FutureNow Creative and Leisure Industries Training Council Industry Workforce Development Plan

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Signature:	
Date:	<Insert month, year>

FOREWORD

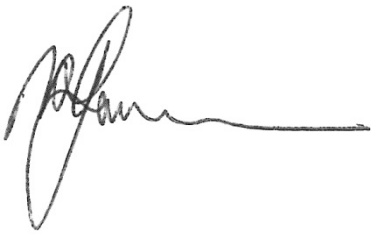
FutureNow - Creative and Leisure Industries Training Council

Western Australia's unique tourism offering sets the scene for significant business opportunities. The tourism and hospitality industry is recognised as a vital economic driver of the State economy, with the value of the industry expected to reach the goal of $12 billion in 2020. For the 2012-13 financial year, the State tourism industry was valued at $8.76 billion (by Gross State Product (GSP))[1]. Translating into workforce terms, the tourism industry is responsible for 7% of the State's employment, comprising 57,000 people directly employed in tourism and a further 34,000 indirectly, making a total of 91,000 people[2].

Acknowledging the importance of the industry to the State, the tourism budget has continued to increase in recent years, receiving a significant boost for the 2014/15 financial year, enabling the industry to meet the State Government Strategy for Tourism in WA.

Meeting the target will require whole of industry input from ensuring that the infrastructure is right to driving demand. The industry needs to offer world class products delivering unique experiences and exceptional service. Putting the strategy into action has resulted in significant tourism and hospitality infrastructure developments in the State. Importantly, people are a vital element in the tourism offering and workforce development opportunities will continue to emerge in line with the growth of the industry.

This report captures the data and industry intelligence of the current market where the trends are occurring and what future opportunities exist for the hospitality and tourism industry here in Western Australia. Strategic business and human resource planning is critical to the success and sustainability of the industry. The report identifies the skills required for a vibrant and sustainable hospitality and tourism industry to assist the State Government with annual workforce development and training policy.



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31st July 2014

[1] Tourism Satellite Account, Western Australia Fact Sheet 2012-13 pdf

[2] Tourism WA, Industry Briefing 2014

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OVERVIEW

Issuing Authority

This plan is issued under contract between the Department of Training and Workforce Development and the Training Council in accordance with the requirements of Schedule 2 of the Service Agreement and is maintained by the Training Council.

Aim

The aim of the plan is to outline industry workforce development trends, strategies and actions that provide high-level advice to the Department to inform future strategic directions and Skilling WA – A Workforce Development Plan (WDP) for Western Australia.

Objectives

The objectives of this plan are to provide the Department with:

a Profiles for industry portfolios for the FutureNow-Creative and Leisure Industries Training Council such as:

I. Hospitality, Tourism and Events

II. Sport and Recreation

III. Arts and Culture

IV. Media

V. Information Services

VI. Telecommunications

VII. Printing

b High-level state and national industry data and forward projections in regards to:

VIII. Economic trends and impacts on workforce planning;

IX. Current and future labour market modelling consistent with information provided for the development of the State Priority Occupation List (SPOL);

X. Regional variations that may affect workforce planning;

XI. Training and education including VETiS;

XII. Industry critical aspects that may impact on future planning.

c Identification of issues that impact on State Workforce Planning and that inform and are linked to Skilling WA strategies.

These objectives are established so that effective development of workforce planning in regions and at State level can occur.

SECTION 1 EXECUTIVE SUMMARY

Industry Sections and Training Packages

FutureNow Creative and Leisure Industries Training Council	
Industry Sectors	**Training Package**
(a) Tourism *Travel agency services; Retail/ wholesale travel; Tourism operators; Visitor information services*. (b) Hospitality *Pubs; Taverns & bars; Cafes & restaurants; Clubs; Casinos; Hotel accommodation; Caterers & hospitality service contractors; Serviced apartments; Holiday houses; Flats & hostels; Motel accommodation; Caravan/ holiday parks; Camping grounds & resorts.* (c) Events	(a)SIT12

Fast Facts

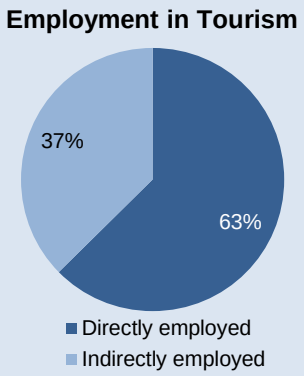
Please note that in some cases industry statistics are not available at a State level and therefore national statistics are shown. Statistics for Western Australia are shown where possible and relevant.

Tourism Industry

Tourism Industry Size

- Nationally, tourism employed 543,600 people in 2012-13, an increase of 2.1%.[3]
- Hours worked in tourism increased by 1% compared with 0.4% overall for the national economy.[4]

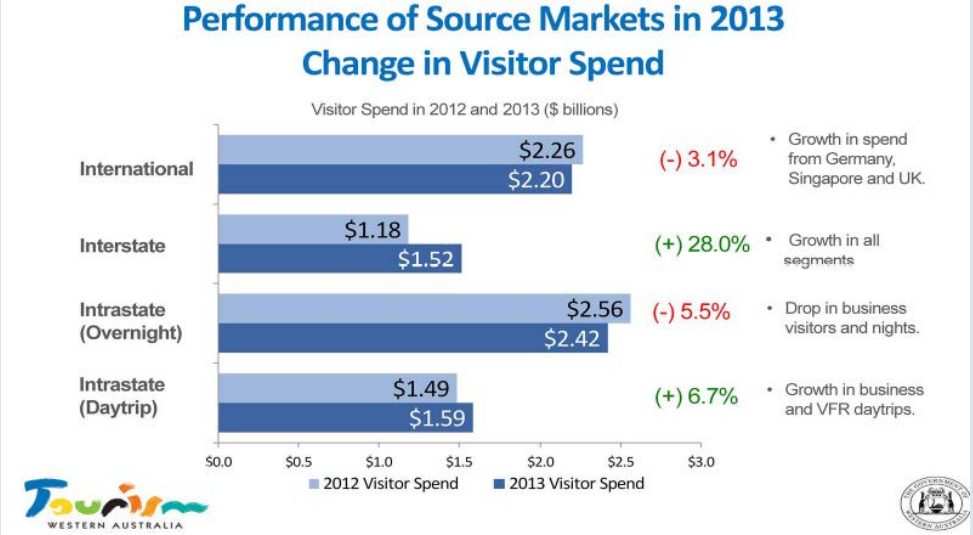
- Within WA, the tourism industry accounts for 91,000 jobs (17% of national share).
  - 57,000 are directly employed in tourism in WA, with an additional 34,000 working indirectly within the industry (e.g. Retail). [5]



- Nationally, direct tourism GDP increased by 3.7% to $42 billion, compared with overall national GDP growth of 2.4% (to $1.52 trillion). [6]
- Tourism in WA directly contributed $4.22 billion towards Gross State Product (GSP), or 1.7% of total GSP generated by all industries in 2012-13. In total, tourism contributed $8.76 billion towards GSP in 2012-13[7].

[3] Australian Bureau of Statistics (ABS), 5249.0 – Australian National Accounts: Tourism Satellite Account, 2012-13
[4] Australian Bureau of Statistics (ABS), 5249.0 – Australian National Accounts: Tourism Satellite Account, 2012-13
[5] Tourism Satellite Account, Western Australia Fact Sheet 2012-13 pdf
[6] Australian Bureau of Statistics (ABS), 5249.0 – Australian National Accounts: Tourism Satellite Account, 2012-13

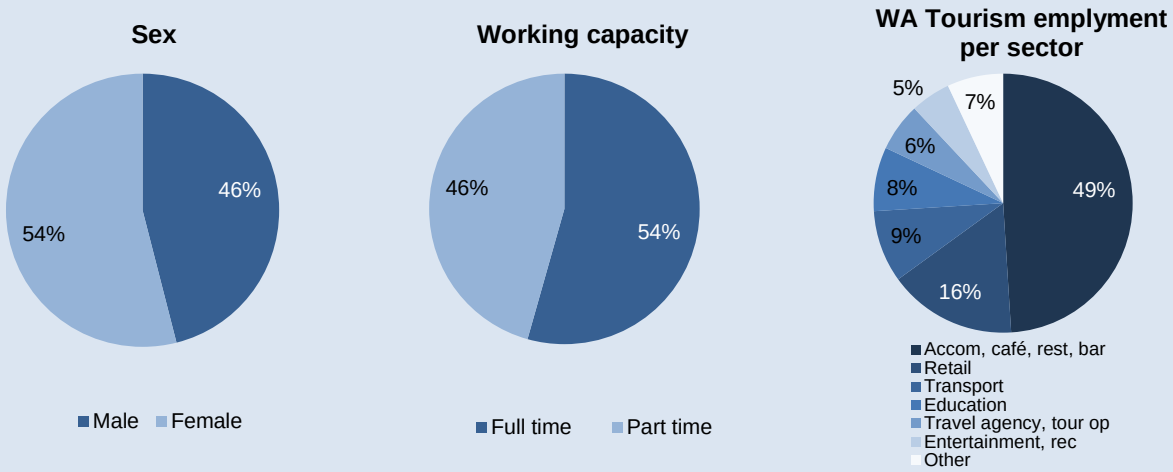
- Tourism spending in WA was $7.7 billion in the year ending December 2013, with more than $3 billion being spent in regional Western Australia.
  - The 2013 visitor spend in WA was driven by the increase in spend by Interstate visitors ($1.52 billion, up 28%) and Intrastate day trippers ($1.59 billion, up 6.7%). International visitors ($2.2 billion, down 3.1%) and Intrastate overnight visitors ($2.42 billion, down 5.5%) did not spend as much as in 2012, but remain the greatest contributors to tourism expenditure in WA.



Source: Tourism WA Industry Briefing, June 2014

Tourism Industry Workforce Demographics

- A large proportion of the Australian tourism industry consists of a casual/ part-time workforce that is dominated by female workers[8].
- In terms of sectors represented in the direct tourism industry in WA, almost half of employees in WA worked in accommodation, cafes/restaurants, or bars/clubs during the 2012-13 financial year.[9]



[7] Tourism Satellite Account, Western Australia Fact Sheet 2012-13 pdf
[8] Australian Bureau of Statistics (ABS), 5249.0 – Australian National Accounts: Tourism Satellite Account, 2012-13
[9] Tourism Satellite Account, Western Australia Fact Sheet 2012-13 pdf

Indigenous Tourism

- Indigenous tourism presents an underutilised opportunity in West Australian tourism. According to Tourism WA, 49% of all visitors to Western Australia are interested in participating in an indigenous activity, yet only 26% participate.
- Partnering with Tourism WA, the Western Australian Indigenous Tourism Operators Council (WAITOC), through funding from Royalties for Regions will create a new Aboriginal Tourism Development Program, delivering advice and marketing services to Indigenous tourism operators, creating numerous jobs for Aboriginal people[10].

Hospitality Industry – National[11]

Hospitality Industry Size

- In November 2013, the national hospitality industry employed 756,400 people (6.6% of total national workforce).
  - 86% Of the hospitality workforce is employed in Food and Beverage Services (651,500) with 104,900 workers employed in the accommodation sector.
- Within WA, 84,500 people were working in the accommodation and food services industry in November 2013 (6.3% of the total WA workforce).

Hospitality Industry Demographics

- More than half of employees in the food and beverage services industry were female (55% or 358,900 employees).
- The accommodation sector is heavily skewed towards a female workforce, with almost two thirds (62%) or 65,300 women workers.
- Accommodation and food services employees worked on average 27.7 hours per week in November 2013.

