



FINANCIAL, ADMINISTRATIVE & PROFESSIONAL SERVICES TRAINING COUNCIL INDUSTRY WORKFORCE DEVELOPMENT PLAN 2014 - 2015

Finance • Insurance • Administration
Real Estate • Conveyancing • Surveying
Cleaning • Security • Pest Management
Business • Professional Services

FOREWORD

The Industry Workforce Development Plan for the Financial Administrative and Professional Services (FAPS) sectors of:

Financial and Insurance Services
Administrative and Support Services
Rental, Hiring and Real Estate Services
Professional Scientific and Technical Services
Public Administration and Safety
Other Services

The report has been developed in consultation with industry stakeholders, Associations, individual employers, and registered training organisations that have all provided information through an extensive consultation process which included face to face contact, telephone, industry surveys, and joint meetings.

The activities of FAPS Training Council align with the priorities set out in Skilling WA – A Workforce Development Plan for Western Australia.

The Western Australian workforce will be impacted significantly in coming years as the world economic and financial uncertainty continues to impede some industry sectors. The attraction and retention of quality staff will be essential for businesses to be sustainable and competitive in the coming years.

FAPS has identified strategies to assist industry in attracting, developing and retaining workers and the industry is hopeful these strategies will cease the migration of workers to other industry sectors that may be attractive in the short term.

As Chairman of the FAPS Board of Management, I would like to acknowledge the contributions from my fellow Board members into this report, and I am therefore pleased to present this report to the Department of Training and Workforce Development, Industry Stakeholders, Industry Associations for comment and feedback. This report should be viewed as a continual work in progress, which will be subject to updating and modification.

Graham Drury
Chairman

DISCLAIMER:

Every effort has been made to ensure the materials in this document are accurate and up to date at the time of writing. It should be noted that not all ABS 2011 Census data was available at the time of writing this plan. It should also be noted that VET data includes only publicly funded training activity, and 'fee-for-service' training through a public institution. Data for privately provided 'fee-for-service' training is not available.

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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 for Western Australia.

Objectives

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

- a Profiles for industry portfolios for the Financial Administrative and Professional Services Training Council such as:
 - I. ANZSIC K – Financial and Insurance Services
 - II. ANZSIC L – Rental, Hiring and Real Estate Services
 - III. ANZSIC M – Professional Scientific and Technical Services (Part)
 - IV. ANZSIC N – Administrative and Support Services
 - V. ANZSIC O – Public Administration and Safety (Part)
 - VI. ANZSIC S – Other Services (Part)
- b High-level state and national industry data and forward projections in regards to:
 - I. Economic trends and impacts on workforce planning;
 - II. Current and future labour market modeling consistent with information provided for the development of the State Priority Occupation List (SPOL);
 - III. Regional variations that may affect workforce planning;
 - IV. Training and Education including VETiS;
 - V. 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

Financial Administrative and Professional Services Training Council

Industry Sectors

- (a) Financial and Insurance Services (ANZSIC K)
- (b) Rental Hiring and Real Estate Services (ANZSIC L)
- (c) Professional, Scientific and Technical Services (ANZSIC M)
- (d) Administrative and Support Services (ANZSIC N)
- (e) Public Administration and Safety (ANZSIC O)
- (f) Other Services (ANZSIC S)

Training Packages

- (a) Financial Services FNS10
- (b) Business Services BSB07
- (c) Construction & Property Services CPP07

