that providing training on the ground in regional areas has proven to be far more accessible than providing subsidy for regional participants to attend courses in the metropolitan area. Training people in regional areas raises awareness of the training and the outcome offered by such training and also enables a higher level of engagement by a range of participants. This assists the local community to convince stakeholders (local government, business etc) that the cultural and recreational industries are an important part of the economic environment.

- A strong cultural sector and/or sporting culture can give a community or region an identity, which can extend to developing a niche product, series of products (e.g. specialised craft, music etc.) or activity. This can then attract more people to come and live in and participate in the environment. It is important from a skills development point of view that an integrated service is provided to assist with any initiative like this. The “integrated service” should encompass all things necessary to establish a successful endeavour, including accommodation, promotion, training, space, funds, room time etc.
 - The Great Southern Region is highlighted as an example of where music training is being offered along with the support of industry and local organisations, and as a result, the region has a far greater retention of practising musicians than other areas.
- There appears to be very little training in the cultural industry sectors in the Wheatbelt.
- Industry acknowledges that there are many organisations conducting workshops and training courses in the regions but that few are accredited. Informal training is certainly taking place, and perhaps there is an opportunity to better coordinate this training to support community capacity building.
- The seasonal nature of many sport and recreation services (specifically aquatics) creates the need for transferable skills amongst employees to ensure there are continued employment opportunities during the down periods.
- The Department of Sport and Recreation is currently facilitating/partnering the following regional industry projects, as identified through a series of training needs analysis and research in the regions:
 - A regional Fitness project which has facilitated the delivery of Certificate III in Fitness in Carnarvon and the Midwest. This is a partnership between DSR, Fitness WA, and YMCA.
 - The Leisure Institute of WA and Royal Life Saving Society of Australia (WA) project will involve the delivery of regional training for pool managers, life guards and swim instructors.

Indigenous Training:

There is a continued need for trained and skilled Indigenous staff to work in cultural and recreational venues and centres. The issue however is ensuring the right people are attracted to the training, there is employer and mentoring support available, and that the training and employment outcomes are sustainable.

- The Department of Sport and Recreation is currently facilitating/partnering an Indigenous Fitness pilot project which will result in the training of 10 indigenous adults in Certificate III in Fitness as identified through training needs analysis and research which identified the lack of qualified indigenous fitness instructors. This is a partnership between the Department of Sport and Recreation (DSR), Central TAFE and the Wirrpanda Foundation.

Global Economic Crisis:

The affect of current economic conditions on consumer spend and therefore on the largely discretionary spend on the cultural and recreational industries is having an impact with:

- Australian Business Arts Foundation reporting that 49% of companies expect to decrease their sponsorship over the 12 months from May 2009 with the sharpest decline in business-arts investment expected to occur during the final quarter of 2009 and first quarter of 2010 (AbaF Arts Sponsorship Outlook Survey, May 2009).

- It is generally acknowledged that the cultural sector lags approximately 18 months behind the economy. Therefore in the coming year WA is likely to see a focus from cultural organisations on not only meeting artistic imperatives but moving towards lower risk strategies in the coming year.
- WA Ballet and WASO recently have lost major sponsors, however these are being offset somewhat by the forging of new sponsorships.
- 2010 Perth International Arts Festival spending could be cautiously curtailed in line with forecasts of a 20% fall in sponsorship, which makes up 25% of their operating budget (Julian Donaldson, General Manager, PIAF)
- However, it has been reported that the majority of businesses (67%) want to maintain relationships, albeit at a lower level for a substantial portion (AbaF, May 2009).
- The Federal Government's investment in infrastructure projects as part of the stimulus package will benefit community recreational and cultural facilities.
- The economic downturn has increased the need for workforce development through the attraction, training and retention of currently/future engaged (paid or unpaid) persons.
- Many arts organisations (particularly in regional areas) are taking measures to combat the downturn. This is particularly pertinent to local government agencies with a stake in the arts, which are also affected by updates to awards and changes in the industrial relations arena. Measures include; reducing their budgets, not advertising vacant positions, cutting programs that are not their primary activity or source of income.
 - Training Providers report that students are dropping out of training courses in metropolitan Perth as they cannot afford to rent within proximity to the colleges
- Sporting organisations reporting decrease in attracting/retaining sponsorship
- Sporting organisations reporting that they have put a 'hold' on advertising for vacant positions, with roles being absorbed by current/existing staff
- Delay of development of the outdoor stadium for at least 2 years due to priority being given to health infrastructure due to diminishing state revenue
- However on the upside, the Federal Government's investment in infrastructure projects as part of the stimulus package will benefit community recreation and sporting facilities

Infrastructure Developments:

To support the delivery and continued growth of cultural and recreational industries in Western Australia, infrastructure that meets world-class standards is needed. Updates on various projects are listed below:

- The development/redevelopment of a multi-sport outdoor stadium is currently on hold after plans were shelved by the current State Government. The WA Football Commission is now focussing on securing Government support to upgrade Subiaco Oval.
- New sporting facilities at AK Reserve have been opened with the completion of the Athletics Stadium. The neighbouring Basketball Stadium is due for completion in October 2009.
- The Western Force Super 14 Rugby team will shift home games from Subiaco Oval to Members Equity Stadium for next season due to a sharp decline in attendance at games due to poor game visibility for spectators. There is a need for the upgrade of facilities at the ground to cater for the accommodation of rugby (greater spectator seating and corporate facilities), as well as to assist current occupiers of the ground – the Perth Glory. The upgrade of Members Equity will also impact upon those employed as hospitality/catering staff, grounds people, security etc.

The State Government has since announced a \$160 million revamp of Members Equity Stadium to create a rectangular dedicated rugby/soccer venue, however work will not start until 2010 while plans are drawn up and negotiations held with the Town of Vincent. The stadium will however receive an immediate \$2 million facelift to increase the spectator capacity of the stadium from 18,156 to over 20,500, as well as an upgrade to lighting and the addition of more corporate facilities.

Key skills will be required in facility management, project planning and programming as a result of investment in infrastructure such as:

- Perth Arena - the new indoor sporting and entertainment arena located on Wellington Street in the city centre of Perth, Western Australia. It is currently being built on the site of the former car park for the now defunct Perth Entertainment Centre. The venue has been designed to seat up to 13,500 for sporting events and a maximum of 15,500 for concerts in the round. The facility will be in the heart of the city and close to all major transport hubs – particularly the William Street platforms of the Perth Train Station. The project is currently scheduled to be completed in 2011.
- The construction of the State Theatre Centre on Roe Street in Northbridge will be completed in mid 2010 and will house both the Black Swan State Theatre Company (resident) and Perth Theatre Company (associate). The new theatre will contain two state-of-the-art theatre auditoriums – one large theatre with a capacity of 575 seats, and a smaller, flexible studio space seating 200 people.