Events Industry

Events Industry Size

- Estimates indicate 84,500 business events visitors (travelling for a conference, exhibition, convention or trade fair) generated $131 million in visitor spending in the Perth region in 2012. This excludes spend from the local market participating in business events.[12]
- Large national or international conferences account for 15% of the business events market in Perth.[13]

[10] Tourism WA, Industry Briefing 2014
[11] ABS, 2014, Cat 6291.0.55.003 - Labour Force, Australia, Detailed, Quarterly, May 2014
[12] AECgroup, Perth Business Events Supply and Demand Study using TRA 2013 data
[13] AECgroup, Perth Business Events Supply and Demand Study using data from TRA 2013, ABS and industry

Key Issues

1. **Hospitality infrastructure development in Perth**
   more jobs than qualified workers entering the industry
2. **Difficulty in attraction and retention of quality workers in Australia's South West**
3. **Critical skills shortages still exist in the hospitality industry**
   declining rates in completions of Certificate III in Commercial cookery apprenticeships.
4. **Shortage of supervisory, management and business skills in industry.**

Workforce Development Drivers

a Skilled labour
- Shortage of labour
- Workforce Composition

b Economic
- Value of $A
- Globalisation
- Resources Industry easing

c Governmental Policy
- Skilled Immigration
- State Government Infrastructure Planning
- Federal Government Tourism Strategy

d Regulatory Requirements

e Environment
- Climate Change
- Sustainability

f Technology and Innovation

Summary of Issues Table

Issue	Recommended Priority Action(s)	Skilling WA Strategy	Lead Agency	Due Date:
Education is needed to correct industry image and thereby attract the right people	• Use industry ambassadors to promote VET training and career pathways available within the creative and leisure industries, focusing on those areas that are experiencing labour shortages. • Utilise its own stable of winners of industry awards to promote workforce training and development best practice and highlight successes and opportunities. • Develop promotional career videos showcasing industry champions which will be promoted to school students to consider the service industries as a career of choice. (DTWD 2012-13) • Utilise targeted promotion which outlines realistic training and career pathways within the Creative and Leisure industries	**Strategic Goal 3**	**FutureNow**	Dec 2016 Dec 2016 June 2013 Dec 2016
Industry needs to address skill shortages by retaining workers with the right skills	• Utilise targeted promotion which outlines realistic training and career pathways within the Indigenous Tourism industry. • To assist Industry associations and employers to develop targeted innovative approaches to attract and engage potential workers from under-represented groups with appropriate support, mentoring and training. • FutureNow to work with industry and Service Skills Australia to identify the required nationally recognised skill sets to meet industry needs and have them developed in the hospitality training package.	**Strategic Goal 1**	**FutureNow**	Dec 2016 Dec 2016 Dec 2016

Summary of Issues Table Continued

Issue	Recommended Priority Action(s)	Skilling WA Strategy	Lead Agency	Due Date:
Significant job vacancies exist due to tourism infrastructure develops in the State, while at the same time, increase participation in regional amongst underrepresented groups.	• FutureNow in conjunction with AHA and Tourism Council WA (TCWA) develop and implement a program comprising of recognition of prior learning (RPL), mentoring and recognition of completion of management qualifications.	**Strategic Goal 4**	**FutureNow** **AHA** **TCWA**	Dec 2014
	• FutureNow to support and promote the free 'Train the Trainer' a free training program provided by ApprentiCentre to improve the training skills of work place supervisors of apprentices and trainees.			Dec 2013
	• FutureNow to work with Peak Industry Associations and SSA to access National Workforce Development Fund (NWDF) to train existing workers.			Dec 2013
	• FutureNow and registered training organisations (RTO's) to promote skills assessment, skills gap training and professional development to existing workers to increase supervisory management skills			Dec 2016

SECTION 2 METHODOLOGY

FutureNow Creative and Leisure Industries Training Council, the State Training Council representing the Tourism, Hospitality and Events Industries, has developed a framework in partnership with the Western Australian Department of Training and Workforce Development for a Workforce Development Plan.

The WDP has been developed based on industry intelligence obtained through extensive consultation and partnerships with the National Skills Council, Service Skills Australia; key industry associations; employee associations; government agencies; registered training organisations; industry businesses and other key industry leaders in Western Australia. The consultation included desk-top research, face to face meetings, workshops and forums. Industry Associations and Organisations consulted are listed in Section 7, Appendix 1.

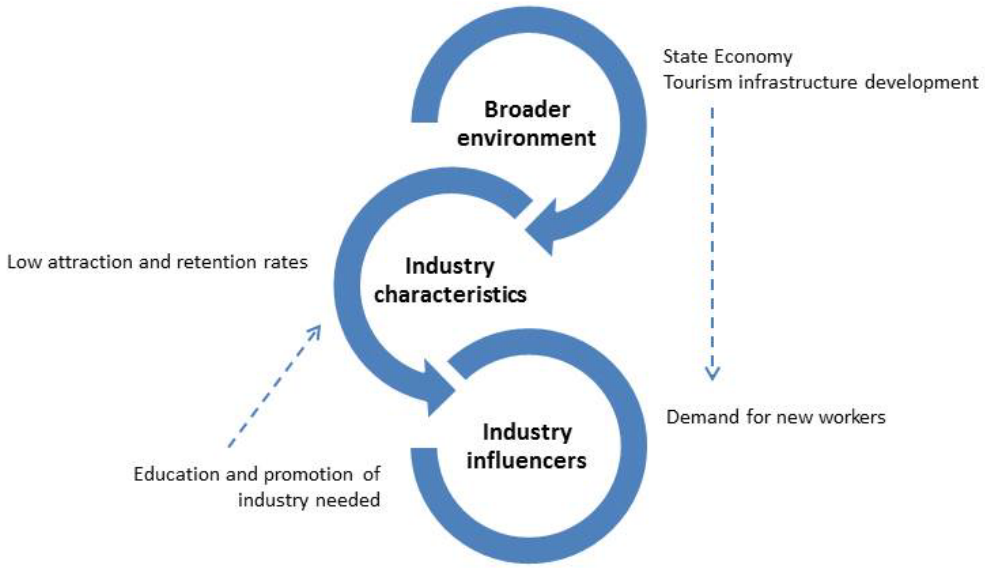
SECTION 3 INDUSTRY PROFILE

Overview of the Hospitality, Tourism and Events Industry

1. Industry Analysis

Tourism, Hospitality and Events businesses are vital contributors towards Western Australia's economy providing consumer goods and personal and leisure services to both domestic and overseas consumers. The industries are influenced by continual changes in local, national and international customer demand and expectations, as well as an increasingly global market place and thus have external and internal drivers and influences. As the diagram below indicates, the current market in Western Australia, particularly in the metro area, is influenced by the significant tourism infrastructure being conducted which translates into many job opportunities for individuals and a challenge for industry to fill due to the residual negative industry image. As a result, education and promotion of the industry and associated jobs is essential to the development of the industry.

Diagram 1: Current Hospitality and Tourism Industry Landscape



Sectors include: pubs, taverns and bars; cafes and restaurants; clubs; casinos; hotel accommodation; caterers and food/hospitality service contractors; serviced apartments; holiday houses, flats and hostels; motel accommodation; caravan/holiday parks, camping grounds and resorts; travel agency services; retail/wholesale travel; tourism operators; visitor information services; and events. Majority of the businesses have symbiotic relationships within other industry sectors so are influenced by the prosperity of that industry such as retail, transport, recreation and cultural services.

The workforce consists predominately of casual/part-time workers and is a very labour intensive industry. Nationally there were 543,600 persons employed in the tourism industry with 54% being full-time. The most recent data reveals that over the period 1997-98 to 2010-11 full-time employment increased by 12 per cent while part-time employment increased by 42 per cent.[14]

[14] http://www.ret.gov.au/tourism/Documents/tra/Economic%20Analysis/State_of_the_Industry_2012.pdf

Tourism Industry – National Analysis
At year ending June 2013[15]:

- Tourism contributed $91 billion ($42 billion directly and $49 billion indirectly) to the Australian GDP, an increase of 4.3 per cent compared to 2011-12.
- Tourism's total contribution to Australian GVA rose by 4.4 per cent to $80 billion ($39 billion directly and $41 billion indirectly).
- 6.3 million international visitors arrived in Australia (up 1 per cent), spending $28.2 billion (up 5.9 per cent).
- Domestic tourism visitors spent $69.5 billion in Australia.
  Approximately 74% of domestic spending ($51.4 billion) is from expenditure in domestic overnight. This is currently double the estimated long-term growth rate.

National Forecasts[16]

TRA's tourism forecasts suggest that tourism expenditure will increase by 2.7 per cent in real terms (June quarter 2013 dollars) to $98 billion in 2013–14, then by a further 2.6 per cent (real) to $101 billion in 2014–15. In the longer term, total visitor expenditure is forecast to reach $115 billion per annum by 2022–23.

Total inbound visitor arrivals are forecast to reach 6.6 million in 2013−14, a 6.8 per cent increase, and 7.0 million in 2014−15, a 5.7 per cent increase. Growth in inbound visitors will be driven by Asian markets however solid growth is also forecast for large Western markets.

Forecast growth for inbound visitor arrivals from Asian markets

	Forecast Growth in 2013−14 (per cent)	Forecast Growth in 2014-15 (per cent)
China	12.7	10.5
Malaysia	21	5.6
Singapore	12.9	5.8
Hong Kong	9.1	5.6
India	10.8	6.6

Higher 2014–15 forecasts for Singapore and Malaysia visitor arrivals are due largely to higher expectations of inbound aviation capacities from these markets.

Forecast growth for inbound visitor arrivals from large Western markets

	Forecast Growth in 2013−14 (per cent)	Forecast Growth in 2014-15 (per cent)
United Kingdom	7.4	6.3
United States	7.7	5.9
New Zealand	2.6	3.5

Looking at travel by purpose:

- International travel for a holiday to Australia is forecast to increase by 8.8 per cent in 2013–14 and 6.4 per cent in 2014–15.
- Travel to visit friends and relatives (VFR) is forecast to grow 11.8 per cent in 2013–14, and 4.9 per cent in 2014–15.
- International business travel is forecast to increase 0.8 per cent in 2013−14 and 3.9 per cent in 2014−15.

In terms of domestic visitor nights, the forecast suggests a slight increase to 288 million nights, up 0.7 per cent in 2013−14, with minimal growth of 0.8 per cent to 291 million nights in 2014−15.

[15] Tourism Research Australia State of the Industry Report 2013
[16] TRA, Tourism Forecasts Autumn 2014

Outbound departures forecasts:[17]

Australians continue to travel overseas in record numbers and Australian resident outbound departures are forecast to grow further – up 5.8 per cent to 8.9 million in 2013-14, and 4.3 per cent to 9.3 million in 2014−15.

This is an upward revision and for 2013–14, it is mainly due to the higher-than-expected growth in overseas departures. For 2014–15, the upward revision is largely due to upward revision of inbound air capacity forecasts and a still-strong Australian dollar forecast for the next year.

Malaysia, China, Indonesia, Fiji and Singapore are forecast to be the top five fastest growing destinations for Australian resident outbound departures.

Hospitality Industry

National Analysis[18]

- The industry is comprised of the following sectors: Accommodation, Cafes, Restaurants and Takeaway Food Services; Pubs, Taverns and Bars; and Clubs (Hospitality).
- In terms of accommodation, room nights occupied decreased marginally to 54.3 million nights, and occupancy rates remained relatively steady at 65.4 per cent (compared to the previous year at 65.9 per cent). However, this does not reflect the disparity in metropolitan/regional occupancy rates—75.6 per cent and 54.6 per cent, respectively.
- Total accommodation takings in Australia in 2012–13 rose by 2.5 per cent to $9.0 billion. When adjusting for inflation, takings growth was relatively flat—increasing by 0.2 per cent.
- At August 2013, the accommodation and food services industry employed 769,900 people (6.8 per cent of the total national workforce), an increase of 0.55 per cent or 4,200 persons on August 2012.[19]

Forecasts

- According to Tourism Research Australia, accommodation -rooms night sold- are expected to grow 2.4 per cent per annum over three years to December 2013. Inbound and domestic visitor nights for 2013-14 are forecast to increase to 5.0 per cent and 2.0 per cent respectively.
- The Tourism 2020 strategy identifies a room supply target of between 6,000 and 20,000 rooms nationally by 2020. Tourism Research Australia and Deloitte Access Economics believe that further increases in visitation, resulting in further expected increases to the room occupancy rate.

Western Australian Industry

- At August 2013, the accommodation and food services industry employed 76,200 people (5.8 per cent of the total State workforce), an increase of 12.4 per cent or 8,400 persons.[20]
- The WA hospitality industry is currently characterised by significant hotel and infrastructure development. According to the AHA, Perth and Fremantle will provide an additional 4000 more hotel rooms over the next 5 years. There are currently 4,300 rooms under development and 800 rooms under consideration.
- With the growth of the industry comes the ability to staff these new hotels. According to hotel and accommodation industry one hotel room requires one full time EFT person. In Perth and Freemantle based on the above formula there will be an unmet demand for a total of 4,300 to 5,100 hospitality workers over the next 5 years to 2019. Hotel Managers will be great demand which industry will look at employing from the domestic market and also source highly experience international hotel managers.

[17] TRA, Tourism Forecasts Autumn 2014
[18] TRA State of the Industry Report 2013
[19] ABS, 2014, Cat 6291.0.55.003 - Labour Force, Australia, Detailed, Quarterly, May 2014
[20] ABS, 2014, Cat 6291.0.55.003 - Labour Force, Australia, Detailed, Quarterly, May 2014

Events Industry

National Analysis

- The most up-to-date information reveals that 190,000 people visited Australia in 2012 to attend a conference or convention, up 11 per cent on 2011., New Zealand remained the major source of conference visitors, with numbers rising 2.5 per cent since 2011, while convention visitors from the USA grew 26 per cent, numbers from China increased 23 per cent and Japanese arrivals rose 16 per cent.[21]

Forecasts

- The Business Events Council of Australia is on track to achieving the goal of being a $31 billion industry in 2020.

