

## SECTION 4 INDUSTRY ISSUES AND STRATEGIES

### 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
As traditional gaps between digital and print operations close, and uneven distribution of labour within the <b>Graphic Arts &amp; Printing</b> industry persists (oversupply on creative side, shortage on mechanical/manufacturing), there is need for more relevant training and workforce development structures to address this imbalance and plug existing labour gaps.	Contribute to the national industry-led training initiative for the <b>Graphic Arts &amp; Printing</b> industry (2013 – 2016). This initiative aims to boost the pool of suitable new entrants in areas of industry need and support flexible work pathways, improving industry viability in its increasingly serviced-oriented environment.	See section 5	4.1.1  4.1.4
There is a digital divide apparent in some areas of local <b>Libraries</b> workforce, as older generations of Libraries workers resist technological change and struggle to adapt to the highly technology-driven current and future Libraries environment.	In collaboration with local industry stakeholders encourage best practice workforce development and change management models to assist necessary up-skilling and re-focusing of problematic areas of local <b>Libraries</b> workforce.	With appropriate reference to ALIA's (the Australian Libraries and Information Association) National Workforce Development Plan, FutureNow to work with local <b>Library</b> industry stakeholders and relevant training providers to identify best practice workforce development / change management models for up-skilling and supporting resistant areas of workforce.	4.2.1  4.2.3

Issue (from Section 3)	Strategy	Actions	Skilling WA Priority Action
<p>The <b>Creative Industry</b>'s increasing demand for higher level qualifications and a more highly skilled creative workforce means that the training of essential low-skill creative industry workforces is often neglected. These low-skill creative workforces are 'thinner' / less populous, yet are critical to underpinning the high-skill activity and production of WA's creative industries overall.</p>	<p>Identify underserviced and under-supported areas of the WA <b>Creative Industries</b> requiring urgent workforce training and/ or upskilling to boost overall industry capacity and enhance Creative Industry workforce standards locally and nationally.</p>	<p>See section 5</p>	<p>4.2.1 4.2.3</p>
<p>Increasingly competitive market-driven tertiary education landscape impeding collaborative pathway partnerships between VET, university and industry in the <b>Creative Industry</b> tertiary training sector. This is problematic for future Creative Industries workforce as large parts of the industry demand at least an AQF level 7 qualification for entry, however there is a simultaneous need for a higher technical / vocational skills-base within this increasingly multi-skilled workforce. More VET/university/ industry partnerships are required to allow optimum workforce to flourish to enhance overall sector capability.</p>	<p>In partnership with local industry stakeholders devise a more coherent whole of industry approach to the promotion of more strategic tertiary training pathways in the relevant <b>Creative Industries</b>.</p>	<p>FutureNow to work with Chamber of Culture &amp; the Arts WA and other local <b>Creative Industry</b> employer stakeholders to model best practice VET to university (or vice versa) training pathway matrixes documenting their combination creative and technical workforce skill-needs.</p> <p>FutureNow to inform local <b>Creative Industry</b> tertiary training providers of local employer skill-need using documentation as a tool to encourage greater collaboration and strategic partnerships to emerge.</p>	<p>4.2.1</p>
<p>The <b>Media (Print, News &amp; Online)</b> industry's continuing state of flux due to rapid technological developments; increasing competition and decreasing economic viability is adversely affecting local media business's workforce. There are sharp labour reduction measures</p>	<p>Develop cost effective up-skilling training models for under-employed local media professionals - allowing a re-focusing and re-directing of</p>	<p>FutureNow to work with local <b>Media</b> industry stakeholders to identify areas of greatest workforce retraction / areas of greatest skilled media worker redundancy.</p>	<p>4.2.3</p>

<p>occurring in some local media labour markets, whilst there is an inverse (long-term) demand for a quality and 24/7 media content, as consumer demand grows, broadens, diversifies and fragments.</p>	<p>their traditional/ existing skill-sets towards alternative areas of WA industry requiring media-oriented services to increase competitive advantage/ industry development (likely areas include events promotion, corporate affairs and investor relations).</p>	<p>FutureNow to work with inter-industry stakeholders to identify under-serviced areas of WA industry requiring media; promotional; corporate affairs; stakeholder relations &amp; communications expertise.</p> <p>Develop strategic inter-industry partnerships and alliances to re-direct WA's under-employed media workforce to areas of best advantage to WA economy overall.</p>	
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## SECTION 5 RECOMMENDED PRIORITY ACTION PLAN

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FutureNow Strategy			
1. Contribute to the national industry-led review of training for the Printing industry (2013 – 2016) which aims to boost the pool of suitable new entrants in areas of industry need and support flexible work pathways, improving industry viability in its increasingly serviced-oriented environment.			
Recommended Priority Action(s)	Steps to Implement Actions	Priority	Date to be completed
Work in collaboration with the Printing Industries Association of Australia to facilitate necessary changes to Print Industry training in WA to suit the industry's more digitally-focused, service-oriented priorities.	<p>Work with VET in schools programs &amp; relevant RTOs to encourage delivery of Printing qualifications &amp; apprenticeships in areas of greatest industry demand/ workforce shortages.</p> <p>FutureNow to liaise with the major industry body, Printing Industries Association of Australia (PIAA), industry employers and RTO's to develop a coordinated approach to training reform.</p> <p>Increase the number of Printing industry apprenticeships in areas of industry need.</p> <p>Continue to sponsor the FutureNow Award for Outstanding Workforce Development Practices at the annual Printing Industry Craft Awards &amp; promote best practice examples.</p>	High High High High	October 2014 Ongoing June 2015 Ongoing
Lead Agency: FutureNow			

## FutureNow Strategy

2. Identify underserviced and under-supported areas of the WA Creative Industries requiring urgent workforce training and/ or upskilling to boost overall industry capacity and enhance Creative Industry workforce standards locally and nationally.

Recommended Priority Action(s)	Steps to Implement Actions	Priority	Date to be completed
	Review the training gaps that currently exist for low-skill workers/ technicians in the WA performing arts & music (live performance) sectors, due to thin workforce markets combined with highly specialized skills needs. Develop strategies & mechanisms to allow these workforces access to relevant training ensuring necessary skill-sets and industry standards are achieved, and overall capacity of these WA creative industries is enhanced to meet long-term industry and workforce growth targets.	FutureNow to work in collaboration with major industry bodies, including Live Performance Australia, Crown Perth, Perth Theatre Trust, the WA Events Industry Association, and local training providers to develop highly accessible, industry-relevant training structures in areas of greatest need to plug long-standing training & skills gaps to strengthen local Performing Arts & Music industry short-term and long-term capacity.	High June 2015
	FutureNow to work in partnership with industry and local VET in schools programs / specialist Performing Arts & Music schools to link relevant high school VET delivery to any new industry- led training structures to enhance delivery of these VET in schools programs and achieve consistent, whole of sector progress on industry skills-building.	High June 2015	
	FutureNow to work in collaboration with local industry partners including Country Arts WA to develop whole of sector strategies (such as skills analyses) focused on the skills & workforce needs of regional WA Performing Arts Centres, enhancing their position as important community, cultural tourism and arts-participation hubs.	High June 2015	
Lead Agency: FutureNow			