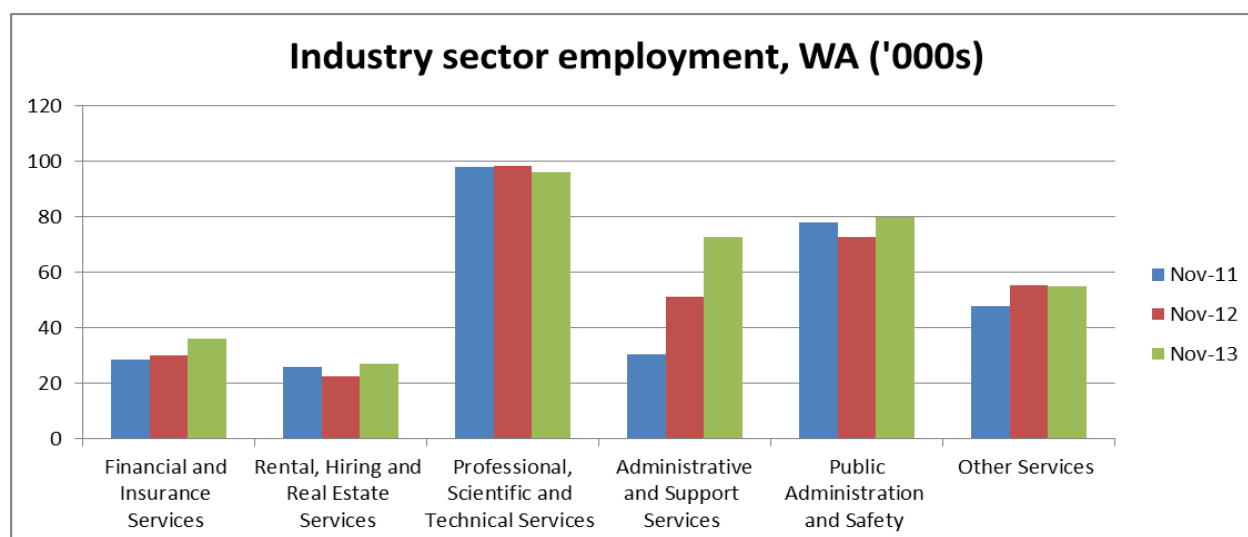


Figure 1: Industry sector employment, WA
 ABS (2013) Source data from Australian Bureau of Statistics (2013)
Labour Force, Australia, Detailed, Quarterly November 2011, 2012 & 2013 Cat. 6291.0.55.003

Table 1 ABS (2013) Labour Force Australia, Detailed Quarterly (November, 2013)

Industry employment	Nov 11 '000	Nov 12 '000	Nov 13 '000
Financial and insurance services	28.4	30.2	36.2
Rental, hiring and real estate services	25.7	22.3	27
<i>Professional, scientific and technical services</i>	98.1	98.2	96.2
Administrative and support services	30.5	51.3	72.6
Public administration and safety	77.8	72.6	79.9
Other Services	47.8	55.3	55.1
Total	308.3	329.9	367

Workforce Development Drivers

Population growth

Western Australia continues to experience strong population growth, at a rate exceeding all other States and Territories, and the national growth rate of 1.8%¹. For the year ending 30 June 2013, the state growth rate was 3.3%, a slight deceleration from 3.6% recorded in the previous financial year. WA continues to experience growth in net overseas migrations (NOM) rates, with the highest rate of all States and Territories at 2.13% for 2012-13. In this period Western Australia was the destination of 21% of Australia's overseas migrants, jumping from 15% in 2007/08. NOM remains the dominant source of population growth for the state. Since 2011/12 Western Australia has also recorded the highest net interstate migration of any State or Territory.

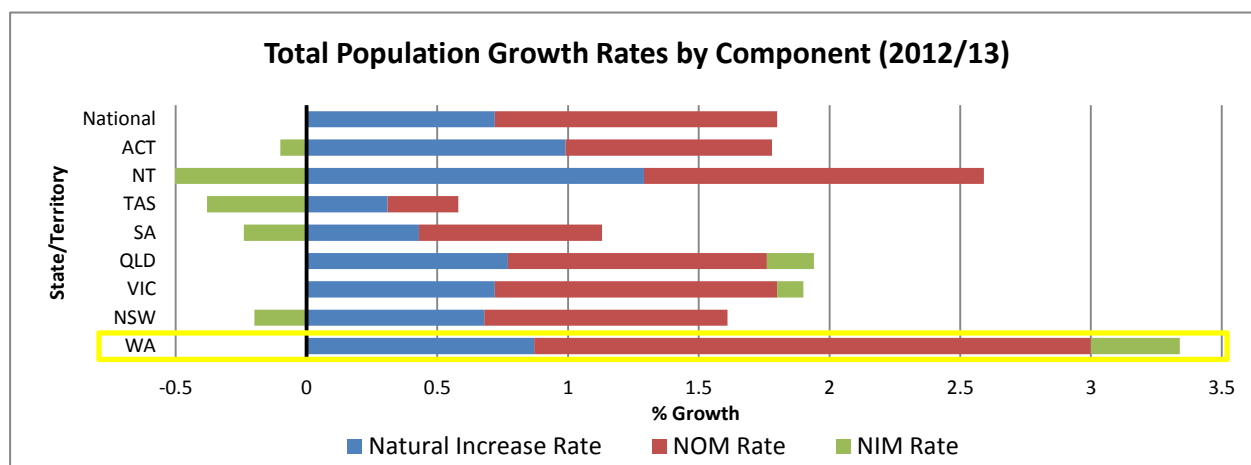


Figure 2: Total Population Growth Rates by Component
Source data from Australian Bureau of Statistics (2013)
[Australian Demographic Statistics, September 2013](#) Cat.3101.0

Resource and Construction Sectors

The resources sector has been the main driver for growth in demand for labour and overall employment growth flowing into industries within the FAPSTC portfolio in previous years. Notably occupations in professional, trade and technical categories dominated employment growth during 2011/12². However latest data indicates that overall employment is down by 4.9% in this sector, in the year to November 2013³. With plateauing investment activity (refer Figure 3)⁴, and the expectation of future decline, the resource sector cannot be considered as strong a driver for labour demand across the FAPSTC portfolio as it has been previously.

In contrast to the slowing resource sector activity, non-mining construction rates are increasing. A combination of factors is currently driving residential construction activity, with a 4.4% increase in residential building approvals in the quarter ending November 2013⁵. A range of occupations within the FAPSTC portfolio are relevant to this sector, including Property Service occupations, and may see an increased labour demand due to the strengthening of this sector.