Western Australian Industry

- Conferencing is the highest yielding tourism sector, with an international delegate spending five times more than a leisure tourist. Visitors attending conventions, conferences and exhibitions in Perth spend $131 million per annum.[22]
- The Perth Convention Bureau (PCB) secured 107 conferences and conducted 77 corporate events meetings and incentive events during the 2012-13 financial year. This represents 48,265 delegates, with direct delegate expenditure (DDE) of $104.6 million, exceeding the target of $102 million.[23]

Forecasts

- A July 2014 Media Release indicated that the Perth Convention Bureau achieved record results during the 2013-14 financial year, exceeding the WA State Government target of $104 million. Conference delegates stayed for 201,147 days, spending almost $108 million whilst attending conferences in the City of Perth and the state of Western Australia (WA). [24]
- The current market is operating at 55% occupancy, although the Perth market is capable of servicing up to 65% occupancy. This translates into a maximum 22,799 delegate capacity accommodated in approximately 37,618 sqm.
  Across the infrastructure developments in Perth, 6,000 sqm of business events space is expected to become available by 2017, allowing for an additional 4,000 delegates.[25]
- The developments considered to contribute most towards the increase in events space in Perth include Crown Perth, FESA House, Elizabeth Quay and Waterfront Projects.[26]

2. Industry Trends

Tourism and Hospitality Infrastructure Development in Perth and surrounds

Perth is currently undergoing a significant change in terms of urban renewal. Along with this, many areas in Perth and its surrounds are being activated to attract visitors and engage the local communities, and this means tourism and hospitality facilities are being constructed. In turn, this translates into thousands of jobs that will soon be on offer. In addition to a number of new hotel developments or redevelopments, The Metropolitan Redevelopment Authority (MRA) in collaboration with the State and Federal Governments as well as the City of Perth, is responsible for delivering the following four key projects for the City of Perth:[27]

- Elizabeth Quay, which has been designed to reconnect the Perth City with the Swan River. It will cover nearly 10 hectares of land, featuring a 2.8 hectare inlet surrounded by

[21] Business Events Council of Australia (BECA) 2012 State of the Industry Report
[22] Tourism Council WA, Destination Perth – Developing Perth's Visitor Economy, 2014
[23] Perth Convention Bureau Annual Report 2013.
[24] Perth Convention Bureau Media Release, 7 July 2014.
[25] AECgroup, Perth Business Events Supply and Demand Study using industry analysis
[26] Tourism Council WA, Destination Perth – Developing Perth's Visitor Economy, 2014
[27] Metropolitan Redevelopment Authority www.mra.wa.gov.au

landscaped areas fringed by shops, cafes, restaurants, hotels (including a 6-star world-class hotel) and other entertainment venues

- Perth City Link will reconnect the Perth CBD with Northbridge again, running across the heart of Perth's city centre. This area will draw billions of investment dollars into Perth through a mix of new transit, commercial and retail zones, public spaces and living opportunities. According to the MRA, it will impact everyone who visits the city, locals and tourists alike.
- Riverside will transform the eastern end of the city on the banks for the Swan River into a mix of residential, commercial and public domains to become a cosmopolitan waterfront community and tourist destination. The project will attract $2billion in investment and bring 7,000 new residents into the area and attract another 6,000 workers.
- Perth Cultural Centre which incorporates the State's most significant cultural and learning institutions, including, but not limited to the Art Gallery of Western Australia, the State Library of Western Australia, the Western Australian Museum and the State Theatre Centre of Western Australia is undergoing change to make it a creative, engaging, inclusive and memorable experience.

Further afield, but still impacting on the tourism landscape in the metropolitan area is the Scarborough redevelopment project. In January 2013 Premier Colin Barnett announced a $30 million investment towards the urban renewal of Scarborough by the MRA, in collaboration with the City of Stirling, to transform Scarborough into one of the nation's best beachfront destinations.[28]

In addition, the new multi-purpose Perth Stadium is undergoing construction by a consortium led by Brookfield Multiplex in Burswood. It is scheduled to open for the 2018 AFL season, initially having a seat capacity of 60,000 and is being designed to host AFL, rugby, football (soccer), cricket and entertainment events.[29]

In response to this growth and increasing sophistication of Perth's hospitality industry, FutureNow's CEO Mal Gammon was quoted in The Weekend West Employment issue[30] saying there are more jobs than there are qualified workers entering the industry but that employers, training providers and industry groups are working together to provide more apprenticeship and traineeship programs to deal with the increased demand.

Aviation

Four international airlines have commenced flights into Western Australia in the past four years.

As of 16 July 2014, Etihad Airways has been operating a daily service between Perth and Abu Dhabi, considered by Tourism WA to be a major boost for the State's tourism industry. Acting Tourism Minister on 16 July 2014 John Day said of the new route: "*Not only will the new service between Perth and Abu Dhabi offer new connections to the Middle East, but also to many other locations around the world including our key markets such as the UK, the USA and Germany.*"[31]

Cruise shipping

According to Cruise Lines International Association, 3.6% of Australians, but only 2.7% of Western Australians, took a cruise in 2013[32]. This figure is expected to grow as the number of Australians taking a cruise has grown 20 per cent year-on-year over the past decade.[33] In 2011-12, the WA cruise shipping sector generated $185.7 million in expenditure, which represents a significant growth of 150 per cent compared to the previous year.[34]

[28] Metropolitan Redevelopment Authority www.mra.wa.gov.au
[29] Perth Stadium www.perthstadium.com.au
[30] The Weekend West Employment, Hotel Boom Means Jobs, 8-9 February 2014
[31] http://www.mediastatements.wa.gov.au/Pages/StatementDetails.aspx?StatId=8475&listName=StatementsBarnett
[32] The West Australian, Fremantle tipped as a cruising hotspot, 11 July 2014
[33] Business News, Cruise Ship Revival, 14 July 2014
[34] http://www.tourism.wa.gov.au/Infrastructure_and_Investment/cruise_shipping/Pages/Cruise_shipping.aspx

In a major coup for the State's cruise ship industry, Fremantle has been identified as a cruise ship 'hotspot' due to its proximity to Asian holiday destinations. This growth is being driven by Princess Cruises who are expanding their presence in WA by adding summer cruises for the first time, estimating an additional $30 million will be added to the State economy next year.

Royal Caribbean and Celebrity Cruises have been stopping in Port Hedland since 2011, where many passengers actually take guided tours of the BHP Billiton Iron Ore Nelson Point Facility, and passenger numbers in Port Hedland are expected to grow with Cruise & Maritime Voyages visiting the busy port next year for the first time.

As part of the Cruise Shipping strategic plan 2012-2020, Tourism WA are focusing on four development pillars comprising destination marketing and awareness; port infrastructure and policy; strengthening capacity and ownership; and landside destination development.[35]

Alternative Tourism

- Wine Tourism contributes nearly $700million a year to the State economy, providing economic and employment benefits to regional communities in WA.
  In a media statement released on 1 July 2014, Agriculture and Food Minister Ken Baston welcomed an industry plan to grow the State's highly prized wine sector. The aim of the WA Wine Industry Strategic Plan is to grow the sector's value to $1billion in 2020.
  In line with the growth in Food and Wine Tourism, the wine industry is working with Tourism WA to develop a program that aligns with 'Restaurant Australia' and has partnered with The Department of Agriculture and Food in an international marketing program.[36]

- Garden Tourism is one of the fastest growing tourism sectors. It involves people visiting private and botanical gardens as well as wildflower destinations. According to John Stanley Associates, research indicates that garden tourists are also interested in food, heritage and the culture of an area, thereby providing WA with an ideal opportunity to maximise the tourism opportunities around gardens and our unique flora.[37]
  In line with the increase in interest in garden tourism, Dr Richard Benfield from the Central Connecticut State University (USA) visited WA in July 2014 and presented three workshops in Geraldton, Kings Park and Nannup focusing on how garden tourism can help the local economy, what visitors are looking for and how to build and improve the sector in WA.[38]

3. Labour and Skill Demand

In 2013, tourism employed 929,026 persons in total (544,000 persons directly and 385,000 persons indirectly), representing 8.0 per cent of total employment in Australia.[39]

In 2012–13, the accommodation and food services industry employed 71 800 persons or 5.4% of total employment in the State. The industry is divided into two sectors: accommodation; and food and beverage services.[40]

Between 1997–98 and 2012–13, tourism added 314,700 employed-person jobs in total (129,800 directly and 184,900 indirectly) to the Australian workforce, with the following industries showing particular growth during this period:

- Accommodation and food services – added around 67,100 employed-person jobs (61,800 jobs employed directly and 5,300 indirectly)
- Retail trade – added 31,800 employed-person jobs (20,400 jobs employed directly and 11,400 persons indirectly)
- Travel agency and tour operator services – added 21,800 employed-person jobs (7,200 jobs directly and 14,600 indirectly).

During this period, total employment in the tourism industry grew at an average annual rate of

[35] http://www.tourism.wa.gov.au/Infrastructure_and_Investment/cruise_shipping/Pages/Strategic_plan.aspx
[36] http://www.mediastatements.wa.gov.au/Pages/StatementDetails.aspx?listName=MinisterialStatementsBarnett&StatId=273
[37] John Stanley Associates, www.johnstanley.com.au
[38] Tourism WA, Talking Tourism, 6 June 2014
[39] TRA, Tourism's Contribution to the Australian Economy 1997-98 to 2012-13
[40] DTWD, Western Australian Employment Trends and Prospects, May 2014

2.8 per cent; higher than the 2.1 per cent growth for total employment in the economy. Tourism employment is projected to grow nationally by an average rate of 1.4 per cent per annum, an increase from 342,800 (2011−12) to 424,300 (2029−30) in FTE terms, or from 531,900 to 656,200 in terms of number of employed persons. Tourism employment is considered to grow at a slower rate than tourism output. This occurs because, as output grows, some industries will substitute capital for labour in order to deal with the effects the ageing population has on labour supply.[41] It is however expected that there will be a 56,000 job shortfall in Australia's tourism and hospitality industry by 2015. Additionally, employment in cafes, restaurants and takeaway food services is projected to grow by more than 42,000 jobs or 8.1 per cent to November 2017. The rate of employment growth in this sector is expected to be higher than any other sector in the Australian economy.[42]

The Restaurant and Catering Australia (R&CA) 2014 Benchmarking Survey found that 60.8 per cent of businesses have vacancies with 22.3 per cent indicating they were having extreme difficulty finding staff.

Industry and peak industry bodies have overwhelming welcomed the addition of Chefs to the Skilled Occupation List (SOL) which is a positive step towards addressing labour shortages. According to R&CA, the addition is recognition that in order to meet the skill needs of the Australian economy, independent skilled migrants in the tourism and hospitality sectors are required.

4. Regional Impact

North West/Pilbara/Kimberley Region

The most recent data is still The Deloitte Access Economics Labour Force Report which indicates that occupations in the greatest demand in this region are kitchen hands, housekeepers, cooks and café and restaurant managers and by 2015 an estimated 155 tourism workers will be required.[43]

Seasonality is a major factor in Broome leading to consistent recruitment and retention issues, driven by the high use of casual labour and working holiday makers (WHMs) and the reluctance of businesses to invest in skills and training. The Seasonal Worker Program will go some way towards reducing this challenge, although many small operators claim difficulty accessing the program. [44]

South West Region

Events such as The Margaret River Gourmet Escape and Margaret River Pro have been extremely successful for the region and attract large numbers of visitors not only to the region but also the State. The Gourmet Escape was huge success with sell-out sales at some events. Michael Hodgson, CEO Brand Event reported the inaugural event in 2013 exceeded expectations in terms of sales and crowds.[45]

Local industry state the current skill shortages exist for chefs, waiters and kitchen hands with the greatest occupation in demand being Indigenous Tour Guides. The hospitality industry in the South West experience difficulty in retaining staff that will remain all year round, particularly as off-peak times, i.e. over winter appear to drive workers further north.

The Margaret River region will continue to attract domestic and international tourists with Margaret River Gourmet escape planned for several more years and the announcement of the Margaret River pro surfing event being granted world champion tour status means it will draw even more visitors and provide international exposure.[46] The accumulated shortage in the South West is an estimated 354 tourism and hospitality workers by 2015 with the greatest need for kitchen hands, café and restaurant manager and waiters.[47]

[41] TRA Tourism Employment Projections, October 2013
[42] Food Service News, Chefs added to skilled occupation list to address shortage, 10 June 2014
[43] Australian Tourism Labour Force Report, Labour Force Profile (Part 2), 2011
[44] Service Skills Australia, Tourism Travel & Hospitality, Environmental Scan 2014
[45] http://tasmaniantimes.com/index.php?/pr-article/THE-INAUGURAL-MARGARET-RIVER-GOURMET-ESCAPE/
[46] http://www.tourism.wa.gov.au/Latest_news/Pages/Latest_news.aspx
[47] Australian Tourism Labour Force Report, Labour Force Profile (Part 2), 2011

Coral Coast

By 2015, an estimated 102 tourism industry workers will need to be sourced in the region. The occupations for which this demand will be greatest are kitchen hands, housekeepers, and cooks.[48] The Coral Coast will also be impacted on by the increase in cruise ships docking at port towns in the region.

