

ACT Government

Skilled to Succeed Implementation

Development of Industry Plans

Discussion paper

Experience industries
(Hospitality, tourism, recreation and arts)

October 2022



Background

Skilled to Succeed is the ACT Government's skills and workforce agenda to ensure Canberrans have the right skills for in demand jobs now and into the future. Our priorities are to deliver a skills and workforce agenda which is:

- inclusive and provides Canberrans with a foundation for lifelong learning
- responsive, flexible and future-focused
- proactive in helping employers build, attract and retain the right workforce
- built on strong and sustainable skills sector foundations.

To deliver this agenda, the ACT Government will develop Industry Plans for the Care, Technology, Construction, Experience and Renewables and Sustainability industries. The purpose of these Plans are to identify actions to develop a fit for purpose vocational education and training sector to support our future workforce.

To support the development of these Plans, the ACT Government is hosting roundtables with stakeholders from each industry. This discussion paper is intended to support and inform discussion at the Experience industry roundtable on 1 November 2022.

Scope

The purpose of this discussion paper is to provide stakeholders with key data and insights on the Experience industry to stimulate thinking on the role of **Vocational Education and Training (VET)** in shaping the future of jobs and skills in the ACT Experience industry..

The questions in this paper will guide discussion at the roundtable and focus on:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Qualification types and content | <input checked="" type="checkbox"/> Level of consultation/engagement with industry |
| <input checked="" type="checkbox"/> Delivery of qualifications | <input checked="" type="checkbox"/> Skilled migration pathways |
| <input checked="" type="checkbox"/> Quality and fit-for-purpose of courses | <input checked="" type="checkbox"/> Accessibility and equity |

Discussion questions

- 1 What skills do workers need to be 'job-ready' and what skills do you expect to train on the job?
- 2 Think about the training your staff attend now. How suitable is this training for your business needs?
- 3 With the increased use of technology, such as QR codes in hospitality, what skills do workers need?
- 4 What skills might support older workers in their career pathways? How could these skills best be met through vocational education pathways?
- 5 What works well with the current training market? What would you like to see more of, and what changes need to take place?
- 6 What are the barriers to apprentice and trainee completion?

Employment snapshot

19,304

Total number employed in Experience industry in 2021

Growth in Employment

39% Last 10yrs **17%** Last 5yrs **22%** Avg 5yrs (All industries)