¹ Australian Bureau of Statistics (2013) [Australian Demographic Statistics, September 2013](#) Cat.,3101.0 retrieved 12/05/14 from www.abs.gov.au

² Source: <http://www.dtwd.wa.gov.au/dtwd/detcms/navigation/western-australia/labour-market/#toc7>

³ Labour and Economic Data Snapshot, Dec Quarter 2013. Retrieved from <http://dtwd.wa.gov.au/workforcedataworkforcedevelopment/westernaustraliasprofile/labourandeconomicsnapshot/Pages/default.aspx> on 14/05/14

⁴ Labour and Economic Data Snapshot, Dec Quarter 2013. Retrieved from <http://dtwd.wa.gov.au/workforcedataworkforcedevelopment/westernaustraliasprofile/labourandeconomicsnapshot/Pages/default.aspx> on 14/05/14

⁵ Labour and Economic Data Snapshot, Dec Quarter 2013. Retrieved from <http://dtwd.wa.gov.au/workforcedataworkforcedevelopment/westernaustraliasprofile/labourandeconomicsnapshot/Pages/default.aspx> on 14/05/14

Business tax reform

The passage of federal legislation introducing a carbon tax and a minerals resource rent tax from 1 July 2012, while providing an economic incentive for clean energy investment across major industries, also carries cost implications for the West Australian business community. The minerals resource rent tax has introduced a level of uncertainty into the cost and operating environment of

coal and iron ore producers in particular in Western Australia - major drivers of growth for our state economy. This, together with international economic uncertainty, is being factored into investment decisions with implications for the West Australian workforce and associated FAPS industry sectors.

2014 Federal Budget

In line with the recommendations from the recently released Commission of Audit, the 2014/15 Budget included cuts in Industry Assistance programs. Although the industries affected are not directly related to the FAPS

industry sectors, there will no doubt be a flow on effect to the business and financial services occupations embedded within affected industries. However, measures to stimulate growth and innovation, including cuts to company tax, and the creation of the Entrepreneurs Infrastructure Program have the potential to bolster SMEs and have a positive flow on effect, particularly in the business and finance sectors of the FAPS portfolio. The increased threshold for payroll tax starting 1 July 2014 (WA State Budget) should also help promote growth in employment by SMEs in the state. Consolidation of a variety of training/skills programs into the Industry Skills Fund will also have ramifications across the FAPS portfolio; however the shape of this effect is unclear and will depend on how the co-contribution businesses will make towards training is managed, especially for SMEs. The above is necessarily dependent on if, and in what form the Budget measures are passed.

With the proposed increase in retirement age, the Government has introduced an incentive payment to encourage employers to hire mature age workers. This payment, of up to \$10,000, is available to employers taking on a job seeker over the age of 50, who has been receiving income support payments for a minimum of 6 months. Like many industries, those in the FAPSTC portfolio tend to have a distinct underrepresentation of mature workers, and this payment can be promoted by the training council, as a part of our strategic goal around increased mature-age participation in our industries.

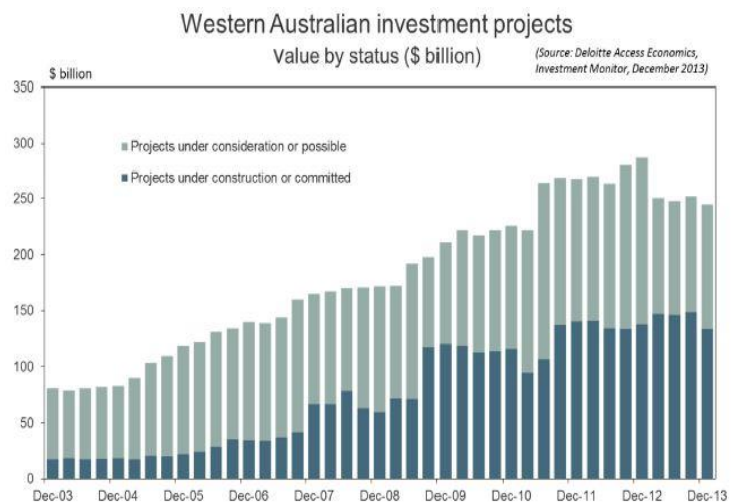
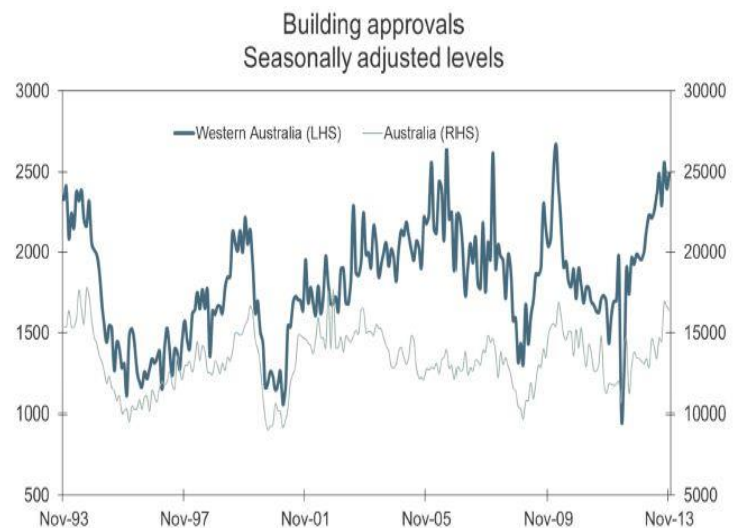


