

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.