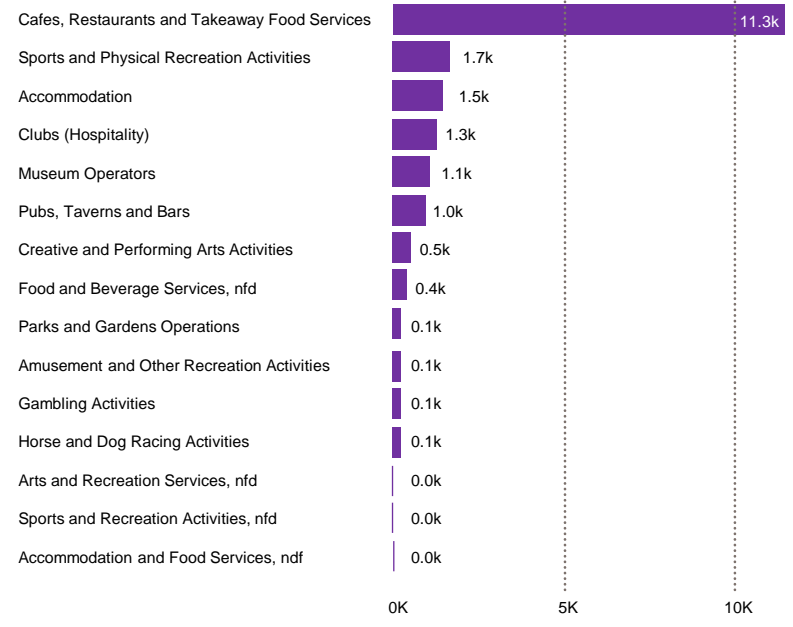
Largest Growing Occupations



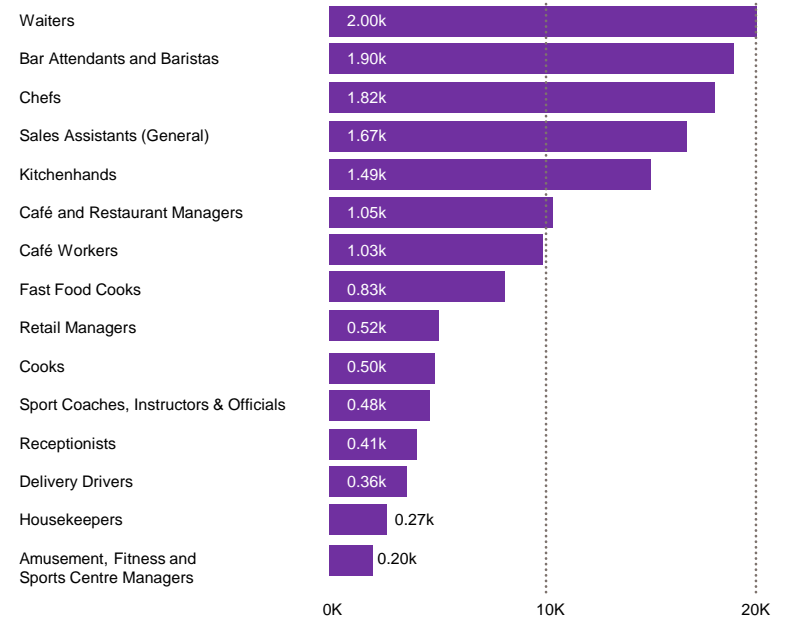
Source: ABS census 2021

Experience - Employment Snapshot (2021 census)

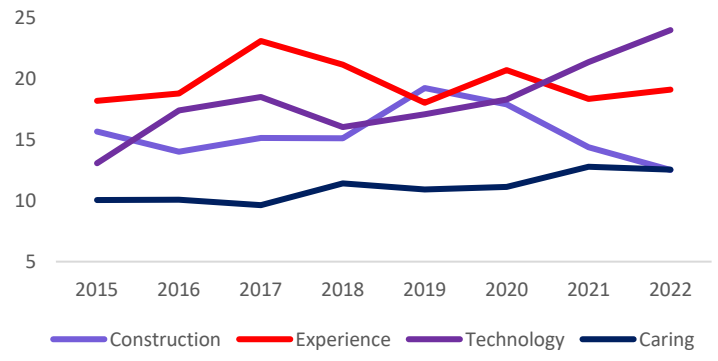
Employment by sub-industry



Employment by occupation



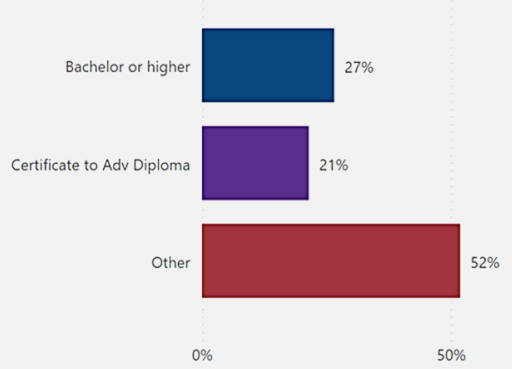
Employment (000) by Industry in the ACT



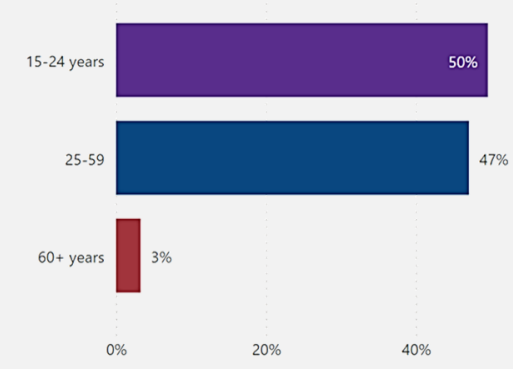
Source: ABS, Labour Force, Detailed, August 2022 data (seasonally adjusted by the National Skills Commission).