Figure 3: a) WA Investment Projects (top) and b) Building Approvals (below)



(Source: ABS, cat. 8731.0)

Cloud-based Technologies

Industry information gathered by FAPSTC in the regions suggests that enterprises are sourcing metropolitan based accounting and bookkeeping services⁶. Even in metropolitan areas these services are increasingly provided remotely. This change in service delivery is being facilitated by the increasing range of software, online applications and Cloud-based solutions which are offering continuously improving functionality and real-time access by both the service provider and the consumer. The increased utilisation of these technologies will impact directly on the finance and business sectors with increased demand for requisite skills over the medium and longer term and potential centralization of service providers.

Global Economic Downturn

Western Australia's economy remained resilient in the face of the global financial crisis, largely due to the strength of the Chinese economy which underpinned demand for, and prices of our commodity exports. Softening in commodity prices and continuing instability in global economy is flowing into FAPS industry sectors in the form of investment caution and cost containment. Some sectors within the FAPSTC portfolio have continued to show strong growth, despite limited national growth in the post-GFC climate.

Ageing Population

Age demographics in Western Australia remain relatively constant, with 12% of the population aged 65 or older, slightly less than the national average of 14%⁷. However over the long term the number of individuals aged over 65 continues to increase, carrying implications for the nature and level of service delivery in FAPS industry sectors. There is upward pressure on demand for financial planning and advisory services, superannuation services, general accounting and legal services, particularly by those in retirement, or approaching and planning for increasingly long retirements, albeit that demand for these services is discretionary in nature.

Competition for Skilled Professionals

Western Australia competes in a global marketplace for labour and skills. While pro-active migration policies are attracting specialist personnel to our state, FAPS industry sectors continue to lose experienced personnel, particularly those providing support services to the mining and resources industry where comparatively high wage structures apply.

Population Dispersion

Western Australia's population is concentrated in the Greater Perth area, which accounts for 78% of the total state population (June 2013). The population in this area has increased by 3.5% over 2012/13, a rate higher than any other capital city. Regionally, the Kimberley (4.6%), Pilbara (3.3%), Mid West (2.4%),

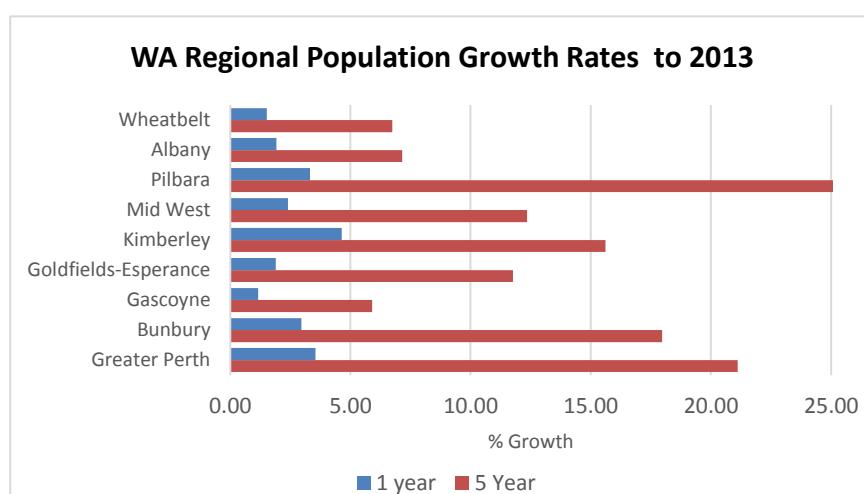


Figure 4: WA Regional Population Growth Rates
Source data from Australian Bureau of Statistics (2014)
Australian Demographic Statistics, Sept Quarter 2013, Cat:3101.0

⁶ FAPSTC regional visits 2014

⁷ Based on source data from the Australian Bureau of Statistics, *Australian Demographic Statistics, March 2009, 2010, 2011, 2012 and 2013 and September 2013* Cat., 3101.0, retrieved 14/05/14

Bunbury (3.0%) and Goldfields (2.1%) regions also showed strong population growth, as indicated in Figure 4.⁸ Together these regions account for over 300,000 people, predominantly in the main centres, such as Karratha and Kalgoorlie. While some sectors and their service users are able and willing to take advantage of remote service provision arrangements significant challenges still exist in service delivery to remote and regional populations across the financial, administrative and professional services sectors.

Traineeship Uptake

Recent data released by NCVER⁹ indicates continued declines nationally in the number of people taking up apprenticeships and traineeships. In the December quarter of 2013 there was a decrease of almost 13%, in the number of apprentices and trainees in training, with significant decreases in commencements and completions. Early trend data released by NCVER¹⁰ indicates that the March 2014 quarter will see this trend continue.