Experience Perth

By 2015, an estimated 4,304 tourism industry workers will need to be sourced in the region. The occupations for which this demand will be greatest are kitchen hands, waiters and cafe and restaurant managers.[49]

5. Regulatory Requirements of the Hospitality, Tourism and Events Industry

The Tourism, Hospitality and Events industries' regulatory and licensing requirements includes the following:

- **Liquor licensing and responsible service of alcohol** – Mandatory liquor licensing is applicable to all licensed venues in WA and all levels of sales personnel involved in the sales, service and promotion of alcohol in licensed premises, including the licensee when involved in sales. The Responsible Service of Alcohol qualification is available in the SIT12 Tourism, Travel and Hospitality Training Package.
- **Planning, health and safety** – All industries are subject to Local and State Government building (including fire regulations), planning regulations, general public health and occupational health and safety regulations. Regulation is particularly prominent in relation to the construction and operation of thrill rides, chair lifts, roller coasters and similar equipment.
- **Smoking bans (total non-smoking policy)** – Smoking in hospitality establishments is prohibited in Western Australia and mandatory bans are enforced State wide.
- **Food safety and handling** – The Australian New Zealand Food Authority facilitates the national food hygiene system which applies to all food businesses covered by the Food Standards Code in Australia. 'Follow Workplace Hygiene Procedures', 'Clean Premises and Equipment', 'Clean and Maintain Kitchen Premises', and 'Clean and Tidy Bar Areas' Units of Competency are available in the SIT07 Tourism, Hospitality and Events Training Package.
- **Catering industry regulations** – The catering sector is subject to regulations under the State and Federal Government's Occupational Health and safety Act, Food Act, Food Standards Code, Public Health Act, Sales of goods and Consumer Protection Act. These Acts cover most aspects of food handling, storage, transport and display.
- **Registered gaming and wagering facilities and responsible gambling services / casino table games** – Casino licenses are issued by State Government and there are strict regulations on how many may operate in a given region (there is only one licensed Casino in WA – Burswood Entertainment Complex). Mandatory registration is applicable to gaming and wagering venues in WA and licensing is applicable to all dealers and gaming staff working within licensed casinos. The Responsible Gambling Services qualification is available in the SIT12 Tourism, Travel and Hospitality Training Package. Gaming machine taxes and levies are also enforced by State Government.
- **Serviced apartments regulations** – Under the Managed Investments Act administered by the Australian Securities and Investment Commission, Policy is in place relating to Rental Pool Service Schemes and Prescribed Interests.
- **Travel agent licensing** – The travel agency services industry is regulated by the State Government's Consumer Affairs Department and financially monitored by the Travel Compensation Fund. All travel wholesalers must hold International Air Travel Association

[48] Australian Tourism Labour Force Report, Labour Force Profile (Part 2), 2011
[49] Australian Tourism Labour Force Report, Labour Force Profile (Part 2), 2011

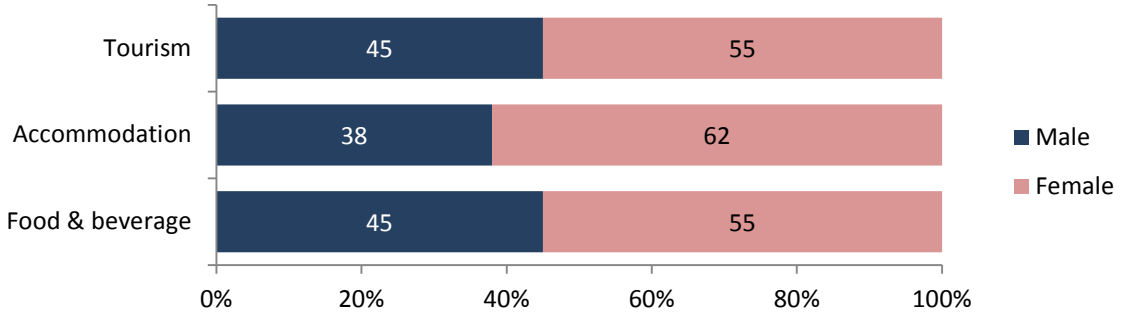
Accreditation to be able to make international airline reservations. Franchised operators also come under the Franchise Code of Practice.

- **Managed Investments Act** – Administered by the Australian Securities and Investment Commission, hotel style apartment strata title sales schemes may have to be registered with that organisation and a prospectus drawn up, prior to sales.
- **Franchising of hotels** – Franchising of hotels has to comply with the Franchising Code of Conduct – for operation, including working with franchises, and information provided to potential franchisees.
- **Airlines industry** – Qantas is subject to foreign ownership restrictions / limits and to bilateral agreements for any extension of services internationally. Additionally there is regulation of aircraft maintenance standards and practices.
- **Events industry** - Various occupational health and safety regulations and associated licensing requirements (such as electrical, forklift and vehicle licenses) apply to the management and production/technical management of the events industry. For example: 'Restricted Electrical License' (Electro technology training package qualification and government regulated license); 'Rigging License' (government regulated license); and 'Pyrotechnics License' (Regulated by the WA Government Dangerous Goods and Safety Branch). Off-site events, festivals etc. are also subject to strict State Government (e.g. DEC) and local Government policies and regulations.

6. Gender/ Age Participation

A large proportion of the Australian tourism and hospitality industry consists of a casual/ part-time workforce that is dominated by female workers.[50]

Gender split in Tourism, Accommodation and Food & beverage industries (%)



There are however certain positions that remain traditionally male-dominated, such as sommeliers and many kitchen positions including chefs.

The majority of workers in accommodation and food services do not hold post-school qualifications reflecting the industry's role as an entry point to the labour market for school leavers, students and part-time workers.[51]

Over the four years to 2012–13, the accommodation and food services industry in Western Australia grew strongly by 4 200 jobs, or 6.3%. All of this jobs growth came from the food and beverage services sector of the industry (this includes cafes, restaurants, food services and pubs). ABS retail figures for Western Australia relating to food services have seen combined turnover increase by approximately 80% over the past four years. Employment in accommodation declined over the same period.[52]

[50] Australian Bureau of Statistics (ABS), 5249.0 – Australian National Accounts: Tourism Satellite Account, 2012-13; and 6291.0.55.003 Labour Force, Australia, Detailed, Quarterly November 2013.
[51] DTWD, Western Australian Employment Trends and Prospects, May 2014
[52] DTWD, Western Australian Employment Trends and Prospects, May 2014

Travel Agencies Labour Market Overview[53]

The travel agency and tour arrangement sector has experienced increasing competition from online booking facilities. It has experienced marginal annual revenue growth, estimated to be 1 per cent over the five years to 2013–14.

Whilst there is little anecdotal information to suggest that shortages exist for this sector, employment is expected to grow by 19.6 per cent, or 1,400 workers, for travel and tourism advisers in the five years to November 2017.

7. Under-represented Groups Participation

Indigenous

Aboriginal Workforce Development Centre

4.6% of Aboriginal persons were employed in Accommodation and food services in WA in 2011, less that non-Aboriginal persons employed in the industry (5.9%). The proportion of Aboriginal persons employed in the accommodation and food services industry is slightly more than that in 2006 (4%).

In 2011, a third of Aboriginal population were employed in health care (11.7%), education and training (10.9%) and public administration and safety (10.6%). It is apparent that there is still work to be done in the hospitality industry, particularly given the shortage of indigenous tour guides.[54]

Programs such as GenerationOne, a federal Government initiative have been successful in the Indigenous work force sphere, committed to Closing the Gap. It is financially supported by a number of business leaders such as Andrew and Nicola Forrest, James Packer, Kerry Stokes and Lindsay Fox. GenerationOne's flagship initiative is the Australian Employment Covenant. The Covenant aimed to build the demand for an Indigenous workforce by securing 50,000 sustainable jobs for Indigenous Australians, to break the vicious cycle of unemployment and poverty among Indigenous Australians. To date, the Covenant has secured 61,717 employment opportunities for Indigenous Australians from 338 employers, and over 15,000 of these jobs have already been filled.[55]

As per Recommendation 9 in the 2012 *Food for Thought* report, FutureNow acknowledges the need to actively encourage Indigenous tourism opportunities, while at the same time supporting Indigenous people to work within both Indigenous and mainstream tourism operations.[56]

Mature Aged Group

Mature aged workers are an underutilised work force market in the tourism and hospitality industry. The industry however is geared to offer lifestyle benefits to mature aged workers and they can enter the industry as small business operators in bars, cafes and motels, as long as adequate and appropriate training is provided to ensure the workers successfully undertake the roles they are planning.

Mature Aged workers represent a potentially untapped source of Tour Guides in the cruise ship industry

Overseas Workers

As indicated in the Labour and Skill Demand section of this report (see pg 17), the occupations of chef and pastry chef are welcome additions to SOL. However, there is still much room for improvement in terms of gaining timely access to overseas workers for the hospitality and tourism industry. It is on recommendation from the *Food For Thought* report (Recommendation 8) that the

[53] Service Skills Australia, Tourism Travel & Hospitality, Environmental Scan 2014
[54] DTWD Aboriginal labour force, education and training profile, April 2013, using ABS census 2011 data.
[55] GenerationOne www.generationone.org.au
[56] Andrea Mitchell MLA, Food for Thought Report, Training and workforce Development for the Hospitality and Tourism Industry, September 2012

Western Australian Government advocate to the Federal Government to gain greater flexibility with visas for the skilled and semi-skilled positions in the industry to:

- increase the number of international hospitality students
- increase the length of working visa
- overcome the issues with extending visas
- maximise the benefit from this labour source by assisting them to move from region to region within the State rather than out of the State or out of the country.

There is significant need for the recommendation to be actioned at a Federal level to support the tourism and hospitality industry into the future.[57]

Major Challenges and Barriers

Tourism and Hospitality Industry not a career of choice

Whilst opinion is slowly shifting, the hospitality and tourism industry continue to be perceived as not a viable career for school leavers. It is often thought of as an industry that is worked in while studying for a career. As outlined in the 2012 *Food For Thought* report, many parents discourage a career in the industry but support their sons and daughters having a part time job at the local cafe[58]. Creating the common occurrence where industry is able to employ people but not able to retain them due to the lack of career development opportunities.

Western Australia along with Northern Territory, Victoria and Tasmania has the highest turnover rate of staff. Enterprises are not engaging in career development in the workplace with only 20 per cent of businesses nationally implementing structured career pathways59. A large contributing factor is the high number of small or micro-sized businesses which do not have career pathways within the organisation.

It is FutureNow's role to act on the recommendations of the *Food For Thought* report, a workforce development report for the Tourism and Hospitality Industry in WA, as confirmed in a letter from Tourism Minister, Liza Harvey MLA in February 2014 acknowledging that FutureNow's WDP is comprehensive, timely and is addressing the majority of recommendations of the Food For Thought report through its WDP. The overwhelming call in the report was for the tourism and hospitality industry to be seen as a career industry in Western Australia as it is in many other countries and cultures. Of the 9 recommendations outlined in the report, the following need to be addressed to overcome industry image barriers and create avenues to attract people into the industry who would not have considered a position in this sector:

- Recommendation 1: A campaign conducted promoting the Tourism and Hospitality Industry as a career of choice.[60]
- Recommendation 2: Develop strategies to create a culture that is positive for the industry, about the industry and the people working within it.[61]
- Recommendation 4: A focus on Workforce Development must be actioned for the industry.[62]

Career development portals have been established to assist with addressing this issue such as R&CA's Skills Pathway Program, including the Skills Passport, an application to manage an individual's qualifications and career experiences. In addition, the FutureNow Hospitality Ambassador Program which involves highly trained young chefs demonstrating their training journey

[57] Andrea Mitchell MLA, Food for Thought Report, Training and workforce Development for the Hospitality and Tourism Industry, September 2012 Recommendation 8

[58] Andrea Mitchell MLA, Food for Thought Report, Training and workforce Development for the Hospitality and Tourism Industry, September 2012

[59] Australian Tourism Labour Force Report, Labour Force Profile (Part 1), 2011

[60] Andrea Mitchell MLA, Food for Thought Report, Training and workforce Development for the Hospitality and Tourism Industry, September 2012 Recommendation 1

[61] Andrea Mitchell MLA, Food for Thought Report, Training and workforce Development for the Hospitality and Tourism Industry, September 2012 Recommendation 2

[62] Andrea Mitchell MLA, Food for Thought Report, Training and workforce Development for the Hospitality and Tourism Industry, September 2012 Recommendation 4

and culinary skills to secondary school students across the State is another successful initiative, in its third year, providing a realistic, inspiring snapshot of the industry.

Low retention rates and declining apprenticeship completion rates

Approximately half of all apprenticeship contracts in the trades are not completed. A literature review conducted by the National Centre for Vocational Education Research (NCVER) in June 2014 draws together existing research and data to find out why Australian apprentices do not complete their training. It finds that the most common reasons for not completing are employment-related:[63]

- The employment experience is the most common reason for non-completion of an apprenticeship. Employment experience encompasses not getting on with the boss or other people at work, poor working conditions, low pay and not being happy with the on-the-job training.
- In 2010, due to the influence of the Global Financial Crisis, approximately one-quarter of trade apprentices left because they had lost their job or had been made redundant. Approximately 16% left because of personal reasons and another 13% left due to a career change.
- By contrast, only 3% of apprentices left primarily due to issues with off-the-job training.
- Not liking the industry or the type of work, or leaving to do something different or better were the next most common reasons. Arguably, these reasons are also employment-related, making employment-related reasons a factor in 65% of cases overall. Although personal reasons are the cause of a fairly large proportion of non-completions, these are not considered further, as they cannot easily be influenced by policy.