Employment by Occupation

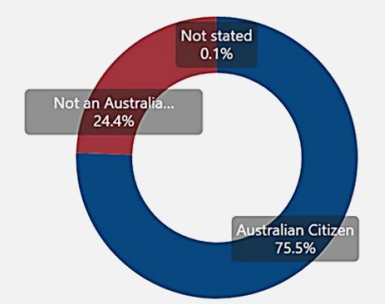
% by Education



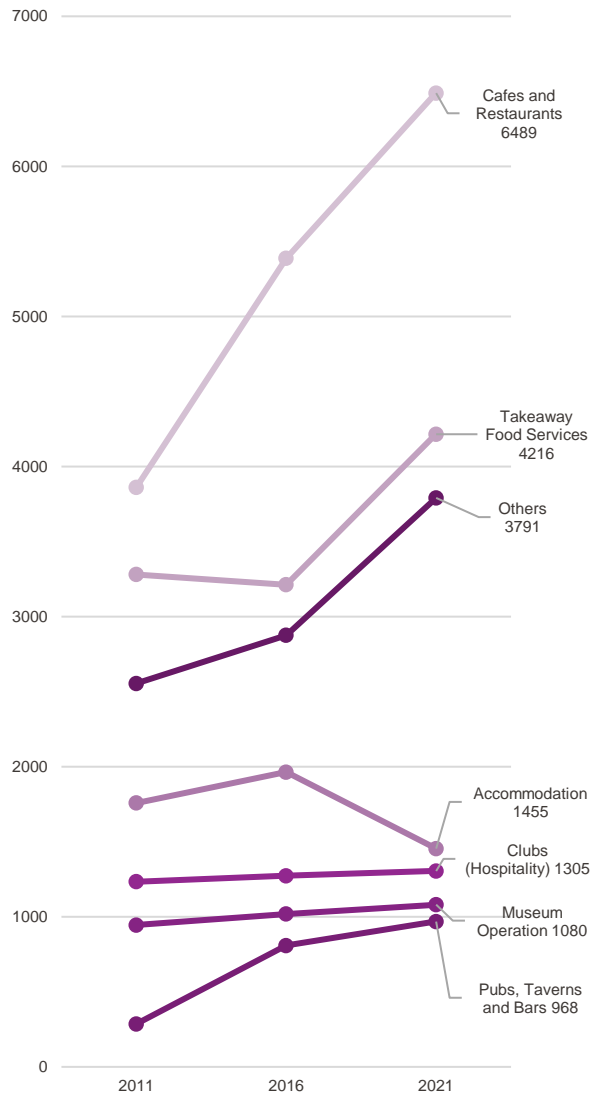
% by Age Group



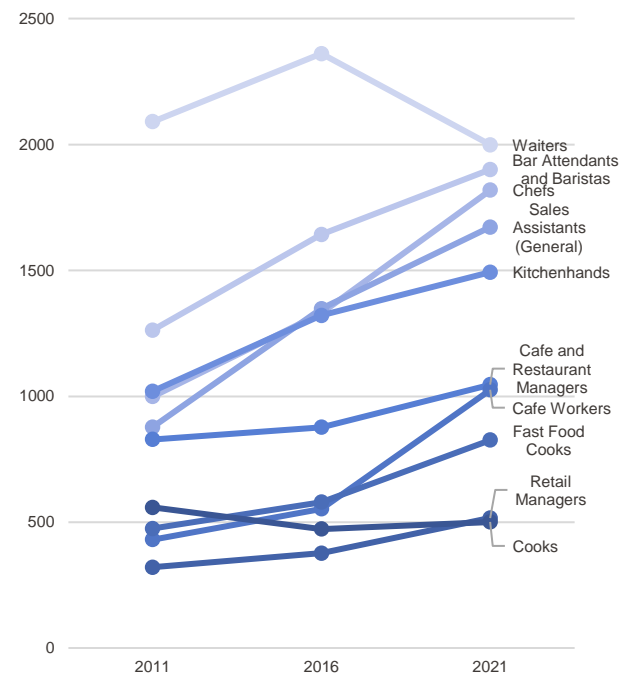
% by Australian Citizenship



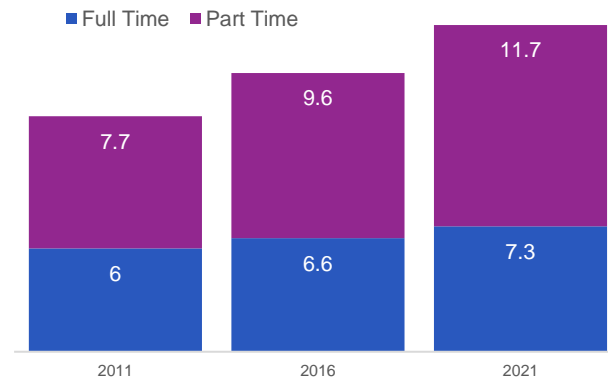
Employment by top sub-industries



Employment by top occupations



Employment by type of employment (000)