Removal of the commencement incentive payment for apprenticeships and traineeships not on the National Skills Needs List from 1 July 2012 resulted in minimal changes in apprenticeship commencements, however it affected a number of traineeships and resulted in a spike in commencements in the quarter prior to 1 July 2012, followed by a significant drop in commencements in the following quarter, to a level well below that seen previously.

For comparison, national data¹¹, WA State in-training data (Figures 6 and 7) and FAPSTC portfolio data (FNS, BSB and CPP/PRM training packages) (Table 2) are shown following.

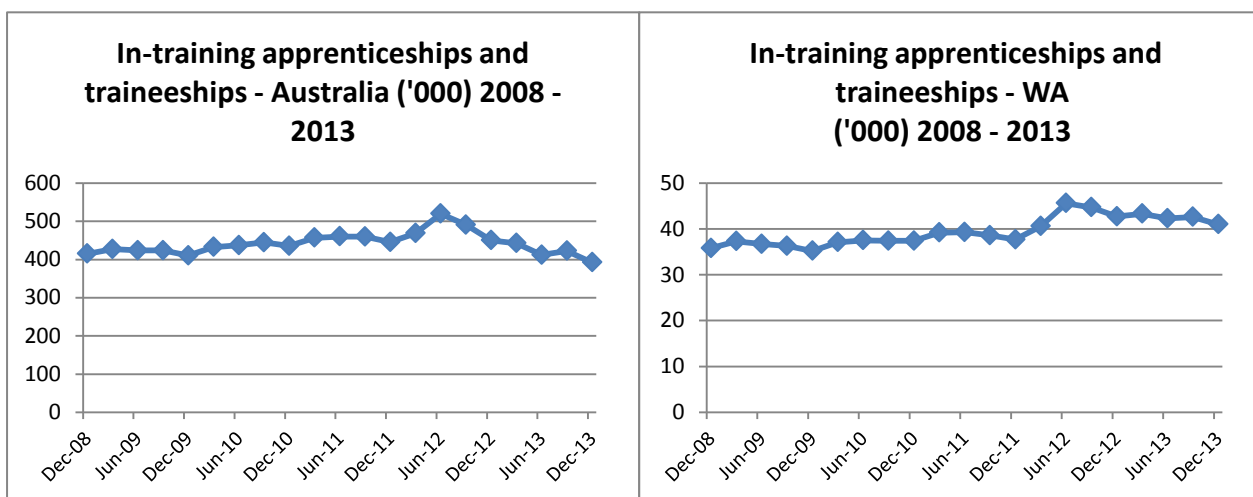


Figure 6: Apprenticeships and traineeships (2008-13) - AU
NCVER (2014) Apprentices and Trainees 2013 – Dec Quarter

Figure 7: Apprenticeships and traineeships (2008-13) – WA
NCVER (2014) Apprentices and Trainees 2013 – Dec Quarter









⁸ Australian Bureau of Statistics (2014) Regional Population Growth, Australia Cat.,3218.0 retrieved 12/05/14 from www.abs.gov.au





⁹ NCVER (2014) Apprentices and trainees 2013 – December Quarter. Statistical report. Retrieved from www.ncver.edu.au on 29/05/14

¹⁰ NCVER (2014) Apprentices and trainees – Early trend estimates. March quarter 2014. Retrieved from www.ncver.edu.au on 29/05/14

¹¹ NCVER (2014) Apprentices and trainees – Early trend estimates. March quarter 2014. Retrieved from www.ncver.edu.au on 29/05/14

Table 2: Traineeship Data – FAPSTC Portfolio Areas

WA Traineeship Data - FAPSTC Portfolio													
Number of Traineeships							Percent change over previous year						
TP	2008	2009	2010	2011	2012	2013	Trend	2009	2010	2011	2012	2013	Trend
BSB	1633	1752	2263	3288	5533	3677		7.29	29.17	65.16	29.58	12.22	
CPP/PRM	247	287	474	642	686	391		16.19	65.16	35.44	6.85	-43.00	
FNS	369	382	495	423	496	753		3.52	29.58	-14.55	17.26	51.81	
WA Total	16909	17097	19186	19745	26173	22720		1.11	12.22	2.91	32.56	-13.19	

FAPSTC Portfolio Share of WA Traineeships							
	2008	2009	2010	2011	2012	2013	Trend
BSB	9.7%	10.3%	11.8%	16.7%	21.1%	16.2%	
CPP/PRM	1.5%	1.7%	2.5%	3.3%	2.6%	1.7%	
FNS	2.2%	2.2%	2.6%	2.1%	1.9%	3.3%	
Combined share	13.3%	14.2%	16.9%	22.0%	25.7%	21.2%	

Source data from DTWD TRS Cube for Providers, current period Feb 2014 retrieved 29/05/14

Overall, Western Australia has seen declines in traineeships following the removal of the commencement incentive payment. However, this is due primarily to the aberrant, dramatic increase in commencements this policy announcement caused. Overall, since 2008 traineeship numbers have continued to steadily increase in the state, although they have abruptly and significantly declined in the second quarter of 2014 across the board. As this data is only just coming to hand at the time of writing, additional analysis can be found in FAPSTC's Quarterly Snapshot, to be released in October 2014.