Skills Recognition:

There is a need for greater skills recognition in the cultural and recreational industries.

- A number of both paid and unpaid (volunteer) staff undertake roles for which they have no formal qualification.
- The culture of skills recognition and professional development within the cultural industry is improving
- However, it is difficult for organisations to deliver such programs due to time and financial constraints

Training Package Reviews:

Music

The review of the Music (CUS01) Training Package recommenced in August 2008 CUS09 is expected to be endorsed in August 2009. CUS09 sees a number of revisions to the CUS01 Music Training Package. The industry coverage remains the same as for CUS01, namely music business, music composition, music performance and sound production. However, sound production has been expanded to encompass a broad range of industry production contexts – from live music concerts and stage productions to sound recording, mixing and editing in the screen, media and interactive games industries.

There has been strong support for the final qualifications and units of competency and agreement that the new training package will be far more useful than the CUS01. Targeted industry consultation in the areas of music business and audio/sound production was particularly effective. As a result, new business models and advances in technology are addressed in the CUS09 Music Training Package.

Visual Arts, Craft and Design

The need for a focus on training delivery in Certificate III in Visual Arts and Contemporary Craft (as a valid foundation program and pathway to further training) and also on higher level, industry specific training in Visual Arts, Craft and Design. This is now a project being undertaken by Innovation Business Skills Australia (IBSA), the national Industry Skills Council who develops training packages for the cultural

industries, and it is anticipated that these will address the need for higher level arts courses which have industry relevance and include project work. Now that IBSA have approved the inclusion of higher level VACD qualifications into the Training Package FutureNow will be involved in the National Project Reference Group, researching existing curriculum around the country to form the basis of the new qualifications (based on access to accredited courses). The focus is on adding Diploma and above qualifications and also considering "fitness-for-purpose" of lower level qualifications in the CUV03 VACD Training Package.

It also been suggested by industry that higher level arts and cultural qualifications need to have more industry relevance and project work, and that public art units of competency needs to be built into current delivery of visual arts, craft and design courses as skill sets for existing workers.

Entertainment

As part of the continuous improvement process, Innovation and Business Skills Australia has also commenced a Training Package project for the scoping and development of national dance competencies, qualifications, skill sets and assessment guidelines to sit in a Performing Arts Training Package. Units from the CUE03 Entertainment Training Package will be transferred into this new training package also. FutureNow will sit on the National Project Reference Group for this development.

Sport and Recreation

The review of the Sport and Recreation Training Packages is being undertaken by Service Skills Australia to ensure the training is up to date with current industry standards and practices. It is currently going through Quality and Assurance process, with submission/endorsement of the SIS09 Sport and Recreation Training Package expected the end of July 2009. Fitness qualifications will not be included at this stage as further national consultation and agreement on the qualifications is needed. The reviewed fitness qualifications are expected to be submitted by early 2010, and in the meantime Registered Training Organisations (RTO's) will continue to deliver fitness qualifications from the SRF04 Fitness Training Package.

Sport and Recreation Workforce Development Strategy:

Service Skills Australia is in the process of developing a Sport and Recreation Workforce Development Strategy for the sport, community recreation, outdoor recreation and sport industries. This will assist in developing strategies for the attraction and retention of the workforce in these industries. The Perth initial consultation meeting was held Thursday 7 May 2009.

Outdoor Recreation Training:

The training delivery of hard practical skills for the outdoor recreation industry remains critical due to safety issues (i.e. hands on training in abseiling, canoeing, etc). This need has increased since 2008 due to additional program requirements in outdoor education and adventure tourism. In the past, these skills were delivered by TAFEWA but are not longer delivered due to high costs involved. Partnership arrangements between industry and TAFEWA are currently being investigated. There is particular demand for skill sets as opposed to full qualifications as the skill sets better fit employment applications.

State Budget Funding:

Announcement of the WA 2009-10 State Budget has seen an allocation of \$64 million for sport and recreation spending, with the focus on the development of stronger community sporting networks.

Community Sporting and Recreation Facilities Fund:

The Community Sporting and Recreation Facilities Fund (CSRFF) has been revamped and the amount of funding available increased from \$9 million to \$20 million a year in the 2009-10 State Budget. Funds will also be quarantined for non-metropolitan pool upgrades (\$750,000) and sustainable initiative projects such as water and energy saving projects (\$1million). These extra funds will not only ensure that grass roots sport and recreation organisations are able to provide the facilities for active communities, but also provide a boost to local tradespeople who will be involved in the construction of the new infrastructure.

Tourism:

There has been sustained growth in the sport tourism/adventure tourism and cultural tourism sectors. This has seen an increase in the number of tourists visiting Australia to watch or participate in, and undertake uniquely cultural Australian activities. The result is the creation of synergies and links between the tourism, sporting and cultural industries.

Industry Trends:

- The ageing population will affect all aspects of the cultural and recreational industries and create demand for specialized programs aimed at the needs of older adults.
- With the number of overweight and obese children rising, it creates a need for adequately trained and qualified fitness and sport professionals to specialize in this area.
- The increasing diversity of the Western Australia population is creating the need for skilled employees to work with diverse populations such as Indigenous groups, the culturally and linguistically diverse (CALD), the disabled etc
- Closer alignment with the health industry (especially in the case of the fitness industry) has increased the need for fitness professionals to work alongside allied health professionals.
- 'Green planning'. Many organisations, facilities and local governments are investigating innovative ways in which to reduce their carbon footprint and ensure environmental sustainability. These are skills that industry considers to be important and highly transferable across job roles and sectors.
 - Training providers such as Central TAFE are delivering sustainability training on trials and as pilot projects, such as a dual qualification for Design students
- Evolving and emerging technologies are affecting all areas of the cultural industries, and there is a need for re training and up-skilling to allow people to access these technologies.
 - This is a strong growth area across all industries, as is the opportunity for individuals to promote and sell their work in an online environment.
 - Emerging and evolving technologies have brought about the opportunity for greater export market development the music industry in particular can grow and benefit from skill development in this area, as it is not being addressed in current training practises.
 - Digital copyrighting is a problem is associated with this industry trend, and affects each sector differently.
 - Industry agree that this is one area that should be reinforced through training practises as its implications should be understood by all those working in the creative industries.

Existing Worker Skill Needs:

Existing worker skills needs of those currently working in the sport and recreation industries include:

- Project/event management, risk management, financial management, and communication skills have been identified for sport and recreation industry employees.
- Small business management skills. This has been identified as an area of need for personal trainers who own their own small personal training businesses, an area of the fitness industry which is experiencing increasing growth.