Industry snapshot

1,942

Total number of businesses in Experience industry in 2021

Contribution to ACT economy

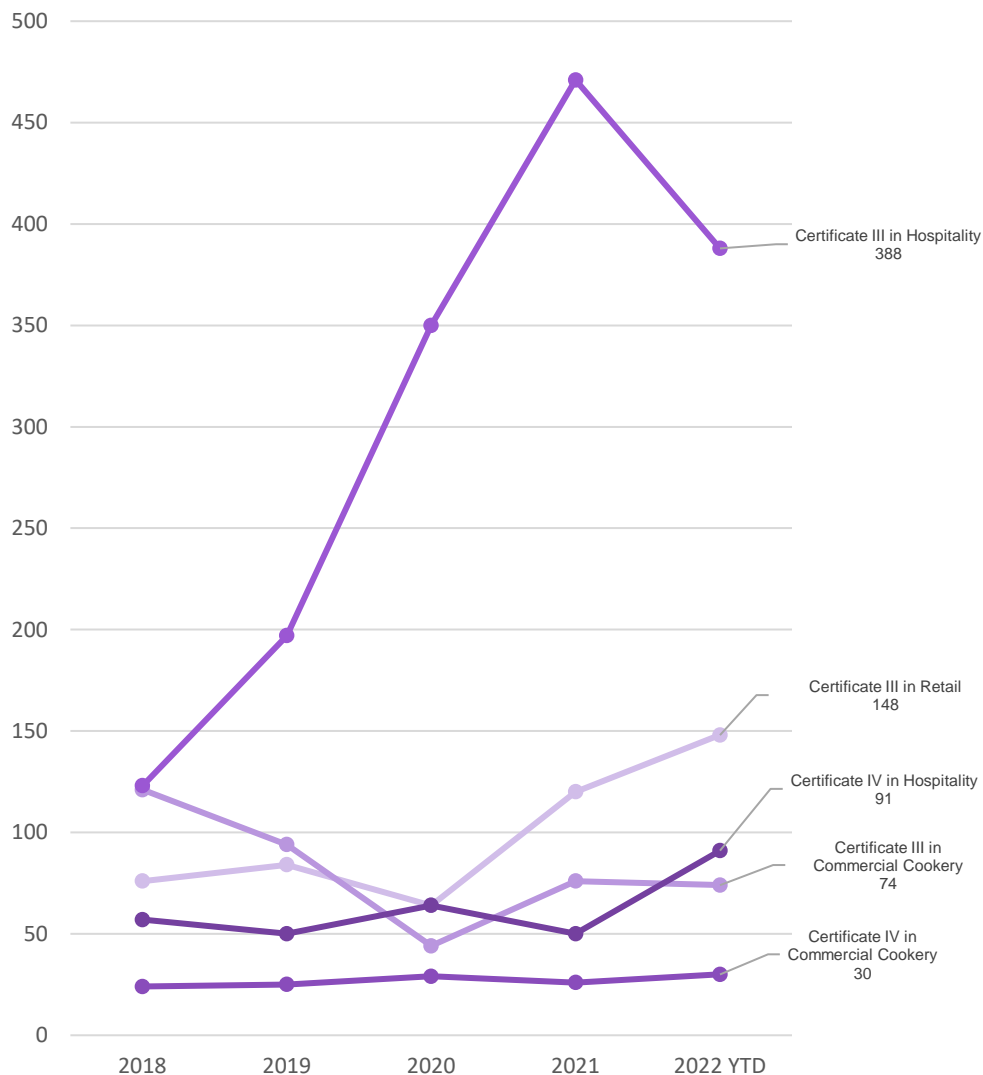
2.7% of Gross Value Added

7.9% of total employment

Number of business by sub-industry



Student Commencement (Apprentices and Trainees) by top 5 qualifications



Active Apprentices & Trainees (A&Ts) October 2022

Qualification	Number of A&Ts
Certificate III in Hospitality	580
Certificate III in Retail	264
Certificate IV in Hospitality	163
Certificate III in Commercial Cookery	117
Certificate IV in Commercial Cookery	55
Advanced Diploma of Hospitality Management	28
Diploma of Hospitality Management	24
Certificate III in Screen and Media	21
Certificate III in Fitness	20
Diploma of Screen and Media	14
Certificate III in Sport and Recreation	8
Certificate III in Travel	8
Certificate II in Kitchen Operations	7
Certificate II in Hospitality	6
Certificate III in Patisserie	6
Certificate IV in Fitness	5
Certificate III in Events	2
Certificate III in Tourism	1
Certificate III in Hospitality (Restaurant Front of House)	1
Grand Total	1330

Short courses (examples)

Provided by CIT

- Bar Service
- Responsible Service of Alcohol
- Responsible Gambling Services
- Customer Service Skillset
- Supervising Food Safety
- Hospitality Compliance
- Basic Food Hygiene
- Social media for small business

Provided by Private Registered Training Organisations (RTOs)

- Responsible Service of Alcohol
- Responsible conduct of gambling
- Food safety supervisor
- Basic food safety
- Hospitality compliance
- Customised Customer Service Training

Funded by JobTrainer (Provided by CIT and private providers)

- Establish an Artisan Food or Beverage Business Skill Set
- Food Safety Supervision
- Hospitality Compliance Skill Set
- Kitchen Management
- Supervision of Cookery Apprentices

Student Completion by top 5 qualifications

Qualifications	4 year completion rate*
Certificate III in Retail	54%
Certificate III in Hospitality	51%
Certificate IV in Hospitality	37%
Certificate III in Commercial Cookery	28%
Certificate IV in Commercial Cookery	22%

*students who successfully completed the course as a percentage of students that commenced in 2018

What we've heard

Quality of training – employers report that further training is often provided by employers to develop the skills needed for the job