Combined, traineeships from the training packages serving FAPSTC industries make up more than 20% of all WA traineeships, and excluding the policy reaction in 2012 BSB traineeship numbers have continued to increase, albeit at a more modest rate recently. In addition there has been a significant increase in FNS traineeships in 2013, potentially related to the recent changes to the training package. This increase has not been sustained in 2014; however this is the case across traineeships and apprenticeships in general and likely not reflective of the industry area itself, but part of a wider trend. Incentive removal has drastically impacted traineeship numbers in the new CPP training package, which is concerning given a significant proportion of those employed in the relevant industries (Cleaning, Pest Control, Security etc.) are low-paid workers, many of whom are from groups underrepresented and often disadvantaged in the workforce. Training data is discussed further in the relevant industry sections of this document.

Summary of Issues Table

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

FAPSTC Industry Specific Issues	FAPSTC Strategies	FAPSTC Priority Actions	FAPSTC Steps to Implement Actions
<p>1. Comparatively low numbers are engage in the finance, business & property sectors from within (a) indigenous (b) young and mature age job seekers and (c) regional communities.</p> <p>2. A lack of understanding of the cultural and historic reasons why Aboriginal people view services differently to the general population.</p>	<p>1. Engage with state & commonwealth agencies to cut down barriers that limit the uptake of vocational education and the development of opportunities for workforce participation.</p> <p>2. Collaborate with other Training Councils to close the gap between Aboriginal and non-Aboriginal people.</p>	<p>1 Liaise with RTO's & industry making all parties fully aware of traineeships, training credits and training funds including Austudy/Abstudy available for mature aged people & related groups.</p> <p>2. Meet & connect with the Aboriginal Community and others across the state.</p>	<p>1(a) Hold regular RTO & Industry Network Meetings and provide up to date information through the training council database.</p> <p>1(b) Work State and Commonwealth agencies to highlight and respond to identified barriers that limit uptake by industry of vocational education and training.</p> <p>1(c) Provider career advice and promote FAPSTC industry sectors via "Career Finder" quiz on website and promote the tool via Facebook.</p> <p>2(a) Continue to work collaboratively with Aboriginal Workforce Development Centre's.</p> <p>2(b) Continue to utilise the Transitions and Pathways Program (TAPP) as an excellent platform to inform potential Aboriginal workers to our Industry Sectors. <i>(Concluded December 2013)</i></p> <p>2© In conjunction with Community Services, Health and Education Training Council (CSH&E TC) meet with groups & Aboriginal people to determine the cultural and historic reasons why Aboriginal people view health needs, outcomes and services differently to the general population, so that this can be included in the design and delivery of more effective programs. <i>(Strategies not proceeding)</i></p>

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.

FAPSTC Industry Specific Issues	FAPSTC Strategies	FAPSTC Priority Actions	FAPSTC Steps to Implement Actions
<p>1. Migrants with extensive overseas experience and qualifications have difficulty when entering licensed industries.</p> <p>2. Largely unskilled job seekers with low levels of English and literacy, not job ready.</p>	<p>1. Encourage industry sectors to gather data to assist in attracting, developing and retaining industry specific workers.</p> <p>2. Promote the recognition of current qualification and skills of skilled migrants and the provision of workplace language, literacy and numeracy training for migrants with low levels of English.</p>	<p>1. Liaise with industry sectors to develop industry specific needs and limitations for the employment of migrants.</p> <p>2. Promote the provision of workplace language, literacy and numeracy training for migrants with low levels of English and the recognition of their current qualification and skills.</p>	<p>1(a) Meet with the Department of Commerce and other industry regulators.</p> <p>1(b) Hold regular RTO & Industry Network Meetings for industry specific sectors.</p> <p>2(a) Attend national & local Adult Language, Literacy and Numeracy workshops & sessions.</p> <p>2(b) Hold regular RTO & Industry Network Meetings for industry specific sectors.</p> <p>2(c) Provide up to date information through client database and FAPSTC newsletters.</p>

Skilling WA Strategic Goal 4:

Provide flexible, responsive and innovative education and training which enables people to develop and utilise the necessary skills to realise their potential and contribute to Western Australia's prosperity.

