



FutureNow.

ANNUAL
REPORT

2022 - 2023

FutureNow.

FutureNow acknowledges the Aboriginal and Torres Strait Islander peoples of Australia as Traditional Custodians of the Lands and Waters.

It honours their wisdom, cultures, languages and communities and pays respect to the Elders past, present and emerging.

We recognise the many contributions Aboriginal people make to our community, our businesses and to our learning.

We accept the Uluru Statement from the Heart and embrace its invitation to walk alongside Aboriginal people united in a better future for all Australians.

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MESSAGE FROM THE CHAIR

I am pleased to deliver my third Annual Report as Chair of the FutureNow Board. I begin by acknowledging the traditional owners of the land on which we meet, the Whadjuk people of the Noongar nation and pay my respects to elders past, present and emerging.

Board leadership

I would like to thank the entire FutureNow Board for their engagement and valuable insights. The Board continues to make a significant contribution of time and expertise to lead the strategic direction of the organisation and demonstrates commitment to ensuring that sound governance is in place. This enables FutureNow to respond to current and future challenges of a constrained labour market, rapid industry developments and evolving ways of working and learning.

A notable achievement during this period was the development and endorsement of a Risk Framework and I would like to thank fellow committee members Jane King and Ian Brown with this task.

In addition;

- FutureNow's strategic framework 2022 – 25 was reviewed and found to be fit for purpose,
- FutureNow's operational suite of policies was reviewed and endorsed
- Board members thoughtfully conducted a self-evaluation and Board effectiveness review



The Board also unilaterally supported the development of a Reflect Reconciliation Action Plan as part of its commitment to authentically embrace our responsibility to shape inclusive and diverse workplaces through developing strong connections within the community and, creating opportunities across the many sectors and industries that our Training Council encompasses. I would like to acknowledge the support provided by Tamara Cook and her team in arranging introductions to First Nations artist Acacia Collard and to Known Associates for their beautiful graphic design work.

West Australian Jobs, Education and Training survey

FutureNow produced 112 reports for the Department of Training and Workforce Development's flagship piece of work, the 2023 West Australian Jobs Education and Training survey. This information is deployed across many parts of the West Australian government's policy and service delivery activities. Board member contributions to the numerous consultations conducted by the FutureNow team both during the consultation period and in round table Board reports are critical to this work and I thank Directors for their assistance.



Matthew Thomas

Chair

November 2023

It goes without saying that this year's efforts and outcomes could only be achieved by the dedication and commitment displayed by the FutureNow team throughout the year. Led by Julie Hobbs (CEO), and an accomplished team of industry managers including, Melissa Harkins, Ann Marie Ryan and Kelly Perry, collectively they have successfully engaged, supported and delivered value to their respective stakeholders and industries. Each year presents new challenges, and this year was no different. Julie's strong leadership, industry expertise and innovative thinking has weathered those headwinds, so I would like to personally recognise Julie's contribution and thank her for her efforts. Thank you to our consultants including Accura Accounting, Guardian Bookkeeping, Dorado Strategic and Hotmix.

I would like to thank Deputy Chair Jane King for her commitment and support, in particular stepping in for me throughout the year to chair meetings when I wasn't available.

I am confident that as we move into 2024 FutureNow will positively contribute to workforce and learning solutions which will shape Western Australia's economic diversification, our cultural landscape and community wellbeing.

MESSAGE FROM THE CEO

The 2022 – 23 period was characterised by a wide range of national reforms in industrial relations, migration, skills and education, data collection and housing and employment accessibility policies.

Many of these were responses initiated by the Commonwealth Jobs and skills Summit held in September 2022. Others, such as the establishment of Jobs and Skills Australia and the associated Jobs and Skills Councils were already in train.

Research from the Productivity Commission and others indicate that despite record employment and exponential digital transformation, declining productivity is inhibiting business capacity, creativity and innovation and that investment in skills and education is imperative. For this reason skilling strategies for a dynamic and resilient labour market continue to be a dominant topic with an increased focus on the role of the public and private training sectors as well as a review of the Higher Education sector currently being explored in the Universities Accord.



Business, unions and community and peak bodies have expressed support for improved integration between the Vocational and Higher Education sectors along with more formal recognition of micro credentials, support for lifelong learning, the removal of barriers to employment, strategies to enable digital capability skills and more inclusive workplaces.

FutureNow has actively engaged with these reforms by making submissions, connecting to the five Jobs and Skills Councils within our remit and curating and communicating information about these processes to local and regional stakeholders. Our sector knowledge and extensive stakeholder relationships enable us to develop practical and immediate workforce solutions whilst maintaining an eye on more long- term strategic industry opportunities including technological change and net zero transformation.