The **hospitality industry** is facing significant **skills shortages** – not just employees but also apprentices and trainees

There is a need for more **skilled migrants** and establishing a direct student pathway will support the hospitality sector

Many workers have **left the industry** during COVID and will not be returning

Megatrends



Impactful technology

Technological advances are changing the Experience industry. Technologies such as virtual assistance (Chatbots), mobile apps, instant messaging, and video chats allow staff to connect and communicate in real-time with clients and deliver more personalised services. At the same time, QR codes that facilitate bookings and ordering empower customers and disrupt job roles. Many of these technologies became more prominent during the COVID pandemic, which had massive impacts on the industry.



Demographic change

The world is experiencing rapid and massive demographic change, such as an ageing workforce. This means businesses are facing the challenge of ensuring workers can use technology effectively. Moreover, this challenge has the potential of causing stigmatisation of older workers.



Climate and resource security

The megatrend of climate and resource security describes the growing pressure on critical resources especially food and clean water. The Experience industry could play a major role by adopting efficient and sustainable measures to manage the resource scarcity. Climate change can also have an impact on global supply chains, which may place more focus on services and products provided locally by the Experience Industry. Tourism and visitation could also be impacted by extreme weather events such as bushfires and floods.



Shift towards a gig-style economy

The gig economy includes companies such as Uber Eats, Deliveroo and Menulog etc transform the hospitality industry. This megatrend will continue to have an impact on the industry both in terms of business structure and workforce management.



Demand for work-life balance

Work-life balance is of increasing importance to the workforce. Trends such as hybrid working have shifted the nature of work in the post-pandemic workplace. Flexibility in work, such as flexible rostering, is an emerging trend.