FAPSTC Industry Specific Issues	FAPSTC Strategies	FAPSTC Priority Actions	FAPSTC Steps to Implement Actions
<p>1. School-to-work transition pathways are unclear with industries having a low level of awareness and acceptance of VET training.</p> <p>2. The quality of training in the security industry is below standard.</p>	<p>1(a) Promote career in the finance, business and property sector through direct contact with schools and careers advisers throughout Western Australia.</p> <p>1(b) Work with State and Commonwealth agencies to highlight and respond to identified barriers that limit uptake by industry of vocational education and training by targeted groups.</p> <p>2(a) Develop external validation process to be utilized by RTO's delivering security qualifications in consultation with WA Police, industry and the Training Council</p> <p>2(b) Implement licensing of trainers</p>	<p>1(a). Provide employment and careers information in FAPS-related industry sectors including traineeship arrangements.</p> <p>1(b) Connect with young Indigenous students and others across the state promoting access and participation in language, literacy and numeracy skills development.</p> <p>1(c) Support an industry initiative to profile key occupations and assess prospective trainees for their suitability to specific occupations.</p> <p>2(a) Ensure that training given to students is consistent and what the regulator and industry require</p> <p>2(b) Increase accountability of trainers by implementing licensing of trainers</p>	<p>1(a). Produce 4 minute "summary" videos for web and DVD to accompany printed materials, which will inform and promote little-known (but high demand) careers in (up to 5) professional and support service industries. <i>(Completed)</i></p> <p>1(b) Maintain career brochures with job descriptors for new industry entrants.</p> <p>1(c) Participate in Skills and Careers Expo events to raise industry profiles among target audience.</p> <p>1(d) Continue to work collaboratively with Aboriginal Workforce Development Centre's.</p> <p>1(e) Visit metropolitan and regional WA schools (all sectors) to engage with students (including Indigenous students in particular), their VET Coordinators and Career Counsellors.</p> <p>1(f) Continue to liaise with employer organisations, professional bodies and regional government and community agencies to promote FAPS industry employment pathways, including traineeships.</p> <p>2(a) Work with WA Police and Industry to develop a standard workbook for use by all RTOs</p> <p>2(b) Assist WA Police to implement additional conditions relating to external validation as part of the Commissioner's Conditions for RTOs</p>

3. There is limited competition of RTOs delivering Certificate III in Pest Management for licensing purposes. Industry advised they are not happy with the quality of the training available.	3(a) Approach RTOs and request they add Cert III Pest Management to their scope	3(a) Provide more training options for the Pest Management industry.	3(a) Meet with industry and the licensing regulator to understand the current issues with training in the Pest Management Industry.
4. Low take up of training in Property Services Industries	4(a) Promote training in property services industries through a video highlighting career options.	4(a) Promote training in property services industries	3(b) Approach RTOs to discuss adding the Certificate III in Pest Management to their scope. 3(c) Facilitate meetings with RTOs, licensing regulator and RTOs to discuss industry requirements for training. 4(a) Develop a short video identifying career and training options in all Property Services Industries

Skilling WA Strategic Goal 5:

Plan and coordinate a strategic State Government response to workforce development issues in Western Australia.

FAPSTC Industry Specific Issues	FAPSTC Strategies	FAPSTC Priority Actions	FAPSTC Steps to Implement Actions
1. Barriers to uptake of industry based education and training are evident in FAPSTC sectors.	1. Work with State and Commonwealth agencies to highlight and respond to identified barriers that limit uptake by industry of vocational education and training by targeted groups.	1. Consult and work with all state and commonwealth agencies in response to industry, RTO and Group Trainers identified barriers to education and training	1(a) Hold regular Network Meetings for industry specific sectors to identify and establish workforce development priorities and strategies. 1(b) Provide up to date information through FAPSTC client database and newsletters.

National Licensing

National Licensing was proposed, with the introduction of the National Occupational Licensing Authority, under the direction of COAG. However this was abolished before it was implemented. This has been positively received by the FAPSTC industries that were to be affected, as Western Australian licensing standards already exist and exceed those that were proposed.

Graham Drury - Chairman

SECTION 2 METHODOLOGY

The workforce development plan was produced from environmental scanning throughout the year, desktop research drawing on primary and secondary sources with direct industry consultation to source confirm and validate the data presented.

Primary & Secondary Sources

Primary sources comprised a combination of surveys, focus groups and informal information-gathering, while secondary sources include economic with statistical research data referenced throughout.

Meetings & Events

A regional view is provided based on information gathered during face-to-face meetings and events conducted throughout 2012 - 2014, and notes the different needs and challenges for financial, administrative and professional services industry sectors across all nine regions of the state. Importantly, FAPSTC has engaged with school students and staff, to gain feedback and insights from our future workforce concerning their challenges and aspirations. It should be noted that there is limited access to information from privately funded training organisations which constitute a major proportion of vocational education and training carried out in sectors associated with the FAPSTC.

Validation

All information presented has been subject to validation through industry working groups, relevant industry/professional bodies and one on one discussion with stakeholders including Board members. In particular, we acknowledge the assistance of members/staff of the following organisations for their information, input and feedback in relation to the FAPSTC 2014-15 Workforce Development Plan:

- The Institute of Certified Bookkeepers;
- The Security Agents Institute of WA;
- The Security Industry Advisory Council;
- The Real Estate Institute of Western Australia;
- The Australian Environmental Pest Management Association;
- The Australian Institute of Office Professionals;
- The Institute of Public Accountants;
- The Association of Accounting Technicians;
- The Association of Superannuation Funds of Australia;
- The Financial Services Institute of Australia;
- CPA Australia;
- The Australian & New Zealand Institute of Insurance and Finance;
- The Australian Marketing Institute;
- The Combined Small Business Association of Australia (WA);
- The Combined Small Business Alliance of WA,
- The Finance & Mortgage Brokers' Association;
- The Department of Commerce;
- The Cleaning Council of WA
- Transport Workers Union (WA)
-

SECTION 3.1 INDUSTRY PROFILE

Overview of the Financial Services Industry ANZSIC K

The financial and insurance services industry contributed an 8.7% share of Australia's Gross Value Added (GVA)¹² in the 2012/13 financial year, the largest share of all sectors and second only to ownership of dwellings (refer Figure 8). Western Australia's financial and insurance services sector contributes a 6% share of the sector's national GVA¹³. The sector represents 35% of the market capitalization of the ASX Top 200 stocks¹⁴ and within its sphere lays the fourth largest funds management market in the world¹⁵.