Strategies to mitigate the high numbers of apprenticeship non-completions are needed for the industry to adequately meet the labour demand into the future. As indicated in the Food For Thought report, a number of recommendations speak to the need for quality training leading to attraction and retention of highly skilled workers. These recommendations are:

- Recommendation 5: A dedicated focus on attracting, training and retention of high quality staff must be undertaken. People are the important asset in this industry. They have a lasting impact on tourism experiences and the image of Western Australia as a destination.[64]
- Recommendation 3: Training systems that reflect and meet the needs of the industry are a must; where flexible training options that take into consideration the broad range of business types and sizes are available, thereby creating a culture of upskilling and promoting pathways.[65]
- Recommendation 6: Vocational education and hospitality training in schools must change from being school-driven to being a partnership between school, industry and employer. The concept of quality training resulting in the attraction and retention of quality workers stems from effective engagement at grassroots level of school students and it needs to be conducted in conjunction with employers and the broader industry.

Government Policy and Legislation

Government policy and legislation around awards, penalty rates, licensing requirements, and the lengthy and bureaucratic visa processes impact negatively on this labour intensive, low profit industry sector that is vital to the WA economy. The Food For Thought report recommends that the Western Australian Government champion the concerns to the Federal Government of the industrial relations awards that are having a detrimental impact on the Tourism and Hospitality Industry. Recommendation 7 indicates that to address the negative impact of government policy, the Hospitality Industry (General) Award 2010, (Fair Work Australia Modern Award) should reflect the level of a person's responsibility in the workplace rather than the level of training they have completed.

[63] National Vocational Education And Training Research Program, Occasional Paper, Understanding the non-completion of apprentices, June 2014

[64] Andrea Mitchell MLA, Food for Thought Report, Training and workforce Development for the Hospitality and Tourism Industry, September 2012 Recommendation 5

[65] Andrea Mitchell MLA, Food for Thought Report, Training and workforce Development for the Hospitality and Tourism Industry, September 2012 Recommendation 3

New and Emerging Skills

Technology

The most significant technological development for the tourism and hospitality industry over the past year has been the development of mobile phone and tablet marketing. According to TripAdvisor's global vice president Julio Bruno, "Fifty-four per cent of travellers globally are now saying they would prefer if properties allowed them to book their accommodation on mobile devices - tablets or smart phones. In Australia 74 per cent of accommodation properties say they believe that it's important to allow guests to book on a mobile device. The problem is though that only 27 per cent of Australian properties are set up to engage their guests on mobile device".[66]

This is also true for restaurants. A 2014 American research report, titled Mobile Path To Purchase indicates that mobile phones are often the only tool used to make a purchase decision, especially for restaurants and entertainment purchases. Added to this, the numbers of online smartphone visits are nearly twice those of visits using a desktop computer. In other words, if a restaurant's website is good, but their mobile presence is ordinary, a high number of potential customers might not find the information they're looking for when visiting the mobile site.[67]

The major development for the travel sector in recent decades is the Global Distribution System. This, along with the consumer driven growth in e-commerce has contributed to an increase in online direct selling as well as the growth in number and sophistication of online travel agent (OTA) websites The sector is increasingly being characterised by last-minute purchases. On the other hand however, traditional distributors are experiencing growth by focusing on the quality of advice and information, particularly in the cruise ship sector and offering additional services for example, visa couriering[68] or information regarding travel insurance.

Tour Guides

In line with the growth of the Western Australian cruise shipping industry, tour guides will become an occupation in demand.

The need for local multilingual guides still exists. The skills required for this occupation is well suited to the retiring baby boomer population. Currently this occupation is being delivered by volunteers who have restricted surplus funds to pay for re-skilling to obtain a sound command of Asian languages.

[66] Hospitality Magazine, Get mobile to reach customers, says TripAdvisor global chief, 13 June, 2013
[67] Restaurant Hospitality, More customers finding restaurants via smart phones, 11 June 2014
[68] Service Skills Australia, Tourism Travel & Hospitality, Environmental Scan 2014

Occupations in Demand (ANZSCO Code)

Submission to SPOL2014			
ANZSCO6	**Occ_Descriptor**	**Priority_ Status**	**Summary**
141111	Cafe or restaurant manager	Highest Priority	The cafés, restaurants and catering services sector continues to experience growth. The 2009-10 ABS Household expenditure survey found the average amount spent on meals and restaurants, hotel and clubs increased by 68 per cent compared with 2003-4. Restaurant and Catering Association (R&CA) data supports this trend with the average person visiting restaurants and cafes 2.8 times per week an increase of 1.8 per cent from a decade ago. The latest Australian Bureau of Statistics (ABS) data released in January 2014 states restaurants, cafes and catering services experienced a 4.6 per cent growth between November 2012-2013. The longer term status forecasts modest growth over the five years through to 2018-19 due to the steady demand from the mining sector, and catered food for airports, hospitals, major sporting and cultural events. (*Source IBISWorld Industry Report H4513, Catering Services in Australia, Oct 2013)* The demand for restaurant and café managers will become even more pronounced with the planned expansion of the hotel and accommodation sector in Perth and Fremantle and the forecasted growth of the café and restaurant industry. Currently there is high demand for hospitality workers in WA; on AHA website in March 2014 there was a total 1,239 hospitality jobs advertised with 43 of those being Restaurant Managers. On SEEK dated 7th March there were 74 Café Manager roles advertised in WA and the demand for this occupation will definitely be unmet over the next five years.
141211	Caravan park and camping ground manager	Highest Priority	The caravan industry which comprises of holiday parks and resorts and camping grounds in Western Australia is undergoing a transition with a focus on increasing caravan park visitation and the ageing of the workforce. Improving caravan, camping and self-drive experiences is a tourism development priority within the State Government Strategy for Tourism in Western Australia. It is aimed at increasing visitors to regional Western Australia and enhancing their experience. At the same time the industry is experiencing a major shortage of skilled and qualified managers. There is an over representation of the over 50's employed in the industry. According to a KPMG study of the Western Australian holiday/caravan park industry in July 2013 the industry will need to consider the implications of an ageing workforce. Recommendations include retirement transition planning, knowledge transfer and recruitment of a younger demographic to holiday park manager roles. Even though this is a niche market, this occupation is an unmet demand due to the expansion of the industry and the age of current Management with impending retirement.
141311	Hotel or motel manager	Highest Priority	According to Tourism Research Australia (TRA) accommodation - rooms night sold- are expected to grow 2.4 per cent per annum over three years to December 2013. Inbound and domestic visitor nights for 2013-14 are forecast to increase to 5.0 per cent and 2.0 per cent respectively. Nationally the sector employs 908,434 people constituting 7.9 per cent of the total Australian employment. In WA in 2011/12 89,000 people are employed contributing $8.5 million and 4 per cent to the state economy. The Tourism 2020 strategy identifies a room supply target of between 6,000 and 20,000 rooms nationally by 2020. According to the AHA website, Perth and Fremantle will provide an additional 4000 more hotel rooms over the next 5 years. There are currently 4,300 rooms under development and 800 rooms

			under consideration. With the growth of the industry comes the ability to staff these new hotels. According to hotel and accommodation industry one hotel room requires one full time EFT person. In Perth and Freemantle, based on the above formula, there will be an unmet demand for a total of 4,300 to 5,100 hospitality workers over the next 5 years to 2019. Hotel Managers will be in great demand which industry will look at employing from the domestic market and also source highly experience international hotel managers. Currently there is a high demand for hospitality workers in WA. On the AHA website in March 2014, there was a total 1,239 hospitality jobs advertised with 68 of those being management roles. On SEEK dated 7th March, a total of 104 Hotel/Motel Management roles were advertised in WA.
141411	Licensed club manager	Highest Priority	There is no unmet demand for this occupation currently in WA.
141999	Accommodation and hospitality managers not elsewhere classified	Priority	There is no unmet demand for this occupation currently in WA.
142116	Travel agency manager	Priority	There is no unmet demand for this occupation due to the Certificate IV of Tourism gazetted as a traineeship in 2013. The industry has undertaken this training which has improved industry retention and attraction.
149311	Conference and event organiser	Highest Priority	Planned new hotels and business event venues are expected to increase conference attendees by 4,000 per day in Perth by 2018. The Perth Convention demand across all events is expected to grow at an average annual rate of 2.0 per cent per annum reaching approximately 6,150,000 delegate days by 2020.[69] Currently on SEEK, dated 7th March there are 264 Event Manager roles advertised in WA. The increased growth of business events in line with Tourism WA's target of increasing visitor expenditure to 2020 will only increase the demand for Conference and Event Managers. The above focus on increasing the business events in Perth will create an unmet demand for conference and event organisers.
351411	Cook	Priority	The cafés, restaurants and catering services sector is one of the main sectors to employ cooks, and continues to experience growth. The latest Australian Bureau of Statistics (ABS) data released in January 2014 states restaurants, cafes and catering services experienced a 4.6 per cent growth between November 2012-2013.The longer term status forecasts modest growth over the five years through to 2018-19 due to the steady demand from the mining sector, and catered food for airports, hospitals, major sporting and cultural events.[70] In Western Australia, this occupation is in consistent demand. This will become even more pronounced with the planned expansion of the hotel and accommodation sector in Perth and Fremantle and the forecasted growth of the café and restaurant industry. This job role must not be confused with a chef. A cook is the entry-level occupation into the hospitality industry and is employed across all businesses which encompass restaurants, cafes and takeaway food, pubs and bars, hotels, motel and other accommodation and hospitality clubs. This occupation is also employed in the mining and health sectors .Currently there is a high demand for hospitality workers in WA; on the AHA website in March 2014 there was a total 1,239 hospitality jobs advertised

[69] Tourism Council WA 26 Feb 2014 Perth Business Events Supply and Demand Study.

[70] IBISWorld Industry Report H4513, Catering Services in Australia, Oct 20I3)

			with 235 of those being cook roles. On SEEK dated 7th March there are 304 advertised in WA and the demand for this occupation will definitely be unmet over the next five years.
431111	Bar attendant	Priority	Bar attendants will be in great demand as infrastructure is developed which industry will look at employing from the domestic market and also source experience international bar attendants. On the AHA website in March there was a total 1,239 hospitality jobs advertised with 164 of those being bar attendant roles.
431411	Hotel service manager	Highest Priority	Hotel Managers will be great demand as infrastructure is developed which industry will look at employing from the domestic market and also source highly experience international hotel managers. On the AHA website in March there was a total 1,239 hospitality jobs advertised with 68 of those being management roles. On SEEK dated 7th March a total of 73 Hotel Service Management roles were advertised in WA.
431511	Waiter	Highest Priority	Waiters will be great demand as infrastructure is developed which industry will look at employing from the domestic market and also source highly experience international waiters. On the AHA website in March there was a total 1,239 hospitality jobs advertised with 142 of those being waitpersons roles.
451412	Tour guide	Highest Priority	There is no unmet demand for this occupation currently in WA.
542113	Hotel or motel receptionist	Priority	Currently there is a high demand for hospitality workers in WA. On the AHA website in March there was a total 1,239 hospitality jobs advertised. Receptionist is the often the entry-level position in the hotel industry and will be an unmet demand with the planned WA growth even with immigration and no lead time to move into the role.

Since the ANZSCO 351311 – Chef and 351112 – Pastry cook have been added to the Federal Skilled Occupation List (SOL), a move which has been welcomed by industry and industry representatives, these two occupations have not been included in the ANZCO Occupations in Demand List. However, it is still of the highest priority to meet demand for these two occupations, particularly in light of the additional chefs and pastry cooks needed in the new hotels to be developed in Perth. For this reason, they have been included in this report, with details in the following table.

351311	Chef (All levels e.g. Apprentice Chef; Commis Chef; Chef de Partie; Chef de Cuisine; Demi Chef; Sous Chef; or Executive Chef).	Highest Priority	Listed on the Federal SOL in 2014. Chefs are recognised within industry as a critical skill shortage occupation in metropolitan and regional Western Australia. Industry employers report that the constant skill shortage of chefs in Western Australia places a strain on existing employees working in commercial kitchens with a skeleton staff without sufficient employee numbers to cope with an often 365 days a year operation. This results in a high churn of staff.
351112	Pastry cook; Patissier; Pastry Chef; Pastry Cook; or Cake Decorator.	Highest Priority	Listed on the Federal SOL in 2014. Pastry Cooks/Pastry Chefs/Patissiers are recognised within industry as a critical skill shortage occupation in metropolitan and regional Western Australia.

