

www.pwc.com.au

Industry brief – Business Services

June 2016

Defining the sector

Training Package name:
Business Services (code BSB)

Industry name:
Business services sector

Training Package includes:

- 66 qualifications
- 627 native and 143 imported UoCs
- 4 skills sets

Recent updates:
BSB (current release 2.0) was released on 14 January 2016. Library and Information Services was moved from CUA, various other changes

The sector

The business services sector covers a broad range of workers in Australia who provide professional assistance to businesses. Workers in the business services sector are employed by a vast range of Australian businesses, where they provide a range of skills needed to operate and successfully manage an organisation. Business services encompass a range of services including business administration and management as well as business communication qualifications such as marketing and customer engagement. Other specialist services such purchasing and human resources are also included. There is no unifying business type which use business services, rather workers in the sector provide professional assistance to all businesses.

Industry	Business Services				
Sub-sector	Business administration and governance	Business communications	Business compliance	Business leadership and management	Other specialist business services
Qualification areas	Business administration	Customer engagement	Quality auditing	Leadership and management	Conveyancing and legal services
	Business and governance	Marketing and communication	Recordkeeping	Project, program and portfolio management	Environmental management
					Franchising
					Human resources
					International trade
					Library and information services
					Purchasing
					Work health and safety

Trends in Business Services

1. Structural change in the Australian Economy

Job demand:

- As China's demand for Australian resource exports slow and the Australian population ages, an increased proportion of business services jobs are likely to be in growing services based industries such as healthcare and education.

Skills needs:

- As employment in industries such as mining and manufacturing decline, workers will need to leave those sectors and attain employment in other industries. Workers will need to be adaptable and able to change industries.

3. Digital change

Job demand:

- The requirement for jobs to be located in a specific location will be reduced with greater use of remote working technology.
- There is strong demand for new fields of customer engagement and social media management as customers become more engaged with businesses online.

Skills needs:

- Continued change means workers may need to be able to adapt to change and continually 'top-up' their skills to stay up to date.
- There is a need for increased data analysis skills. Employees are increasingly expected to use and analyse data as a part of their role as businesses make use of increasing amounts of data.

2. Opportunities from growing Asian trade ties

Job demand:

- Closer trade ties with Asia and rapid growth in Asian middle-class consumption represents an extraordinary opportunity for Australian businesses, particularly service based businesses. This will drive demand for advertising and marketing specialists with knowledge of Asian markets.

Skills needs:

- Workers will increasingly need Asian business 'literacy' skills to build trade links and relationships with Asian businesses and customers.
- Workers will need to understand the Asian region, its economies cultures and consumers.

4. Automation of process oriented roles and freelancing

Job demand:

- As process oriented roles become increasingly automated, service roles which require higher levels of social engagement and social intelligence. These roles are likely to see increased demand, as they cannot easily be automated.

Skills needs:

- Rapid growth in online freelancing platforms is meaning that tasks traditionally done by businesses internally can be outsourced to freelancers. Those working as freelancers will need greater self-management skills to work effectively.

Priority skill needs

Structural change in the economy, opportunities from growing Asian trade ties, digital change and automation will require that workers in Business Services obtain modern skills which meet the needs of employers now and into the future. The fundamental skills offered by the Business Services Training Package will remain important, but it is vital to ensure that these skills are up to date and future fit.

Skill	Rationale
Communication and emotional intelligence	Emotional intelligence has been found to be highly complementary to automation technology and is likely to continue to be desirable in light of automation. Complementary skills to automation, leveraging intangible skills such as intuition, innovative thinking, understanding behaviours, relationships and thinking strategically will be required.
Adaptability to change, especially digital change	The rapid pace of changes in digital technologies and structural change in the Australian economy is meaning that workers in business services will need the skills to adapt to changes. The ability to respond well to change and embrace new roles and technologies will be required.
Business analytics	Growing use and importance of data in business decision making is leading to employer demand for workers who can use and analyse data as a part of their roles. An ability to comprehend and work with increasing amounts of data will be required.
Self-management	Growing use of freelancers and remote working arrangements are meaning that Business Services graduates will need to manage their own work. An ability to work without direction and make decisions will be required
Asian business 'literacy'	Growing trade ties and opportunities from the growing Asian middle class means that Business Services graduates increasingly need skills in Asian business 'literacy' to capitalise on this opportunity. Understanding of Asian region its economies, cultures and consumers will be required.

© 2016 PricewaterhouseCoopers. All rights reserved.
PwC refers to the Australian member firm, and may sometimes refer to the PwC network.
Each member firm is a separate legal entity. Please see www.pwc.com/structure for further details.

Liability limited by a scheme approved under Professional Standards Legislation