Existing worker skills needs of those currently working in the cultural industry include:

- Project/event management
- Risk management
- Occupational Health and Safety (due to industry demand, training providers are running short courses in risk management and Occupational Health and Safety to meet the training need)
- Financial management
- Communication skills.
- Business management skills, particularly for small arts companies and sole traders.
- As previously mentioned, digital convergence continues to be a key issue driving a range of industry sectors including many cultural organisations and this has its own training implications
- Maintaining relevancy and currency of technology remains an issue for training providers.
- Industry occupations and job roles continue to change and converge rapidly, requiring a focus on workforce up-skilling.

Music License Fees:

Fitness centres that play music for group exercise classes face massive increases to copyright license fees from the Phonographic Performance Company of Australia (PPCA), a move that threatens the future of group exercise. The current claim by PPCA is that Fitness Centres that play music for group exercises should pay a tariff of \$4.54 per member per month, (the current tariff is \$0.968 per class run by the Fitness Centre up to a capped maximum of \$2,653.64) regardless of whether that member takes part in group exercise classes. This may force the closure of fitness centres/gyms that are unable to afford the increased tariffs.

Award Modernisation Process:

The Award Modernisation process will see numerous Federal and State Awards simplified and reduced in number. Modern awards will replace every current award covered by the federal industrial relations system. Award modernisation, as a process of the new Australian workplace relations system will see the introduction of the modern Sporting Organisations Award 2010 to reflect the requirements and conditions of work in and meeting the needs of the sports industry. Concerns have been raised surrounding the impact the new award will have on sport industry employers through increased meal allowances, travel allowances and overtime penalties.

In general, if a new modern award will apply, (and a current workplace agreement doesn't override it), employers will need to provide their workers with the modern award's minimum wages and conditions, as well as the National Employment Standards, after 1 January 2010. The modernisation process will also see awards covering arts administration, entertainment and broadcasting, journalism and photographic industry.

Although the introduction of the new awards are likely to impact on the terms of employment under which employers engage their workers, in the cultural industries (which consist of largely small and micro businesses reliant on a part time and casual workforce centred around projects and product with a large volunteer base) economic reality will often dictate the rate of pay for casual workers and contractors. For example, most musicians engaging in a live performance contract will be paid a flat rate for their services. It is unusual (unless the person is suitably qualified and experienced) that a musician is paid an hourly fee for live performance.

On the positive side, the union Media Entertainment Arts Alliance (MEAA) is changing focus to be in a more supportive role for industry and promoting practical business skills and a greater awareness of the award rates for musicians.

Training and Professional Development Opportunities for Writers

While writing and publishing are a relatively small part of the arts sector in WA, the issue of training has always been problematic with the bulk of professional development opportunities occurring in Melbourne or Sydney.

It has only been through innovative partnerships, persistence and hard work that organisations have been able to provide any sort of professional development for those working in writing and publishing in WA.

New Media Opportunities:

The ABC has announced a new television channel ABC3 for children following funding being made available in the 2009 Federal Budget. The state of the art studio facilities at the ABC in Perth is likely to see some new product being developed out of Perth.

ABC3 will be launched in time for Christmas with programming aimed at 6-15 yr olds. The ABC has set a goal of 50% Australian content on ABC3 by 2013 when television switches over from analogue to digital. In a joint venture between Screen West and the Australian Children's Television Foundation, WA will produce "West Coast Kids", with WA producers invited to submit their proposals for a 13-part comedy series to be aired on ABC3.

Gaming and Animation Opportunities:

There is an increased interest in gaming in Western Australia combined with an increase in games development, animation and 2D/3D design worldwide. There are also developments underway for further gaming qualifications to take place in WA in the next 6 months. There is a high proportion of organisations in the gaming sector in WA that are single person operators, and these individuals are relied on by large organisations such as Interzone to support their workforce.

The animation industry would benefit from training that further emphasised work placements, project management and the importance of working in small teams. Given the synergies that exist between animation, visual arts, media and other creative industry sectors, it is supported by industry that animators need to have good fundamental skills (including drawing skills) and need to be multi-skilled in WA given its isolated location. The current animation qualifications being delivered in WA emphasise 3D technical skills, reflecting the current job market (jobs available in 3D visualisation and mapping). However this shouldn't be to the detriment of other key areas, such as an understanding of movement, colour, expression, timing, and design.

Whilst gaming and animation are both growth sectors in WA, a major barrier to entry for new entrants to the market is the lack of affordable property leases and accommodation, currently preventing the industries from gaining true momentum.

Training Needs in the Collections Sector:

In Western Australia there are over 270 museums, galleries, Indigenous cultural centres, keeping places, language centres and historical societies, engaged in the collection, preservation, maintenance and exhibition of some aspect of the State's material culture.

The training requirements for the collections sector a vast and varied, from new university graduates to established professional, from volunteers to paid professionals, from scientists to artists, from conservators to registrars; all have differing needs. Currently, VET is not seen as a training route into the Museum industry, and there is a lack of defined career paths and no ongoing funding available for formal training in this area. There is no VET level training currently being undertake in WA and no tertiary, university level, undergraduate training, other than a minor in Museum Studies at ECU. Cultural Heritage studies have been discontinued at Curtin University, and UWA & Murdoch have never offered curatorial units. At post-graduate level there is now only a M. Phil (research masters at Curtin).

However opportunities exist for up-skilling University qualified staff in technical and practical areas, and the introduction of traineeships for Indigenous workers.

In terms of formal training within this sector, this diversity of needs contributes to the mosaic of training and professional development solutions provided, but makes it difficult to establish what needs are not being met, and the role of the various providers. Anecdotally industry have advised that there are many unmet needs, but in order to gain a comprehensive picture of current scenario and anticipate future needs there is research warranted into:

- Industry needs – both from and institutional/employer perspective and from an employee/worker/individual perspective
- Identifying the providers of training and professional development and their capacity to deliver

Museums Australia (WA) have prepared a report detailing the need for a training needs analysis to be undertaken (see attached), which will be further explored by FutureNow.

Industry Identified Priorities

- Training needs in regional areas
 - Identifying needs in different locations for training
 - Identifying opportunities for community capacity building
 - Arts administration traineeships at certificate III level for Indigenous, non Indigenous and regional workers need to be established, promoted and implemented.
 - Access to training in regional and remote areas in fitness, outdoor recreation and community recreation (aquatics)
 - Develop a more precise understanding and regular measures of the size and impact of the cultural and recreational industry in WA; skills supply chains and trends in the marketplace.
 - Quantify the current cultural and recreational industry skills situation via data collection and analysis, as there are inconsistencies apparent with anecdotal evidence and multiple economic analyses
- Fundamental knowledge components
 - These need to be introduced into high level qualifications for the Cultural industry, including entrepreneurship, fundraising, philanthropy, grant management, donor relations, contracts, copyright, corporate relations and managing networks and databases.