Workforce Development Opportunities

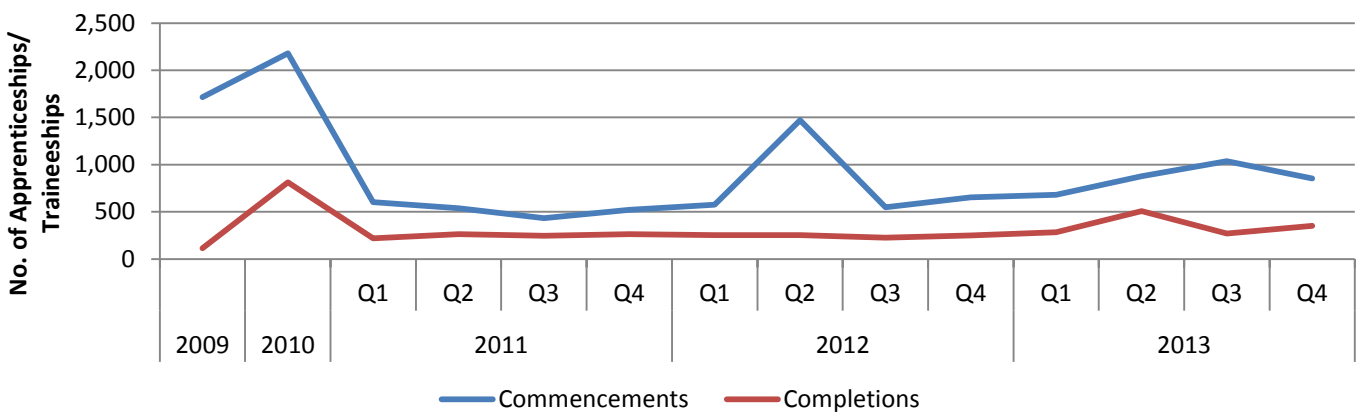
- Develop management and supervisory skills of the hospitality workforce addressing the shortage of Hotel Managers, Front- and Back-of-House positions and Supervisors
- Increase training opportunities to all employees: part-time, casual, volunteers and full-time.
- Mature Aged workers as a potential source of Tour Guides required for the cruise ship industry
- Indigenous tour guides to increase the indigenous experience offerings

VET Training Data

SIT07, SIT12, SIT13 – Tourism Travel and Hospitality Training Package Commencements and Completions[71]

		Commencement	Completion
2009		1,716	113
2010		2,179	814
2011	Q1	601	218
	Q2	538	262
	Q3	434	248
	Q4	521	265
	Total	**2094**	**993**
2012	Q1	576	253
	Q2	1,470	255
	Q3	549	227
	Q4	653	251
	Total	**3248**	**986**
2013	Q1	682	284
	Q2	876	509
	Q3	1,038	269
	Q4	852	351
	Total	**3448**	**1413**
TOTAL		**12,685**	**4,319**
Completion %			**34.05%**

SIT07, SIT12, SIT13 – Tourism Travel and Hospitality Training Package Commencements compared to Completions 2009-2013 [72]



[71] DTWD COGNOS Data, June2014

[72] DTWD COGNOS Data, June2014

SIT Commencements by Qualification 2012-13 [73]

Commencements	2012					2013				
Qualifications	**Q1**	**Q2**	**Q3**	**Q4**	**Total**	**Q1**	**Q2**	**Q3**	**Q4**	**Total**
Certificate II in Hospitality (Kitchen Operations) (SIT20307)	24	16	14	11	**65**	18	21	16	3	**58**
Certificate II in Hospitality (SIT20207)	29	20	16	17	**82**	36	9	9	3	**57**
Certificate II in Hospitality (SIT20212)	0	1	0	0	**1**	1	0	3	12	**16**
Certificate II in Hospitality (SIT20213)	0	0	0	0	**0**	0	0	2	0	**2**
Certificate II in Kitchen Operations (SIT20312)	0	0	0	0	**0**	2	1	4	4	**11**
Certificate II in Tourism (SIT20107)	1	1	3	10	**15**	0	0	0	0	**0**
Certificate II in Tourism (SIT20112)	0	0	0	0	**0**	0	1	1	5	**7**
Certificate III in Asian Cookery (SIT30912)	0	0	0	0	**0**	0	0	0	21	**21**
Certificate III in Catering Operations (SIT31012)	0	0	0	0	**0**	0	2	0	3	**5**
Certificate III in Commercial Cookery (SIT30812)	6	4	8	16	**34**	21	31	36	72	**160**
Certificate III in Commercial Cookery (SIT30813)	3	5	5	10	**23**	13	15	14	23	**65**
Certificate III in Events (SIT30607)	1	1	1	1	**4**	1	0	1	0	**2**
Certificate III in Events (SIT30612)	0	0	0	0	**0**	0	0	1	0	**1**
Certificate III in Holiday Parks and Resorts (SIT31209)	1	5	3	3	**12**	1	3	3	0	**7**
Certificate III in Holiday Parks and Resorts (SIT31212)	0	0	0	0	**0**	0	0	0	2	**2**
Certificate III in Hospitality (Commercial Cookery) (SIT30807)	161	122	123	122	**528**	137	106	58	29	**330**
Certificate III in Hospitality (Patisserie) (SIT31107)	4	1	4	2	**11**	4	4	1	0	**9**
Certificate III in Hospitality (SIT30707)	186	711	240	299	**1,436**	278	210	126	59	**673**
Certificate III in Hospitality (SIT30712)	0	13	3	10	**26**	25	108	352	293	**778**
Certificate III in Hospitality (SIT30713)	0	1	0	2	**3**	1	3	1	39	**44**
Certificate III in Patisserie (SIT31112)	0	0	0	0	**0**	1	0	0	1	**2**
Certificate III in Patisserie (SIT31113)	0	0	0	0	**0**	0	0	2	0	**2**
Certificate III in Tourism (Guiding) (SIT30507)	1	0	0	1	**2**	0	0	0	0	**0**
Certificate III in Tourism (Retail Travel Sales) (SIT30207)	75	85	33	0	**193**	0	0	0	0	**0**
Certificate III in Tourism (SIT30107)	0	0	0	0	**0**	3	0	1	0	**4**
Certificate III in Tourism (SIT30112)	0	0	0	0	**0**	0	1	0	6	**7**
Certificate III in Tourism (Visitor Information Services) (SIT30407)	0	5	2	0	**7**	1	3	1	0	**5**
Certificate III in Travel (SIT30212)	0	2	41	86	**129**	61	69	64	5	**199**
Certificate III in Travel (SIT31312)	0	0	0	0	**0**	0	3	0	50	**53**
Certificate IV in Hospitality (SIT40307)	84	473	53	62	**672**	74	179	64	20	**337**
Certificate IV in Hospitality (SIT40312)	0	2	0	1	**3**	4	89	157	152	**402**
Certificate IV in Hospitality (SIT40313)	0	2	0	0	**2**	0	18	59	18	**95**
Certificate IV in Travel and Tourism (SIT40212)	0	0	0	0	**0**	0	0	62	32	**94**
TOTAL SIT Commencements	**576**	**1,470**	**549**	**653**	**3,248**	**682**	**876**	**1,038**	**852**	**3,448**

In 2013, within the Perth metro area, 380 individuals commenced an apprenticeship in Certificate III in Commerical Cookery, with a further 175 commencments in regional areas.

An additional 21 individuals commenced an apprenticeship in Certificate III in Asian cookery and 13 in Certificate III in Patisserie. This brings the total of apprenticeship commencements to 589 in 2013.

[73] DTWD COGNOS Data, June2014

SIT Completions by Qualification 2012-13[74]

Completions	2012					2013				
Qualifications	**Q1**	**Q2**	**Q3**	**Q4**	**Total**	**Q1**	**Q2**	**Q3**	**Q4**	**Total**
Certificate II in Hospitality (Asian Cookery) (SIT20407)	0	3	1	0	**4**	0	0	0	0	**0**
Certificate II in Hospitality (Kitchen Operations) (SIT20307)	4	2	14	11	**31**	1	4	9	11	**25**
Certificate II in Hospitality (SIT20207)	12	9	11	15	**47**	1	16	13	24	**54**
Certificate II in Hospitality (SIT20212)	0	0	0	0	**0**	0	0	1	0	**1**
Certificate II in Hospitality (SIT20213)	0	0	0	0	**0**	0	0	0	0	**0**
Certificate II in Kitchen Operations (SIT20312)	0	0	0	0	**0**	0	0	0	0	**0**
Certificate II in Tourism (SIT20107)	1	0	0	1	**2**	0	7	2	0	**9**
Certificate II in Tourism (SIT20112)	0	0	0	0	**0**	0	0	0	0	**0**
Certificate III in Asian Cookery (SIT30912)	0	0	0	0	**0**	0	0	0	0	**0**
Certificate III in Catering Operations (SIT31012)	0	0	0	0	**0**	0	0	0	0	**0**
Certificate III in Commercial Cookery (SIT30812)	0	0	0	0	**0**	0	0	0	0	**0**
Certificate III in Commercial Cookery (SIT30813)	0	0	0	0	**0**	0	0	0	0	**0**
Certificate III in Events (SIT30607)	3	1	0	2	**6**	0	1	0	0	**1**
Certificate III in Events (SIT30612)	0	0	0	0	**0**	0	0	0	0	**0**
Certificate III in Holiday Parks and Resorts (SIT31209)	0	0	6	4	**10**	1	3	2	2	**8**
Certificate III in Holiday Parks and Resorts (SIT31212)	0	0	0	0	**0**	0	0	0	0	**0**
Certificate III in Hospitality (Commercial Cookery) (SIT30807)	39	30	42	54	**165**	48	41	36	50	**175**
Certificate III in Hospitality (Patisserie) (SIT31107)	0	0	0	2	**2**	2	1	0	1	**4**
Certificate III in Hospitality (SIT30707)	140	150	97	90	**477**	154	325	110	137	**726**
Certificate III in Hospitality (SIT30712)	0	0	0	0	**0**	0	0	0	0	**0**
Certificate III in Hospitality (SIT30713)	0	0	0	0	**0**	0	0	0	0	**0**
Certificate III in Patisserie (SIT31112)	0	0	0	0	**0**	0	0	0	0	**0**
Certificate III in Patisserie (SIT31113)	0	0	0	0	**0**	0	0	0	0	**0**
Certificate III in Tourism (Guiding) (SIT30507)	0	0	0	0	**0**	0	0	0	0	**0**
Certificate III in Tourism (Retail Travel Sales) (SIT30207)	25	38	23	28	**114**	47	49	1	0	**97**
Certificate III in Tourism (SIT30107)	0	0	0	0	**0**	0	0	0	0	**0**
Certificate III in Tourism (SIT30112)	0	0	0	0	**0**	0	0	0	0	**0**
Certificate III in Tourism (Visitor Information Services) (SIT30407)	0	0	1	0	**1**	0	2	2	1	**5**
Certificate III in Travel (SIT30212)	0	0	0	0	**0**	1	13	49	59	**122**
Certificate III in Travel (SIT31312)	0	0	0	0	**0**	0	0	0	0	**0**
Certificate IV in Hospitality (SIT40307)	29	22	32	44	**127**	29	47	44	65	**185**
Certificate IV in Hospitality (SIT40312)	0	0	0	0	**0**	0	0	0	1	**1**
Certificate IV in Hospitality (SIT40313)	0	0	0	0	**0**	0	0	0	0	**0**
Certificate IV in Travel and Tourism (SIT40212)	0	0	0	0	**0**	0	0	0	0	**0**
Total SIT Completions	253	255	227	251	986	284	509	269	351	1,413

[74] DTWD COGNOS Data, June2014

Completion Rates

According to the Department of Training and Workforce Development, the official Apprenticeship completion rate for the Certificate III in Commercial Cookery in WA during 2013 is 43%. This represents the completion rate of the 2009 cohort of apprenticeship commencements, over a 5-year period. This is significantly lower than the 64.9 completion rate for all apprentice trades from the 2009 cohort. Based on the 5-year tracking period, completion rates are available for years of 2006 – 2009 cohorts of apprenticeship commencements.

Taking into account the average completion rate over 5 years of 42.6%, it is estimated that only 251 people of the 589 that commenced their apprenticeship in 2013 will complete their apprenticeship by 2018, which falls well short of industry needs.