FutureNow's team has produced work of a very high calibre, consistently interesting and relevant and focussed on building knowledge and expanding relationships. I would like to thank Melissa Harkins, Kelly Perry and Ann Marie Ryan for their adaptability, positivity and professionalism. I also acknowledge and thank our financial, technology, legal and communications consultants as well as our government, education, training and industry partners.

A sincere thankyou to Matthew Thomas and Deputy Chair Jane King for their consistent guidance and support. I thank the Board for their dynamic contribution to Board meetings and beyond and for their strategic leadership.

I am proud of FutureNow's accomplishments over this period and the ideas that we continue to explore. I look forward to the challenges and opportunities ahead.



Julie Hobbs LFDIA, GAICD
Chief Executive Officer
November 2022

ABOUT FUTURENOW



The diversity presented by FutureNow's industry coverage which span the knowledge, creative and leisure sectors contribute to a dynamic landscape with opportunities for cross sectoral opportunities.

FutureNow's industry coverage includes, Dance, music, events, technical production, theatre, film, broadcasting, technology, writing, publishing, visual communication, print, travel, outdoor recreation, visual arts and craft, design, hospitality, fitness, creative technologies, tourism, fast food, photographic services, galleries and museums, farriery, libraries, racing and equine, sport and aquatics.

Purpose

To provide independent, industry informed advice to influence workforce development solutions across the creative, leisure and technology sectors

Vision

Creative, leisure and technology sectors are valued and well-prepared to enable economic diversification and enhance community wellbeing

We deliver on our purpose and vision by:

Providing leadership and strategic advice about skills, workforce and industry development across creative, leisure and technology sectors in WA

Facilitating collaboration and creating platforms to inspire innovative and progressive workforce development policy solutions and responses

Undertaking research on the most important workforce development issues that face our sectors

Delivering services to support and build capacity across the diverse sectors that we represent

Extending conversations about the broader ecosystem of workforce development and the impact changing work typologies can have in future

CORE VALUES

ACCOUNTABLE – we take responsibility and work openly and transparently to earn the trust of our stakeholders.

COLLABORATION – we work collectively through our Board, Industry, Government and Education partners and within our team to achieve positive workforce development outcomes.

DIVERSITY AND EQUITY - we create opportunities for all through the application of transformative workforce development strategies and programs and are guided by a strong desire to leverage the diversity of the industry sectors we represent.

PROFESSIONALISM – we are proficient, reliable and adaptable in all that we do, always striving for excellence and being proactive in anticipating sector needs.

RESPECT – we understand and value the position of our stakeholders and the commitment they make to supporting our work. We are mutually respectful and supportive within our workplace and act with respect and integrity in all we do.

RESEARCH, CONSULTATION & WORKFORCE ADVOCACY

Consistent themes across all FutureNow's sectors have emerged from a wide range of research sources and over 500 consultations with employers, workers, peak bodies, unions, education providers and stakeholders at all levels of government.

These include:

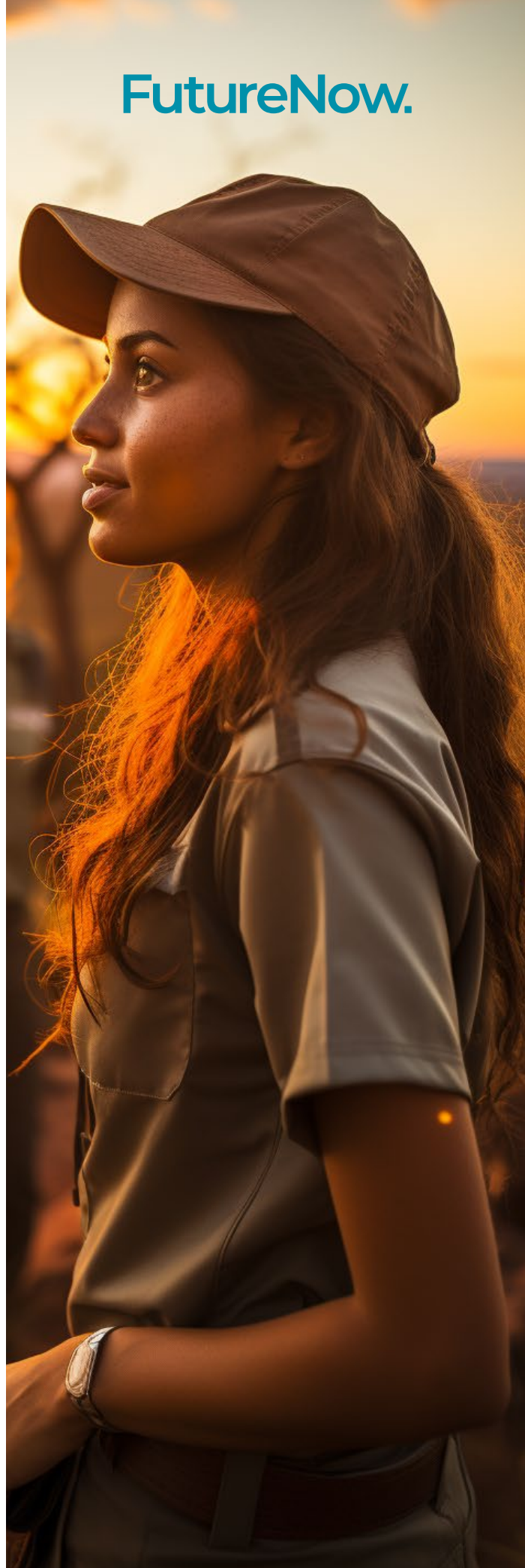
- The tension between the lure of a full labour market which can pull people away from education and training pathways as study options are deferred.
- A national conversation about productivity and the metrics used to evaluate it.
- Critical skills and labour shortages which continue to hamper economic capacity and growth despite a slow down in labour market churn in some sectors
- A shortage of vocational lecturers hampering the delivery of qualifications across many industries.
- Housing shortages constraining workforce supply, particularly in regional areas
- An urgent need for accessible, affordable childcare to boost labour market participation
- A review of migration policies as Australia continues to compete for global talent
- Some easing in specific workforce shortages in areas such as hospitality as international student numbers rebound in greater numbers than anticipated
- Rising costs negatively impacting both business profitability and consumer spending patterns
- Digital transformation continuing to drive higher order technical skills and critical thinking capacity across all occupations
- The impact of Artificial Intelligence on both work and study and in creative content generation
- Just in time skilling solutions such as microcredentials and enterprise learning being used.
- Ongoing gender participation and remuneration disparities
- Increased recognition of the validity of freelance work models in Federal government IR policy proposals and in policies such as the Revive National Cultural policy.
- Renegotiation of hybrid working models as some employers seek greater 'back to the office' attendance from their staff
- Ongoing barriers to workforce participation for some young people but some reduction to 'agism' as older workers are welcomed into the workforce in a range of industries.
- Ongoing barriers to education, employment and community participation for regional, First Nations and Culturally and Linguistically Diverse learners.

THE WEST AUSTRALIAN JOBS, EDUCATION & TRAINING SURVEY

FutureNow advocates for immediate workforce development solutions but also champions the value of strategic long term workforce development. We advocate for local contextualised training solutions for the West Australian economy and community through the WA Jobs, Education and Training Survey a major piece of work provided to State Workforce Planning that drives workforce development policy settings such as priority occupation lists and migration.

FutureNow provided reports on 91 occupations and produced 12 industry reports between January and March 2023.

FutureNow also advocates for its sectors by providing credible and appealing information about occupations through distribution of its career pathways collateral.



COMMUNICATIONS

FutureNow communicates its own research and curated information about its sectors through conference and workshop presentations, website content, newsletters and social media content.



93

News stories

81

Thought leadership articles

Latest News

New Short Film Competition awards SAE scholarship

Filmmakers will have the chance to compete for a share of \$75,500 as part of a new short film competition.



Modern Award Review to focus on Arts and Culture

The Modern Award Review was announced on 15 September 2023. As per the commitment made in ...



It's Outdoors October: Promote or discover an outdoor event in WA

As part of a key deliverable of the State Government's WA Outdoor Framework, to increase more ...

What we are reading

Arts and culture intergenerational research findings published

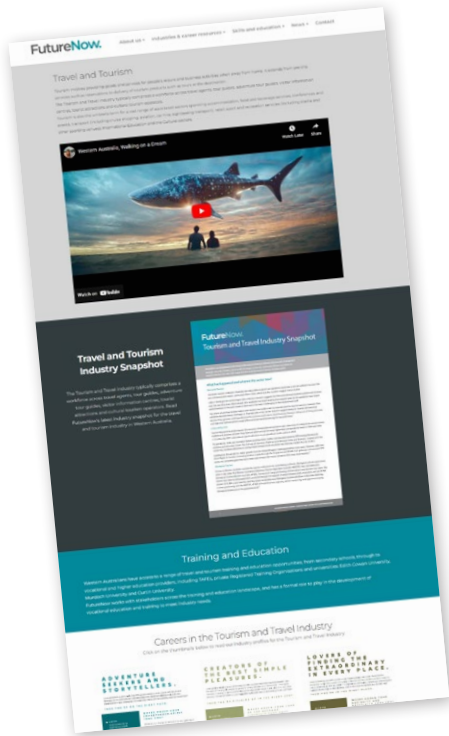
12/10/2023 -

West Australian Department of Training and Workforce Development Annual Report 2022 - 23

11/10/2023 -

Jobs and Skills Australia release National Skills Roadmap

5/10/2023 -



INDUSTRY PAGES

FutureNow's industry website pages include a general overview of each sector and more detail about occupational options and education and training pathways as well as FutureNow's industry snapshots.