- Develop a greater depth of people with the skills to “produce” work, that is, an amalgam of business planning skills, project management, contract law, risk management, marketing and financial management. The addition of producers to WA’s arts capacity will enable development of the commissioning and independent sector.
- Industry supports the need for general business training for the cultural industries in small business management, sustainable business practices, ‘creative’ partnerships and freelancing.
- Technical production
 - To meet the skills shortage in Technical Production there needs to be a focus on increased enrolments and interest in Certificate IV, Diploma and Advanced Diploma of Entertainment, (Technical Production). However it is acknowledged that there are limited delivery sites for this type of training, and in a regional context a very thin market. Industry would like to see training in Technical Production also take place using state of the art equipment, which further limits the delivery sites. This is a clear opening for performing arts and media organisations to partner with training providers and work towards meeting the skills training needs in this area.
- Flexible training delivery methods
 - Ensure that training in cultural and recreational industries is delivered in a more flexible manner – online, intensive blocks, weekend workshops and during industry down-times. This needs to be accompanied by well developed learning and assessment resources which are typically scarce especially at the higher qualification levels, as funding for resource development is an issue for most training providers.
- Accessible Training
 - Address the lack of Indigenous people completing training and working in the cultural and recreational industries by focussing on accessible training and employment opportunities for Indigenous people.
 - Ensure increased access to training for cultural and recreational industry volunteers. At this point in time, the VET system does not fully support the training needs of unpaid labour in these industries. Greater use of skills recognition is encouraged to alleviate this issue.
- Realistic and accurate career advice
 - Ensure career advice is appropriate, and that it accurately reflects employment within the cultural and recreational industries.
 - Greater promotion of career and training pathways in the cultural and recreational industries to assist in the attraction and retention of employees.
 - Assist careers advisors and VET in school coordinators with the resources and knowledge to ensure accurate advice is being presented to school leavers, and those looking into VET training opportunities.
- Training for outdoor recreation instructors/leaders
 - Certificate IV in Outdoor Recreation
 - delivery of skill sets in Outdoor Recreation
- Tailoring sport and recreation services to different and diverse populations
 - This remains an area of priority.
 - Industry trends such as rising obesity levels, the ageing population, increasing number of CALD participants, has created the need for those working within the sport and recreation

industry to be appropriately trained and skilled to ensure the services offered are flexible and can be adapted to meet the needs of individual client groups.

- Racing Industry Training Package promotion and delivery
 - The establishment and delivery of a traineeship RGR20208 Certificate II in Racing (Kennelhand) and RGR30408 Certificate III in Racing Services (Cadet Steward) as identified by the industry body Racing and Wagering WA.
 - Delivery of the trackrider skill set from the new Racing Industry Training Package. This would be of benefit to existing riders who often enter the industry as self employed or part time and are not in the position to undertake the full qualification either through employment circumstances or other impediments. To enable this, access to funding by Racing and Wagering WA is needed for the delivery and assessment of the skill set through trackrider schools held once or twice per year for training purposes – including regionally. This would be cheaper than the full trackrider qualification and would meet the needs of industry that require riders to exercise horses at the track.
 - Linkage of racing industry skill sets (trackrider and trainer) to licensing requirements
 - Greater promotion of delivery of racing training through apprenticeships, as is the preferred delivery model in the racing industry.

Industry and Workforce Overview

To ensure that the State Training Plan is well aligned with the priorities of the cultural and recreational industries, this update was compiled in consultation with FutureNow Board Members, key industry organisations and associations, peak bodies and representatives of the industry sectors through Industry Advisory Groups, facilitated by FutureNow.

Due to the diverse range of sectors in the cultural and recreational industries, the effects of skills and labour shortages currently being experienced are varied.

It is important to note that in this report the term “skills shortage”, as defined by the National Centre for Vocational Education Research (NCVER), means that there are an insufficient number of suitable qualified people who have the essential technical skills to perform a job (and are not already using them) and there is a certain training time required to develop the skills (Richardson, 2007). This should not be confused with the term “labour shortage”, which is used to describe the quantity of people applying for jobs within the industry and doesn’t necessarily take into account the quality of the skills that people have.

Skills shortages are apparent in a number of areas due to the changing demographics (age, health, lifestyle, mobility of the workforce) of the Western Australian population creating the need for more specialised and client-specific training.

Generally, sectors which had previously experienced labour shortages have been somewhat relieved during the economic downturn (particularly in the metropolitan areas of Perth); however the number of ‘quality’ skilled and qualified workers applying for jobs is still being reported. Regional locations of Western Australia tend to be the areas most affected by both skills and labour shortages, due to issues arising with the attraction and retention of employees.

When taking into account these factors, together with the knowledge that a large proportion of the cultural and recreational industries consist of part-time, casual and volunteer employees, it creates many challenges, but also exciting opportunities for innovative training practices and delivery models to meet the changing needs of these industries in Western Australia.

Current Key Skill Shortages

Racing/Equine

Labour shortage: Apprentice jockeys, track work riders, farriers and stablehands

Outdoor Recreation

Labour shortage: Instructors and leaders

Venues and facilities

Labour shortage: Venue/facility managers, administrators (particularly in regional WA)

Skills shortage: Leisure planning/programming

Fitness

Labour shortage: Fitness instructors and personal trainers (particularly in regional WA)

Skills shortage: Fitness instructors qualified in aqua and group fitness instruction.

Community Recreation (Aquatics)

Labour shortage: Swimming pool operatives: pool managers, swim instructors, lifeguards (particularly in regional and remote WA)

Performing Arts

Skills shortage: Technical production managers (in peak season)

Skills shortage: Trained front of house staff, ushers and attendants

Skills shortage: Project managers / events managers (particularly in regional WA)

Labour shortage: Technical production workers (in peak season)

Screen and Media

Skills shortage: Camera control operators

Labour shortage: Broadcast technicians

Collections

Skills shortage: Museum curators and conservators (particularly indigenous curators and attendants)

Music

Skills shortage: Artist Managers

Skills shortage: Record label operators

Skills shortage: Music publishers

The sport and recreation industry as a whole is also experiencing a skills shortage in the number of employees and volunteers with the skills and training to work with diverse cultures and populations (e.g Indigenous, CALD, the disabled)

Industry Developments and Issues

Career and Education Pathways:

Career advisors need to be better informed regarding the variety of study options in the cultural and recreational industries and the employment opportunities that are available to students post study. It is important that accurate training and employment information and resources is presented to school-leavers, graduates etc to ensure they have a realistic view of the job requirements when employed, as well as are made aware of the broad range of opportunities available within these industries.