Completion rate over 5-year period from commencement of apprenticeship (%)

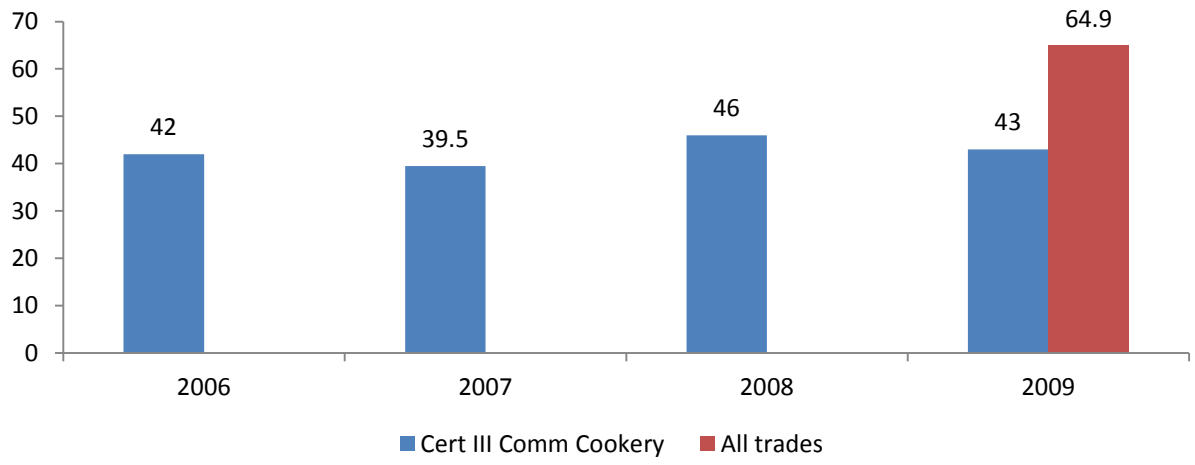


Table 18 Hospitality and Tourism VETiS Completions 2013[75]

QUALIFICATION	Full Qualification	Partial Qualification
Certificate 1		
Certificate I in Tourism (Australian Indigenous Culture)	0	2
Certificate I in Tourism (Australian Indigenous Culture)	4	4
Certificate I in Hospitality	261	222
Certificate I in Hospitality	5	2
Certificate I in Hospitality (Kitchen Operations)	221	270
Certificate II		
Certificate II in Tourism	216	165
Certificate II in Hospitality	285	201
Certificate II in Hospitality	31	9
Certificate II in Hospitality (Kitchen Operations)	320	152
Certificate III		
Certificate III in Tourism	55	24
Certificate III in Events	35	7
Certificate III in Hospitality	7	3
Certificate III in Hospitality	0	6
Certificate III in Hospitality (Commercial Cookery)	2	22
TOTAL	**1,446**	**1,093**

[75] Curriculum Council of Western Australia, March 2013

Higher Education Pathways

- Polytechnic West offers Associate Degrees in Hospitality Management which provides a pathway to a bachelor degree program
- Australian College of Applied Education provides the pathway of the Diploma of Hospitality and Diploma of Tourism into the second year of a Bachelor of Business in Hotel Management at the Australian School of Management or an Australian University. A Diploma of Events will qualify for six units of credit into the Bachelor of Business in Hotel Management
- Central Institute has an agreement with Curtin University which gives the Diploma and Advanced Diploma of Tourism a pathway into the Bachelor of Commerce
- Challenger Institute has higher education pathways with Curtin University, Murdoch University for the Diploma and Advanced Diploma for Tourism and Events
- West Coast Institute has higher education pathways for Diploma of Hospitality, Diploma of Events and Advanced Diploma into the Bachelor of Business at Edith Cowan University

Industry Issues Bullet Points

Strategic Goal 1

- Critical skills shortages exist in the hospitality industry and will grow due to major infrastructure developments, coupled with insufficient enrolments and significantly declining completions;
- Industry needs to expand beyond the traditional workforce to create more diversity and address skill shortages;

Strategic Goal 2

- A range of migration options are required to meet future workforce requirements;

Strategic Goal 3

- Access to quality training, work placements and infrastructure, particularly in regional areas, is restricted;
- Difficulty in attracting and retaining quality (and qualified) staff;
- Industry image is improving, especially in the metropolitan area; but it is still generally viewed as unfavourable and continues to be a barrier to people working in the industry;
- Career pathway advisory professionals appear to be unaware of viable career opportunities within the Hospitality, Tourism and Events industry;

Strategic Goal 4

- The industry struggles to provide consistent best practice ‘service excellence’;
- South West – a focal region for tourism development, experiences particular difficulty in attracting and retaining quality workers to remain during off-peak times;
- Shortage of supervisory, management and business skills contribute to poor service and performance across the industry;

Strategic Goal 5

- Access by training councils to cross-Government labour force and training data specific to tourism, hospitality and events industry occupations (metropolitan and regional) is insufficient.

SECTION 4 INDUSTRY ISSUES AND STRATEGIES

Skilling WA: Strategic goal 1 Increase participation in the workforce particularly among the under-employed and disengaged, mature-aged workers, Aboriginal and Torres Strait Islander and other under-represented groups.			
Issue (from Section 3)	**Strategy**	**Actions**	**Skilling WA Priority Action**
1. The hospitality sector encompasses a vast range of business types and sizes from small and medium enterprises, to large multi-national brands. The diverse nature and high staff turnover dictates the need for the industry to expand beyond the traditional workforce, creating more diversity and address skill shortages.	**Develop innovative approaches to attract, engage and retain workers from underrepresented groups to expand the traditional workforce.**	FutureNow to work with industry associations and employers to: • Promote the benefits, cost savings and productivity improvements of attracting and retaining workers from a range of backgrounds • Drive promotion outlining realistic training and career pathways for Indigenous people in Tourism, Hospitality and events • Promote the benefits of targeting recruitment of specific underrepresented groups, e.g. benefit of recruiting older workers in front of house occupations in businesses with that customer demographic • Employ innovative approaches to attract and engage potential workers from under-represented groups to participate in programs, e.g. Certificate I in Housekeeping Program at the Murray Hotel. • Act on recommendation 9 of the 2012 Andrea Mitchell MLA Food For Thought report by actively encouraging Indigenous tourism opportunities, while at the same time supporting indigenous people to work within both indigenous and mainstream tourism operations.[76]	1.1.1 1.2.6 4.1.3 1.3.1
2. Difficulty in attraction and retention of quality workers in Australia's South West.	**Promote hospitality careers and develop long-term career options for the sector in Australia's South West.[77]**	See section 5	1.1 1.2 1.3 3.2.10

[76] Andrea Mitchell MLA, Food for Thought Report, Training and workforce Development for the Hospitality and Tourism Industry, September 2012 Recommendation 9
[77] DTWD, South West Regional Workforce Development Plan 2013-2016

Skilling WA: Strategic goal 2 Supplement the Western Australian workforce with skilled migrants to fill employment vacancies unable to be filled by the local workforce and address those factors which support a growing population.			
Issue (from Section 3)	**Strategy**	**Actions**	**Skilling WA Priority Action**
1. A more flexible and accessible range of migration options are required to meet future workforce requirements as local sources cannot meet all the State's hospitality's labour needs.	**Influence Governments to increase the ease of access to, and timeliness of, overseas workers for hospitality and tourism businesses through a review of visa conditions and arrangements.**	Act on the recommendations of the 2012 Andrea Mitchell MLA *Food For Thought* report which recommends the Western Australian Government advocate to the Federal Government to gain greater flexibility with visas for the skilled and semi-skilled positions in the industry to: • increase the number of international hospitality students • increase the length of working visas • overcome the issues with extending visas • maximise the benefit from this labour source by assisting them to move from region to region within the State rather than out of the State or out of the country.[78] Peak employer groups and industry associations, (and potentially Service Skills Australia) to lobby State and Commonwealth Governments to review a range of migration programs to enable a more responsive, simplified, and appropriate migration solution to workforce needs, including to: • Reassess Visa categories in order to obtain workers quickly when work is required: Reduce unnecessary eligibility criteria restrictions on known hospitality/tourism professional cultures such as Indonesia, Malaysia and USA (Work and Holiday – Temporary-462 Visas). • Review seasonal concessions for Working Holiday Maker 417 Visas, increasing the age range up to 35 years; increase length of the visa to 2 years and length of employment at one organisation; and expand the WHM scheme to include China, India, Vietnam and Philippines. • Review student work entitlements as per the Knight Review. An overall increase of hours to enable students to work full shifts in industry. • Increase employment opportunities for international student graduates from approved higher education and VET and increase international students work hours to be increased from 40 hours per fortnight. • FutureNow to identify industry needs for overseas workers and inform the WASMOL on an ongoing basis.	2.1.2 2.1.11 2.1.11 2.1.13

[78] Andrea Mitchell MLA, Food for Thought Report, Training and workforce Development for the Hospitality and Tourism Industry, September 2012 Recommendation 8

Skilling WA: Strategic goal 3 Attract workers with the right skills to the Western Australian workforce and retain them by offering access to rewarding employment and a diverse and vibrant community and environment to live in.			
Issue (from Section 3)	**Strategy**	**Actions**	**Skilling WA Priority Action**
1. WA State Government incentives resulting in a large increase in Hospitality infrastructure developments in Perth will lead to significant numbers of job opportunities over the next 5 years and a workforce skills and labour deficit.	**Develop partnerships with industry, government and training providers to identify and meet the future workforce requirements arising from the increasing number of hospitality infrastructure developments in Perth.**	See section 5	1.2.2, 1.2.3, 2.1.13, 2.1.15, 3.1.3, 4.1.1, 4.1.2, 4.1.3
2. Critical skills shortages still exist in the hospitality industry due to the low completions of Certificate III in Commercial cookery apprenticeships.	**Identify the underlying causes for low completion rates of the Cert III in Commercial Cookery apprenticeship and develop an action plan with stakeholders to increase the completion rate.**	See section 5	3.1.1

Continued

Skilling WA: Strategic goal 3 Attract workers with the right skills to the Western Australian workforce and retain them by offering access to rewarding employment and a diverse and vibrant community and environment to live in.			
Issue (from Section 3)	**Strategy**	**Actions**	**Skilling WA Priority Action**
3. Industry image is poor creating a barrier to people working in the industry. The community perception of the Hospitality, Tourism and Events industry as a place to work until beginning a career is a major barrier for people considering training and employment.	**Improve industry image by promoting the industry as career of choice to increase uptake of training and employment in the industry.**	• FutureNow to work with key industry employer groups and associations to provide a united voice on the need to promote the industry as a career of choice. • Improve industry management and human resource practices. Develop and promote an industry best practice ethos, including demonstrating the benefits to productivity and overall business performance. • Promote VET training and career pathways in the hospitality, tourism and events industries through: o Showcasing industry ambassadors (e.g. Hospitality Ambassador Program) o Utilising FutureNow's stable of industry awards winners o Showcasing industry champions in Career videos.	4.1.2 4.1.2 4.1.2; 1.1.1
4. The knowledge of school career advisors and VET coordinators on the viable jobs and career opportunities and pathways within the hospitality, tourism and events industry appears to be variable at best. There remains the perception that school students work within these industries while they are working towards a career in other industries.	**Increase Career Advisors and VET Coordinators awareness and contemporary knowledge of the viable jobs, careers and pathways available within the Tourism, Hospitality and Events industry.**	• FutureNow to attend Career Advisors conferences to present career opportunities within creative and leisure industries. • FutureNow to provide promotional material/Career videos to career advisors. • FutureNow to present to Career Advisors/ VET Coordinators on hospitality industry careers as a part of the Ambassador program. • FutureNow to work with employers and industry associations to form closer working relationships with VETiS programs and stakeholders	1.1.1 3.1.2; 3.1.3 1.1.1

Skilling WA: Strategic goal 4 Provide flexible, responsive and innovative education and training which enables people to develop and utilise the skills necessary for them to realise their potential and contribute to Western Australia's prosperity.			
Issue (from Section 3)	**Strategy**	**Actions**	**Skilling WA Priority Action**
1. Sections of the industry struggle to provide consistent best practice service while charging high prices necessitated by low profit margins.	**Identify industry good practice models and target WA hospitality and tourism industry owners to develop a higher level of customer service ethos.**	• FutureNow in collaboration with peak industry bodies to identify and implement solutions to develop a culture of service excellence. • FutureNow in collaboration with industry associations and industry to promote examples of existing best practice to business.	3.1.2 3.1.2
2. There is a general shortage of supervisory, management and business skills in industry particularly in SMEs (almost two thirds -64.7 per cent- of workers have a level of educational attainment of Year 12 or below).	**Develop programs to assist with increasing management and supervisory skills and practices in the Hospitality, Tourism and Events industry.**	See section 5	4.2.3, 4.1.6; 4.2.3; 4.1.4; 4.1.5

Skilling WA: Strategic goal 5 Plan and coordinate a strategic State Government response to workforce development issues in Western Australia.			
Issue (from Section 3)	**Strategy**	**Actions**	**Skilling WA Priority Action**
1. Government policy and legislation around penalty rates, licensing requirements, and the lengthy and bureaucratic visa processes negatively impact on this labour intensive, low profit industry sector that is vital to the WA economy.	**Influence Government Policy and legislation that impact negatively on industry sustainability.**	• Industry associations and key industry stakeholders to lobby State and Commonwealth Governments for changes in the reviews of the Fair Work Act in 2012 and 2014, to improve outcomes for Tourism, Hospitality and Events industries and improve sustainability and investment in training. • FutureNow to work with DTWD on issues around apprenticeships and Modern Awards to preserve the WA nominal durations. • FutureNow to highlight skilled migration issues negatively impacting on the tourism and hospitality industries in WA. • Industry associations and key industry stakeholders to lobby for changes to State Government Policies negatively affecting the tourism, hospitality and events industries through over-regulation and unnecessary burdens on small to medium businesses.	5.2.1 4.1.1 2.1.11 2.1.13 2.1.15
2. Access by training councils to cross-Government labour force and training data specific to tourism, hospitality and events industry occupations (metropolitan and regional) is insufficient. Currently data is structured by sector, rather than occupation, and there is a lack of data covering many tourism, hospitality and events industry occupations.	**Improve the robustness of data available to training councils in order to provide more accurate regional industry workforce data.**	• FutureNow and peak industry associations to recommend to State and Federal Government to review industry 'sectors', 'occupations' and data to ensure Australia's data collection enables current and future workforce planning. • FutureNow in conjunction with National Skills Councils to lobby ABS to undertake special surveys of selected occupations and expand the codes to adequately reflect the occupations within industry. Also to amend ANZSIC and ANZSCO classifications at next review of codes in 2016. • FutureNow recommends inclusion of current occupation in annual ATO Tax returns to obtain timely data which can be collected on a state and regional basis annually and provide a more up to date occupational analysis.	5.1.1; 5.2.3;