INDUSTRY SNAPSHOTS

Key findings are synthesised to produce highly informative industry scans that capture evolving skills and labour needs, labour market trends and workforce development solutions. This work is highly valued by industry and by the education and training sectors and is a mechanism to repay stakeholders for the generous time and knowledge they provide.

Presentations during this period reflect the diversity of FutureNow's sectors and included a panel discussion to IN:WA (a media sector body) about the future and meaning of work, opening remarks at the Women in Print breakfast series, a presentation to the West Australian Australian Computer Society Board, a video presentation to Albany Revelations film festival and a radio presentation on 'Talking Horses'.



- Visual arts
- Fitness
- Screen
- Racing, Equine and Farriery
- Performing arts
- Hospitality
- Aquatics
- Print and Visual Communication
- Sport
- Outdoor recreation
- Fast food
- Travel and Tourism
- Galleries, Museums and Libraries
- Digital Technology
- Events

COLLABORATION

FutureNow's working method is collaborative, whether it is co- designing workforce development projects with industry, sponsoring programs, brokering relationships or aligning the focus of research to support the economic diversification goals of government.

In 2022 – 23 FutureNow was proud to;

- Continue to partner with the Chamber of Arts and Culture WA to provide an Employee Assistance Program for freelance creative practitioners following research about the impact of mental health issues on workforce capability
- sponsor emerging Chefs participating in the Annual Hospitality Group Training showcase dinner
- sponsor the Perth Women in Print breakfast event
- commit to sponsorship of the West Tech Assemblage to be held in February 2024 - the theme of which will be digital inclusion.

GOVERNMENT COLLABORATION

FutureNow's consultation, research and Strategic Plan has been tailored to include the four pillars contained in the State Training Plan 2023 – 24.

- Advocating for Western Australian industry skills needs in National Skills Reform
- Preparing a skilled workforce for energy transformation and decarbonisation targets
- Managing a sustainable pipeline of apprentices and trainees
- Building regional workforce skills and capacity

AN INCLUSIVE WORKFORCE

Reconciliation

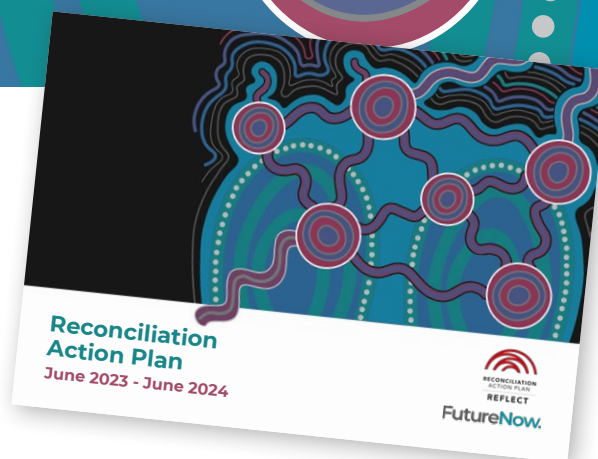
FutureNow is committed to reconciliation and to addressing education and employment disparity. Our work in education, training, employment and business positions us to examine how we may contribute to the Reconciliation process.

FutureNow's work over three decades and across multiple sectors provides evidence about the impact of barriers to participation in education, employment and community activities experienced by First Nations peoples. As the nature of work evolves, the service and knowledge sectors become dominant, and work and society continue to undergo exponential digital transformation there

is a risk that these gaps will continue to widen.

Data and experience demonstrate that Australian workplaces, educational spheres and broader communities cannot flourish without reconciliation and real inclusion. FutureNow is motivated to contribute to sustainable, intergenerational transformation through the considered application of our research and consultation, our advocacy, our information, projects and our values.

FutureNow's Reflect Reconciliation Action Plan was endorsed by Reconciliation Australia in February 2023 and can be viewed on our website.



Digital inclusion

The rapid digital transformation of work and life drives innovation and productivity but also accentuates the widening gap between people with digital fluency and those who are less able to engage with multiple technologies.

FutureNow has been accepted as a partner in the West Australian Digital inclusion Accord with the initiative to identify and support Digital inclusion skills to support workplace, and community participation. This involves;

- research and advice about the technology sector.
- monitoring and reporting on the impact of digital technology and potential barriers to participation across all the sixteen industry sectors that fall within FutureNow's coverage.
- identifying industry led and training and education strategies to address the technology barriers.
- monitoring of two digital inclusion skill sets which address barriers to participation in learning and in employment.

There is a focus on the following priority cohorts;

- People with disabilities
- Aboriginal communities,
- People living in regional and remote communities,
- People living on low incomes,
- People from culturally and linguistically diverse backgrounds, particularly refugees,
- Older people

FutureNow.

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