- The articulation of realistic career pathways within the cultural and recreational industries needs to be focused on and promoted not only to young people but to their parents. The real challenge is in highlighting the many careers available within the cultural and recreational industries and that they can be far more than just a hobby.
- The need to market and deliver traineeships in the arts in an innovative manner is supported by some in industry; however secondments, internships, mentoring, placements and cadetships are considered the norm and believed to be at a higher qualification level than VET normally delivers. This is one item that may pose some difficulties in delivering to, as we are faced with *“the knowledge that a large proportion of the cultural and recreational industries consist of part-time, casual and volunteer employees”* (refer page 1). In order to implement more sustainable workplace based training arrangements, they need to be tied to a more substantial tenure. There is no doubt that challenges exist for the training providers, but economic reality will dictate whether people can find real jobs.
 - There are very limited opportunities for the promotion of traineeships in the cultural industry as the employment contract of a traineeship is a real challenge for industry. One suggested solution is the establishment of a Group Training Organisation that services the cultural industries (none currently in WA).

- The Curriculum Council is currently developing Music VET Industry Specific courses for delivery in schools which will meet WACE graduation requirements. The increased uptake of music VET qualifications by students in schools has increased the need to provide more closely aligned training pathways, and greater articulation arrangements between training providers. Currently there are also VET Industry Specific Courses available to school students in Creative Industries: Visual Arts and Creative Industries: Media. Schools also need to be made aware of the option to partner with a registered training organisation to provide more alternatives to students, including: dual enrolment programs; accredited training pathways; and integrated VET delivery within the school program.
- The Curriculum Council is currently developing Sport and Recreation VET Industry Specific courses for delivery in schools which will meet WACE graduation requirements. The increased uptake of sport and recreation VET qualifications by students in schools has increased the need to provide more closely aligned training pathways, and greater articulation arrangements between training providers.
- Greater promotion and identification of career and training pathways in the cultural and recreational industries would also assist in the attraction and retention of employees.

Regional / Community Capacity Building:

There is an ongoing need to focus on and maintain not only training but community capacity building in declining regional environments. Addressing the challenges of providing regional training is a continuing issue. This is more apparent in remote locations, as there are a number of factors that need to be taken into consideration such as the cost involved in delivering the training, the availability of specific technology requirements, travel etc. More focus is needed on researching flexible delivery arrangements and sourcing funding available to registered training organisations to enable them to deliver in regional and remote areas. The higher cost of living in regional areas is often a deterrent to long-term employment prospects and initiatives to attract and retain employees should be explored.

- The shortage of accessible cultural and recreational training in regional areas has been highlighted by industry, as it directly contributes to the lack of staff with specialised skills available and coupled with the competition offered by resource companies, makes it incredibly difficult for cultural and recreational organisations to recruit and re-train skilled staff.
- It is hoped that further research into the needs of regional areas can be commenced following the development of Workforce Development Plans for more focused industry sectors this year.

With regards to community capacity building:

- The cultural and recreational industries can positively influence the development and capacity of communities, however there are some key factors that can impact on how well this occurs:
 - The first is the linkages and partnerships that are necessary. Training is important to provide some skills development for organisations, agencies and other stakeholders in relationship building, and then to find ways to identify opportunities and how to work together.
 - Training markets in the regions are typically thin. There needs to be promotion of good practice (which can occur through organisations such as FutureNow) and celebration of successes so that other regional areas or communities can benefit from the information.
 - It has been noted by industry that providing training on the ground in regional areas has proven to be far more accessible than providing subsidy for regional participants to attend courses in the metropolitan area. Training people in regional areas raises awareness of the training and the outcome offered by such training and also enables a higher level of engagement by a range of participants. This assists the local community to convince stakeholders (local government, business etc) that the cultural and recreational industries are an important part of the economic environment.

- A strong cultural sector and/or sporting culture can give a community or region an identity, which can extend to developing a niche product, series of products (e.g. specialised craft, music etc.) or activity. This can then attract more people to come and live in and participate in the environment. It is important from a skills development point of view that an integrated service is provided to assist with any initiative like this. The “integrated service” should encompass all things necessary to establish a successful endeavour, including accommodation, promotion, training, space, funds, room time etc.
 - The Great Southern Region is highlighted as an example of where music training is being offered along with the support of industry and local organisations, and as a result, the region has a far greater retention of practising musicians than other areas.
- There appears to be very little training in the cultural industry sectors in the Wheatbelt.
- Industry acknowledges that there are many organisations conducting workshops and training courses in the regions but that few are accredited. Informal training is certainly taking place, and perhaps there is an opportunity to better coordinate this training to support community capacity building.
- The seasonal nature of many sport and recreation services (specifically aquatics) creates the need for transferable skills amongst employees to ensure there are continued employment opportunities during the down periods.
- The Department of Sport and Recreation is currently facilitating/partnering the following regional industry projects, as identified through a series of training needs analysis and research in the regions:
 - A regional Fitness project which has facilitated the delivery of Certificate III in Fitness in Carnarvon and the Midwest. This is a partnership between DSR, Fitness WA, and YMCA.
 - The Leisure Institute of WA and Royal Life Saving Society of Australia (WA) project will involve the delivery of regional training for pool managers, life guards and swim instructors.

Indigenous Training:

There is a continued need for trained and skilled Indigenous staff to work in cultural and recreational venues and centres. The issue however is ensuring the right people are attracted to the training, there is employer and mentoring support available, and that the training and employment outcomes are sustainable.

- The Department of Sport and Recreation is currently facilitating/partnering an Indigenous Fitness pilot project which will result in the training of 10 indigenous adults in Certificate III in Fitness as identified through training needs analysis and research which identified the lack of qualified indigenous fitness instructors. This is a partnership between the Department of Sport and Recreation (DSR), Central TAFE and the Wirrpanda Foundation.

Global Economic Crisis:

The affect of current economic conditions on consumer spend and therefore on the largely discretionary spend on the cultural and recreational industries is having an impact with:

- Australian Business Arts Foundation reporting that 49% of companies expect to decrease their sponsorship over the 12 months from May 2009 with the sharpest decline in business-arts investment expected to occur during the final quarter of 2009 and first quarter of 2010 (AbaF Arts Sponsorship Outlook Survey, May 2009).