SECTION 5 RECOMMENDED PRIORITY ACTION PLAN

FutureNow Strategy **1. Improve industry image by promoting the industry as career of choice to increase uptake of training and employment in the industry.**			
Recommended Priority Action(s)	**Steps to Implement Actions**	**Priority**	**Date to be completed**
Act on recommendations of the 2012 Andrea Mitchell MLA Food For Thought report where issues raised are predominantly around improving business and people management, attraction, training, retention and career pathways, which if effectively addressed would lead to a positive change in industry culture and career perceptions.[79]	The overwhelming call in the report was for the tourism and hospitality industry to be seen as a career industry in Western Australia as it is in many other countries and cultures. The report has 9 recommendations. Six of them can be summed up under 3 headings which are dealt with already in this plan as follows: • Establish Hospitality and tourism industry as a Career of Choice – Recommendations 1-6 • Improving Management and supervisory skills and business acumen/people skills – Recommendations 1-7 • Improving all workers service ethos/people skills – Recommendations 1-6		
Lead Agency: FutureNow			
Assist Industry in meeting workforce requirements arising from new hospitality infrastructure development in Perth.	FutureNow in partnership with the Australian Hotels Association WA to conduct in-depth workforce analysis of leading hotels undergoing development or redevelopment to identify their workforce requirements. • Compare analysis of industry demand against publicly funded training supply based on DTWD data. • Disseminate research findings to RTO's and work with them to devise appropriate strategies so that there is sufficient capacity to train workers for the relevant positions. • Use the findings to enable industry employers and associations, and other stakeholders to promote to promote the hospitality industry as a career of choice with positive career/job pathways and work opportunities. • Monitor training delivery and outcomes and employment take up and vacancies and make recommendations on a strategy to target migrant workers where necessary.	**High** **High** **High** **High** **High**	September 2014 October 2014 November 2014 June 2015 March 2016
Lead Agency: FutureNow working with the AHA			

[79] Andrea Mitchell MLA, Food for Thought Report, Training and workforce Development for the Hospitality and Tourism Industry, September 2012 Recommendations 1-7

FutureNow Strategy **2. Improve industry image by promoting the industry as career of choice to increase uptake of training and employment in the industry.**			
Recommended Priority Action(s)	**Steps to Implement Actions**	**Priority**	**Date to be completed**
Promote hospitality careers and develop long-term career options for the sector in Australia's South West (Source *South West WDP Recommendation….*).	• Continue to expand the delivery of the Hospitality Ambassador Program to schools in the south west of the State. • Undertake desktop research of the SW industry and training data. • Identify, inform and consult with key SW industry stakeholders. • Develop workforce development priority strategies to counter the perception of the hospitality sector as a short term/stop gap employment option (for example, marketing the benefits of work/ lifestyle employment arrangements in the South West of the State)[80]. • Implement identified workforce development strategies in conjunction with other stakeholders as identified	**High** **High** **High** **High** **High**	December 2014-2015 December 2014 March 2015 June 2015 June 2016
Lead Agency: FutureNow			

[80] DTWD, South West Regional Workforce Development Plan 2013-2016

FutureNow Strategy **3. Improve attraction and retention within the industry by increasing the enrolment and completion of hospitality apprentices to provide an adequate skilled workforce to meet future needs.**			
Recommended Priority Action(s)	**Steps to Implement Actions**	**Priority**	**Date to be completed**
Improve Certificate III in Commercial Cookery apprenticeship completion rates from current base of 43% against all industry apprenticeship average of 64.9% *(DTWD Dec 2013 based on 2009 cohort).*	• FutureNow to conduct research to identify the reasons for low completion – as well as the factors driving completion - of the Certificate III in Commercial Cookery apprenticeship.	**High**	December 2014
	• Project to include face to face focus groups and surveys to include a range of stakeholders including; Apprenticeship Non completers Apprenticeship Completers Employers of apprentices, various size businesses Employers who no longer employ apprentices RTOs Australian Apprenticeship Centres ApprentiCentre	**High**	June 2015
	FutureNow to engage with stakeholders on research findings and co-ordinate the development and implementation of strategies that will improve the non-completion rate of the Certificate III in Commercial Cookery apprenticeship in WA.	**High**	December 2015
	FutureNow to evaluate the effectiveness of the project through comparison of completion rates (number of completions annually in the short term and against the 5 year cohort in the longer term)	**High**	April 2016 (based on December 2015 data)
Lead Agency: FutureNow, Working with peak industry associations AHA and R&CA.			

FutureNow Strategy **4. Develop programs to assist with increasing management and supervisory skills in the Hospitality, Tourism and Events industry.**			
Recommended Priority Action(s)	**Steps to Implement Actions**	**Priority**	**Date to be completed**
Implement programs for the Hospitality and Tourism industry workforce which encourages the uptake of Hospitality Management and Supervisory qualifications.	• FutureNow to facilitate and analyse industry feedback on the proposed qualifications and pathways in the R&CA National Skills Pathway Project and the various elements of that which will influence management training opportunities in hospitality in WA.	**High**	Apprenticeships by August 2014. Other December 2014
	• FutureNow in conjunction with R&CA, AHA and TCWA to review all relevant industry management research and other evidence to inform the development and delivery of relevant RPL, mentoring and skill sets to increase the recognition and take up of management qualifications.	High	December 2015
	• FutureNow and Peak industry bodes to promote best practice workforce development that incorporates good contemporary management in a united hospitality environment.	High	June 2016
	• FutureNow and RTO's to promote skills assessment, skills gap training and professional development to existing workers to increase supervisory management skills	High	June 2016
Lead Agency: FutureNow, AHA, R&CA and TCWA			

SECTION 6 PLAN ADMINISTRATION

Plan Contact

This plan is maintained by the Project Manager, Tourism and Hospitality for the FutureNow Creative and Leisure Industries Training Council. Feedback regarding this plan should be made in writing to:

a Email: tfarrow@futurenow.org.au

b Mail: PO Box 57 Claremont WA 6010

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Review Requirements and Issue History

Schedule 2 of the Service Agreement requires that this plan is reviewed and updated annually.

This issue entirely supersedes the previous issue of the plan. Superseded issues should be destroyed, or clearly marked as superseded and removed from general circulation and the Training Council website.

Issue No.	Year Approved	Comments/Summary of Main Changes
1	2014	Updated ABS data, training enrolment and completion data and industry intelligence and statistics of workforce requirements

Distribution List

This plan is issued electronically on the Training Council website after it is approved.

Consultation for this Issue

The review of this issue of this plan was coordinated by the Chief Executive Officer for the FutureNow Creative and Leisure Industries Training Council. This issue was updated/re-written as part of the annual review process and the main round of consultation with industry representatives and the FutureNow Creative and Leisure Industries Training Council Board of Management occurred in April 2013.

Over this period the committee invited comment from: stakeholders consulted as listed in Section 7.

Communications Plan Summary

Once the plan is approved, its update will be:

a endorsed by the FutureNow Creative and Leisure Industries Training Council Board of Management

b noted by the Department of Training and Workforce Development

c posted on the FutureNow Creative and Leisure Industries Training Council website

Validation of this Plan

Arrangements in this plan will be validated within the annual review cycle by:

a Annual surveys, annual checking of data and continual liaison with industry to understand issues, trends, current and future workforce development needs.

Consultation: Key Associations and Stakeholders

The consultation process for training and workforce development planning, projects and activities undertaken by FutureNow – Creative and Leisure Industries Training Council included representatives of the following industry association/organisations in 2012:

Tourism, Hospitality and Events Industries

ACAE
AEG Ogden Pty Ltd
Accor / Mercure
ApprentiCentre
Australian Culinary Federation (WA)
Australian Hotels Association (WA)
Australian Tourism Export Council (WA)
Australia's North West
Australia's South West
Crown Perth (Burswood Entertainment Complex)
Breakaway Tourism Pty Ltd
Brighthouse
Caravan Industry Association (WA)
Catering Institute Australia (WA)
Central Institute of Technology
Challenger Institute of Technology
CCI (WA), Tourism Committee
Clubs WA
Curriculum and Standards Authority
Department of Training and Workforce Development
Events Industry Association (WA)
Food, Fibre and Timber Industries Training Council
Forte Hospitality Pty Ltd
Franklyn Scholar
FutureNow Board of Management
FutureNow RTO Network
Great Southern Institute of Technology
Hospitality Group Training (WA)
Hospitality Pty Ltd
Ideology
Jet Employment and Training
Kimberley Accommodation Group
Kimberley Employment Services
Kimberley Training Institute - Broome
Kimberley Training Institute - Kununurra
Magabala Books
Mandurah Quays Resort
Matilda Bay Restaurant + Bar
Nirrumbuk Aboriginal Corporation / Djaringo Pty Ltd
Park Australia
Parks and Visitor Services Division, DEC
Partnership Brokers
Peel CCI, Peel Tourism Association
Perth Associations of Attractions
Perth Convention and Exhibition Centre
Perth International Arts Festival
Polytechnic West
Q Catering International
Racing and Wagering WA
Restaurant and Catering Australia
Secondary Schools (public, private, independent)
Service Skills Australia
Skal International Broome Inc.
Sodexo
South West Institute of Technology - Bunbury
South West Institute of Technology - Margaret River
The Publican Bar & Cafe
The University Club of Western Australia
Tour Guides (WA) Inc.
Tourism Council WA (TCWA)
Tourism Western Australia
Tubal Pty Ltd
University Club of Western Australia
Visitor Centre Association of WA Inc.
WA Sports Federation
WA Tourism Export Council
West Coast Institute of Training
Western Australian Institute of Translators and Interpreters (WAITI)
Western Australian Indigenous Tourism Operators Council (WAITOC)
Wines of Western Australia (Association)
Workforce Development Centre - Broome
Workforce Development Centre – Perth
Young Australian Tourism Association

SECTION 8 LIST OF TABLES

This section should be used to provide a list of tables and graphs used within the main body of the document.

Number	Name of Table or Graph
Table	
1	Distribution of full-time and part-time employment in the Australian Tourism Industry
2	International visitor arrivals to Australia by state
3	Domestic overnight travel in Australia by state
4	Events Funding by Australian State
5	Accumulated Labour Demand in Australia 2012-15
6	Western Australian Employment Status
7	SIT07 Commencements and Completions 2007-2012
8	SIT07 Completions 2011-12 by Qualification
9	SIT07 Commencements 2011-12 by Qualification
10	Summary of SIT07 Commencements and Completions
11	Hospitality and Tourism Pre-Employment Figures 2011
12	Hospitality Apprenticeship/Traineeship Enrolments 2010-2011
13	Events Industry Enrolments 2006-2011
14	Hospitality Apprenticeships in Training in July 2012
15	Hospitality Traineeships in Training in July 2012
16	Tourism and Events Traineeships in Training in July 2012
17	Tourism and Events Traineeships in Training in July 2012
18	Hospitality and Tourism VETiS Completions 2012
Graph	
1	Growth in jobs in Australian tourism, full-time and part-time
2	SIT Commencements V's Completions 2008-12

SECTION 9 GLOSSARY

Acronyms

Acronym	Full Title
WA	Western Australia
NBN	National Broadband Network
MoU	Memorandum of Understanding
TRA	Tourism Research Australia
SPOL	State Priority Occupation List
VETiS	Vocational Education and Training in Schools
$A	Australian Dollar
VET	Vocational Education and Training
DTWD	Department of Training and Workforce Development
WAITOC	Western Australian Indigenous Tourism Operators Council
SSA	Service Skills Australia
NWDF	National Workforce Development Fund
TDEV	Total Domestic Economic Value
TIEV	Total Inbound Economic Value
VFR	Visiting friends and relatives
GDP	Gross Domestic Product
ABS	Australian Bureau of Statistics
DEA	Deloitte Access Economics
RSA	Responsible serving of alcohol
CEO	Chief Executive Officer
COAG	Council of Australian Governments
ICT	Information and Communications Technology
SME's	Small and medium sized enterprises
SIT07	Tourism and Hospitality Training Package 2007
SOL	Skilled Occupation List
WASMOL	Western Australian Skilled Migration Occupation List
AAC	Australian Apprenticeships Centre
GTO	Group Training Organisation
RTO	Registered Training Organisation
USA	United States of America
TAFE	Technical and Further Education
AHA	Australian Hotels Association
HR	Human Resource

Acronym	Full Title
PCEC	Perth Convention and Exhibition Centre
SIT12	Hospitality, Tourism and Travel Training Package 2012
RPL	Recognition of Prior Learning
R&CA	Restaurant and Catering Australia