- It is generally acknowledged that the cultural sector lags approximately 18 months behind the economy. Therefore in the coming year WA is likely to see a focus from cultural organisations on not only meeting artistic imperatives but moving towards lower risk strategies in the coming year.
- WA Ballet and WASO recently have lost major sponsors, however these are being offset somewhat by the forging of new sponsorships.
- 2010 Perth International Arts Festival spending could be cautiously curtailed in line with forecasts of a 20% fall in sponsorship, which makes up 25% of their operating budget (Julian Donaldson, General Manager, PIAF)
- However, it has been reported that the majority of businesses (67%) want to maintain relationships, albeit at a lower level for a substantial portion (AbaF, May 2009).
- The Federal Government's investment in infrastructure projects as part of the stimulus package will benefit community recreational and cultural facilities.
- The economic downturn has increased the need for workforce development through the attraction, training and retention of currently/future engaged (paid or unpaid) persons.
- Many arts organisations (particularly in regional areas) are taking measures to combat the downturn. This is particularly pertinent to local government agencies with a stake in the arts, which are also affected by updates to awards and changes in the industrial relations arena. Measures include; reducing their budgets, not advertising vacant positions, cutting programs that are not their primary activity or source of income.
 - Training Providers report that students are dropping out of training courses in metropolitan Perth as they cannot afford to rent within proximity to the colleges
- Sporting organisations reporting decrease in attracting/retaining sponsorship
- Sporting organisations reporting that they have put a 'hold' on advertising for vacant positions, with roles being absorbed by current/existing staff
- Delay of development of the outdoor stadium for at least 2 years due to priority being given to health infrastructure due to diminishing state revenue
- However on the upside, the Federal Government's investment in infrastructure projects as part of the stimulus package will benefit community recreation and sporting facilities

Infrastructure Developments:

To support the delivery and continued growth of cultural and recreational industries in Western Australia, infrastructure that meets world-class standards is needed. Updates on various projects are listed below:

- The development/redevelopment of a multi-sport outdoor stadium is currently on hold after plans were shelved by the current State Government. The WA Football Commission is now focussing on securing Government support to upgrade Subiaco Oval.
- New sporting facilities at AK Reserve have been opened with the completion of the Athletics Stadium. The neighbouring Basketball Stadium is due for completion in October 2009.
- The Western Force Super 14 Rugby team will shift home games from Subiaco Oval to Members Equity Stadium for next season due to a sharp decline in attendance at games due to poor game visibility for spectators. There is a need for the upgrade of facilities at the ground to cater for the accommodation of rugby (greater spectator seating and corporate facilities), as well as to assist current occupiers of the ground – the Perth Glory. The upgrade of Members Equity will also impact upon those employed as hospitality/catering staff, grounds people, security etc.

The State Government has since announced a \$160 million revamp of Members Equity Stadium to create a rectangular dedicated rugby/soccer venue, however work will not start until 2010 while plans are drawn up and negotiations held with the Town of Vincent. The stadium will however receive an immediate \$2 million facelift to increase the spectator capacity of the stadium from 18,156 to over 20,500, as well as an upgrade to lighting and the addition of more corporate facilities.

Key skills will be required in facility management, project planning and programming as a result of investment in infrastructure such as:

- Perth Arena - the new indoor sporting and entertainment arena located on Wellington Street in the city centre of Perth, Western Australia. It is currently being built on the site of the former car park for the now defunct Perth Entertainment Centre. The venue has been designed to seat up to 13,500 for sporting events and a maximum of 15,500 for concerts in the round. The facility will be in the heart of the city and close to all major transport hubs – particularly the William Street platforms of the Perth Train Station. The project is currently scheduled to be completed in 2011.
- The construction of the State Theatre Centre on Roe Street in Northbridge will be completed in mid 2010 and will house both the Black Swan State Theatre Company (resident) and Perth Theatre Company (associate). The new theatre will contain two state-of-the-art theatre auditoriums – one large theatre with a capacity of 575 seats, and a smaller, flexible studio space seating 200 people.

Skills Recognition:

There is a need for greater skills recognition in the cultural and recreational industries.

- A number of both paid and unpaid (volunteer) staff undertake roles for which they have no formal qualification.
- The culture of skills recognition and professional development within the cultural industry is improving
- However, it is difficult for organisations to deliver such programs due to time and financial constraints

Training Package Reviews:

Music

The review of the Music (CUS01) Training Package recommenced in August 2008 CUS09 is expected to be endorsed in August 2009. CUS09 sees a number of revisions to the CUS01 Music Training Package. The industry coverage remains the same as for CUS01, namely music business, music composition, music performance and sound production. However, sound production has been expanded to encompass a broad range of industry production contexts – from live music concerts and stage productions to sound recording, mixing and editing in the screen, media and interactive games industries.

There has been strong support for the final qualifications and units of competency and agreement that the new training package will be far more useful than the CUS01. Targeted industry consultation in the areas of music business and audio/sound production was particularly effective. As a result, new business models and advances in technology are addressed in the CUS09 Music Training Package.

Visual Arts, Craft and Design

The need for a focus on training delivery in Certificate III in Visual Arts and Contemporary Craft (as a valid foundation program and pathway to further training) and also on higher level, industry specific training in Visual Arts, Craft and Design. This is now a project being undertaken by Innovation Business Skills Australia (IBSA), the national Industry Skills Council who develops training packages for the cultural

industries, and it is anticipated that these will address the need for higher level arts courses which have industry relevance and include project work. Now that IBSA have approved the inclusion of higher level VACD qualifications into the Training Package FutureNow will be involved in the National Project Reference Group, researching existing curriculum around the country to form the basis of the new qualifications (based on access to accredited courses). The focus is on adding Diploma and above qualifications and also considering “fitness-for-purpose” of lower level qualifications in the CUV03 VACD Training Package.

It also been suggested by industry that higher level arts and cultural qualifications need to have more industry relevance and project work, and that public art units of competency needs to be built into current delivery of visual arts, craft and design courses as skill sets for existing workers.

Entertainment

As part of the continuous improvement process, Innovation and Business Skills Australia has also commenced a Training Package project for the scoping and development of national dance competencies, qualifications, skill sets and assessment guidelines to sit in a Performing Arts Training Package. Units from the CUE03 Entertainment Training Package will be transferred into this new training package also. FutureNow will sit on the National Project Reference Group for this development.

Sport and Recreation

The review of the Sport and Recreation Training Packages is being undertaken by Service Skills Australia to ensure the training is up to date with current industry standards and practices. It is currently going through Quality and Assurance process, with submission/endorsement of the SIS09 Sport and Recreation Training Package expected the end of July 2009. Fitness qualifications will not be included at this stage as further national consultation and agreement on the qualifications is needed. The reviewed fitness qualifications are expected to be submitted by early 2010, and in the meantime Registered Training Organisations (RTO's) will continue to deliver fitness qualifications from the SRF04 Fitness Training Package.

Sport and Recreation Workforce Development Strategy:

Service Skills Australia is in the process of developing a Sport and Recreation Workforce Development Strategy for the sport, community recreation, outdoor recreation and sport industries. This will assist in developing strategies for the attraction and retention of the workforce in these industries. The Perth initial consultation meeting was held Thursday 7 May 2009.

Outdoor Recreation Training:

The training delivery of hard practical skills for the outdoor recreation industry remains critical due to safety issues (i.e. hands on training in abseiling, canoeing, etc). This need has increased since 2008 due to additional program requirements in outdoor education and adventure tourism. In the past, these skills were delivered by TAFEWA but are not longer delivered due to high costs involved. Partnership arrangements between industry and TAFEWA are currently being investigated. There is particular demand for skill sets as opposed to full qualifications as the skill sets better fit employment applications.

State Budget Funding:

Announcement of the WA 2009-10 State Budget has seen an allocation of \$64 million for sport and recreation spending, with the focus on the development of stronger community sporting networks.

Community Sporting and Recreation Facilities Fund:

The Community Sporting and Recreation Facilities Fund (CSRFF) has been revamped and the amount of funding available increased from \$9 million to \$20 million a year in the 2009-10 State Budget. Funds will also be quarantined for non-metropolitan pool upgrades (\$750,000) and sustainable initiative projects such as water and energy saving projects (\$1million). These extra funds will not only ensure that grass roots sport and recreation organisations are able to provide the facilities for active communities, but also provide a boost to local tradespeople who will be involved in the construction of the new infrastructure.

Tourism:

There has been sustained growth in the sport tourism/adventure tourism and cultural tourism sectors. This has seen an increase in the number of tourists visiting Australia to watch or participate in, and undertake uniquely cultural Australian activities. The result is the creation of synergies and links between the tourism, sporting and cultural industries.

Industry Trends:

- The ageing population will affect all aspects of the cultural and recreational industries and create demand for specialized programs aimed at the needs of older adults.
- With the number of overweight and obese children rising, it creates a need for adequately trained and qualified fitness and sport professionals to specialize in this area.
- The increasing diversity of the Western Australia population is creating the need for skilled employees to work with diverse populations such as Indigenous groups, the culturally and linguistically diverse (CALD), the disabled etc
- Closer alignment with the health industry (especially in the case of the fitness industry) has increased the need for fitness professionals to work alongside allied health professionals.
- 'Green planning'. Many organisations, facilities and local governments are investigating innovative ways in which to reduce their carbon footprint and ensure environmental sustainability. These are skills that industry considers to be important and highly transferable across job roles and sectors.
 - Training providers such as Central TAFE are delivering sustainability training on trials and as pilot projects, such as a dual qualification for Design students
- Evolving and emerging technologies are affecting all areas of the cultural industries, and there is a need for re training and up-skilling to allow people to access these technologies.
 - This is a strong growth area across all industries, as is the opportunity for individuals to promote and sell their work in an online environment.
 - Emerging and evolving technologies have brought about the opportunity for greater export market development the music industry in particular can grow and benefit from skill development in this area, as it is not being addressed in current training practises.
 - Digital copyrighting is a problem is associated with this industry trend, and affects each sector differently.
 - Industry agree that this is one area that should be reinforced through training practises as its implications should be understood by all those working in the creative industries.

Existing Worker Skill Needs:

Existing worker skills needs of those currently working in the sport and recreation industries include:

- Project/event management, risk management, financial management, and communication skills have been identified for sport and recreation industry employees.
- Small business management skills. This has been identified as an area of need for personal trainers who own their own small personal training businesses, an area of the fitness industry which is experiencing increasing growth.

Existing worker skills needs of those currently working in the cultural industry include:

- Project/event management
- Risk management
- Occupational Health and Safety (due to industry demand, training providers are running short courses in risk management and Occupational Health and Safety to meet the training need)
- Financial management
- Communication skills.
- Business management skills, particularly for small arts companies and sole traders.
- As previously mentioned, digital convergence continues to be a key issue driving a range of industry sectors including many cultural organisations and this has its own training implications
- Maintaining relevancy and currency of technology remains an issue for training providers.
- Industry occupations and job roles continue to change and converge rapidly, requiring a focus on workforce up-skilling.

Music License Fees:

Fitness centres that play music for group exercise classes face massive increases to copyright license fees from the Phonographic Performance Company of Australia (PPCA), a move that threatens the future of group exercise. The current claim by PPCA is that Fitness Centres that play music for group exercises should pay a tariff of \$4.54 per member per month, (the current tariff is \$0.968 per class run by the Fitness Centre up to a capped maximum of \$2,653.64) regardless of whether that member takes part in group exercise classes. This may force the closure of fitness centres/gyms that are unable to afford the increased tariffs.

Award Modernisation Process:

The Award Modernisation process will see numerous Federal and State Awards simplified and reduced in number. Modern awards will replace every current award covered by the federal industrial relations system. Award modernisation, as a process of the new Australian workplace relations system will see the introduction of the modern Sporting Organisations Award 2010 to reflect the requirements and conditions of work in and meeting the needs of the sports industry. Concerns have been raised surrounding the impact the new award will have on sport industry employers through increased meal allowances, travel allowances and overtime penalties.

In general, if a new modern award will apply, (and a current workplace agreement doesn't override it), employers will need to provide their workers with the modern award's minimum wages and conditions, as well as the National Employment Standards, after 1 January 2010. The modernisation process will also see awards covering arts administration, entertainment and broadcasting, journalism and photographic industry.

Although the introduction of the new awards are likely to impact on the terms of employment under which employers engage their workers, in the cultural industries (which consist of largely small and micro businesses reliant on a part time and casual workforce centred around projects and product with a large volunteer base) economic reality will often dictate the rate of pay for casual workers and contractors. For example, most musicians engaging in a live performance contract will be paid a flat rate for their services. It is unusual (unless the person is suitably qualified and experienced) that a musician is paid an hourly fee for live performance.

On the positive side, the union Media Entertainment Arts Alliance (MEAA) is changing focus to be in a more supportive role for industry and promoting practical business skills and a greater awareness of the award rates for musicians.

Training and Professional Development Opportunities for Writers

While writing and publishing are a relatively small part of the arts sector in WA, the issue of training has always been problematic with the bulk of professional development opportunities occurring in Melbourne or Sydney.

It has only been through innovative partnerships, persistence and hard work that organisations have been able to provide any sort of professional development for those working in writing and publishing in WA.

New Media Opportunities:

The ABC has announced a new television channel ABC3 for children following funding being made available in the 2009 Federal Budget. The state of the art studio facilities at the ABC in Perth is likely to see some new product being developed out of Perth.

ABC3 will be launched in time for Christmas with programming aimed at 6-15 yr olds. The ABC has set a goal of 50% Australian content on ABC3 by 2013 when television switches over from analogue to digital. In a joint venture between Screen West and the Australian Children's Television Foundation, WA will produce "West Coast Kids", with WA producers invited to submit their proposals for a 13-part comedy series to be aired on ABC3.

Gaming and Animation Opportunities:

There is an increased interest in gaming in Western Australia combined with an increase in games development, animation and 2D/3D design worldwide. There are also developments underway for further gaming qualifications to take place in WA in the next 6 months. There is a high proportion of organisations in the gaming sector in WA that are single person operators, and these individuals are relied on by large organisations such as Interzone to support their workforce.

The animation industry would benefit from training that further emphasised work placements, project management and the importance of working in small teams. Given the synergies that exist between animation, visual arts, media and other creative industry sectors, it is supported by industry that animators need to have good fundamental skills (including drawing skills) and need to be multi-skilled in WA given its isolated location. The current animation qualifications being delivered in WA emphasise 3D technical skills, reflecting the current job market (jobs available in 3D visualisation and mapping). However this shouldn't be to the detriment of other key areas, such as an understanding of movement, colour, expression, timing, and design.

Whilst gaming and animation are both growth sectors in WA, a major barrier to entry for new entrants to the market is the lack of affordable property leases and accommodation, currently preventing the industries from gaining true momentum.

Training Needs in the Collections Sector:

In Western Australia there are over 270 museums, galleries, Indigenous cultural centres, keeping places, language centres and historical societies, engaged in the collection, preservation, maintenance and exhibition of some aspect of the State's material culture.

The training requirements for the collections sector are vast and varied, from new university graduates to established professionals, from volunteers to paid professionals, from scientists to artists, from conservators to registrars; all have differing needs. Currently, VET is not seen as a training route into the Museum industry, and there is a lack of defined career paths and no ongoing funding available for formal training in this area. There is no VET level training currently being undertaken in WA and no tertiary, university level, undergraduate training, other than a minor in Museum Studies at ECU. Cultural Heritage studies have been discontinued at Curtin University, and UWA & Murdoch have never offered curatorial units. At post-graduate level there is now only a M. Phil (research masters at Curtin).

However opportunities exist for up-skilling University qualified staff in technical and practical areas, and the introduction of traineeships for Indigenous workers.

In terms of formal training within this sector, this diversity of needs contributes to the mosaic of training and professional development solutions provided, but makes it difficult to establish what needs are not being met, and the role of the various providers. Anecdotally industry have advised that there are many unmet needs, but in order to gain a comprehensive picture of current scenario and anticipate future needs there is research warranted into:

- Industry needs – both from an institutional/employer perspective and from an employee/worker/individual perspective
- Identifying the providers of training and professional development and their capacity to deliver

Museums Australia (WA) have prepared a report detailing the need for a training needs analysis to be undertaken (see attached), which will be further explored by FutureNow.

Industry Identified Priorities

- Training needs in regional areas
 - Identifying needs in different locations for training
 - Identifying opportunities for community capacity building
 - Arts administration traineeships at certificate III level for Indigenous, non Indigenous and regional workers need to be established, promoted and implemented.
 - Access to training in regional and remote areas in fitness, outdoor recreation and community recreation (aquatics)
 - Develop a more precise understanding and regular measures of the size and impact of the cultural and recreational industry in WA; skills supply chains and trends in the marketplace.
 - Quantify the current cultural and recreational industry skills situation via data collection and analysis, as there are inconsistencies apparent with anecdotal evidence and multiple economic analyses
- Fundamental knowledge components
 - These need to be introduced into high level qualifications for the Cultural industry, including entrepreneurship, fundraising, philanthropy, grant management, donor relations, contracts, copyright, corporate relations and managing networks and databases.

- Develop a greater depth of people with the skills to “produce” work, that is, an amalgam of business planning skills, project management, contract law, risk management, marketing and financial management. The addition of producers to WA’s arts capacity will enable development of the commissioning and independent sector.
- Industry supports the need for general business training for the cultural industries in small business management, sustainable business practices, ‘creative’ partnerships and freelancing.
- Technical production
 - To meet the skills shortage in Technical Production there needs to be a focus on increased enrolments and interest in Certificate IV, Diploma and Advanced Diploma of Entertainment, (Technical Production). However it is acknowledged that there are limited delivery sites for this type of training, and in a regional context a very thin market. Industry would like to see training in Technical Production also take place using state of the art equipment, which further limits the delivery sites. This is a clear opening for performing arts and media organisations to partner with training providers and work towards meeting the skills training needs in this area.
- Flexible training delivery methods
 - Ensure that training in cultural and recreational industries is delivered in a more flexible manner – online, intensive blocks, weekend workshops and during industry down-times. This needs to be accompanied by well developed learning and assessment resources which are typically scarce especially at the higher qualification levels, as funding for resource development is an issue for most training providers.
- Accessible Training
 - Address the lack of Indigenous people completing training and working in the cultural and recreational industries by focussing on accessible training and employment opportunities for Indigenous people.
 - Ensure increased access to training for cultural and recreational industry volunteers. At this point in time, the VET system does not fully support the training needs of unpaid labour in these industries. Greater use of skills recognition is encouraged to alleviate this issue.
- Realistic and accurate career advice
 - Ensure career advice is appropriate, and that it accurately reflects employment within the cultural and recreational industries.
 - Greater promotion of career and training pathways in the cultural and recreational industries to assist in the attraction and retention of employees.
 - Assist careers advisors and VET in school coordinators with the resources and knowledge to ensure accurate advice is being presented to school leavers, and those looking into VET training opportunities.
- Training for outdoor recreation instructors/leaders
 - Certificate IV in Outdoor Recreation
 - delivery of skill sets in Outdoor Recreation
- Tailoring sport and recreation services to different and diverse populations
 - This remains an area of priority.
 - Industry trends such as rising obesity levels, the ageing population, increasing number of CALD participants, has created the need for those working within the sport and recreation

industry to be appropriately trained and skilled to ensure the services offered are flexible and can be adapted to meet the needs of individual client groups.

- Racing Industry Training Package promotion and delivery
 - The establishment and delivery of a traineeship RGR20208 Certificate II in Racing (Kennelhand) and RGR30408 Certificate III in Racing Services (Cadet Steward) as identified by the industry body Racing and Wagering WA.
 - Delivery of the trackrider skill set from the new Racing Industry Training Package. This would be of benefit to existing riders who often enter the industry as self employed or part time and are not in the position to undertake the full qualification either through employment circumstances or other impediments. To enable this, access to funding by Racing and Wagering WA is needed for the delivery and assessment of the skill set through trackrider schools held once or twice per year for training purposes – including regionally. This would be cheaper than the full trackrider qualification and would meet the needs of industry that require riders to exercise horses at the track.
 - Linkage of racing industry skill sets (trackrider and trainer) to licensing requirements
 - Greater promotion of delivery of racing training through apprenticeships, as is the preferred delivery model in the racing industry.