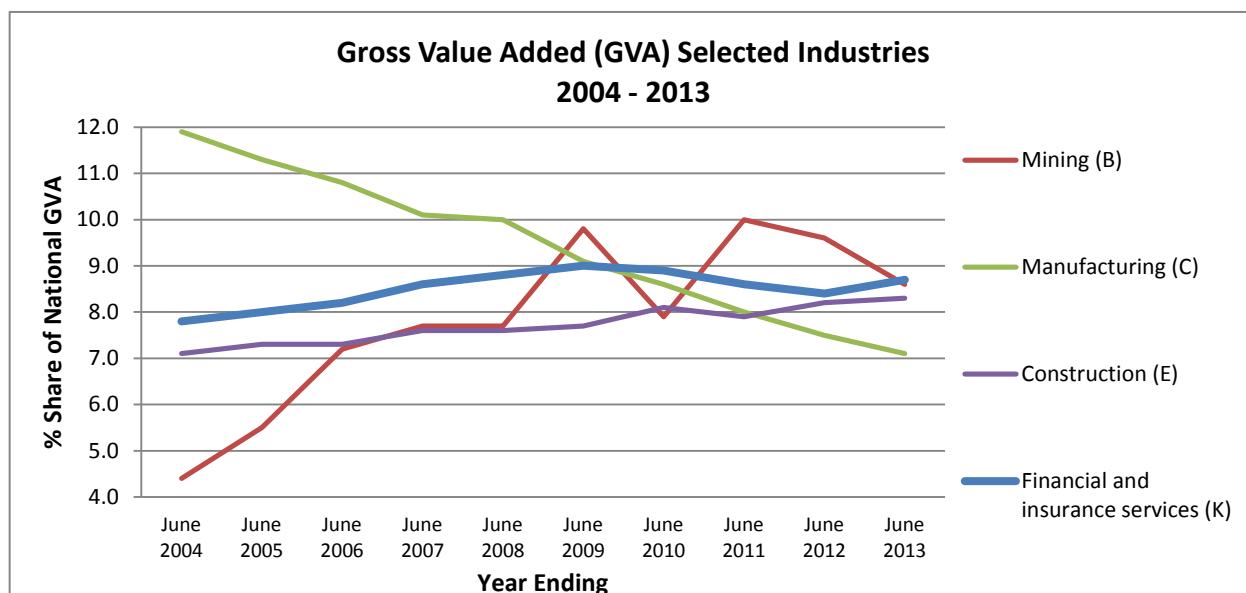


Figure 8: GVA of Selected Industries
Source data from Australian Bureau of Statistics (2013)
Australian System of National Accounts, 2012-2013 Cat: 5202.0

The industry contributed almost \$7.5 billion or 3.2% of the state's GVA in 2012/13. Seven industries contributing a higher share during the same period: mining (30%), construction (13%) professional, scientific and technical services (6%); manufacturing (5%), transport, postal and warehousing (5%) health care and social assistance (5%) and retail trade (4%).

Approximately 37,200 people are directly employed in the sector in Western Australia, as at February 2014¹⁶. Four quarter averages indicate a 12% growth in employment in the past year to February 2014, or an additional 3,800 individuals¹⁷. As indicated in Figure 8, this is a continuation of the current upward trend in employment for the industry. The majority of employment is full-time and the recent increase in the workforce is due almost exclusively to an increase in full-time roles (refer Figure 10). Despite this Western Australia maintains a slightly higher proportion of part-time workers in this industry than the national average.

¹² ABS *Australian System of National Accounts* (Cat.no.5204.0) retrieved 15/05/14 from <http://www.abs.gov.au>

¹³ ABS *Australian National Accounts: State Accounts, Western Australia 2012-13* retrieved 15/05/14 from www.abs.gov.au

¹⁴ Australian Financial Review (5-9 April 2012) *Can Banking take us all down?*

¹⁵ IBSA (2012) *Workforce Development Strategy for the Superannuation Sector* Discussion Paper p.4 retrieved 11/9/12 from www.ibsa.org.au

¹⁶ ABS Labour Force, Australia, Detailed, Quarterly, Feb 2014, Employed persons by State and Industry Cat., 6291.0.55.03 retrieved 14/05/14

¹⁷ ABS Labour Force, Australia, Detailed, Quarterly, Feb 2014, Employed persons by State and Industry Cat., 6291.0.55.03 retrieved 14/05/14 – Change in employment numbers from four quarter average to February 2013 to February 2014.

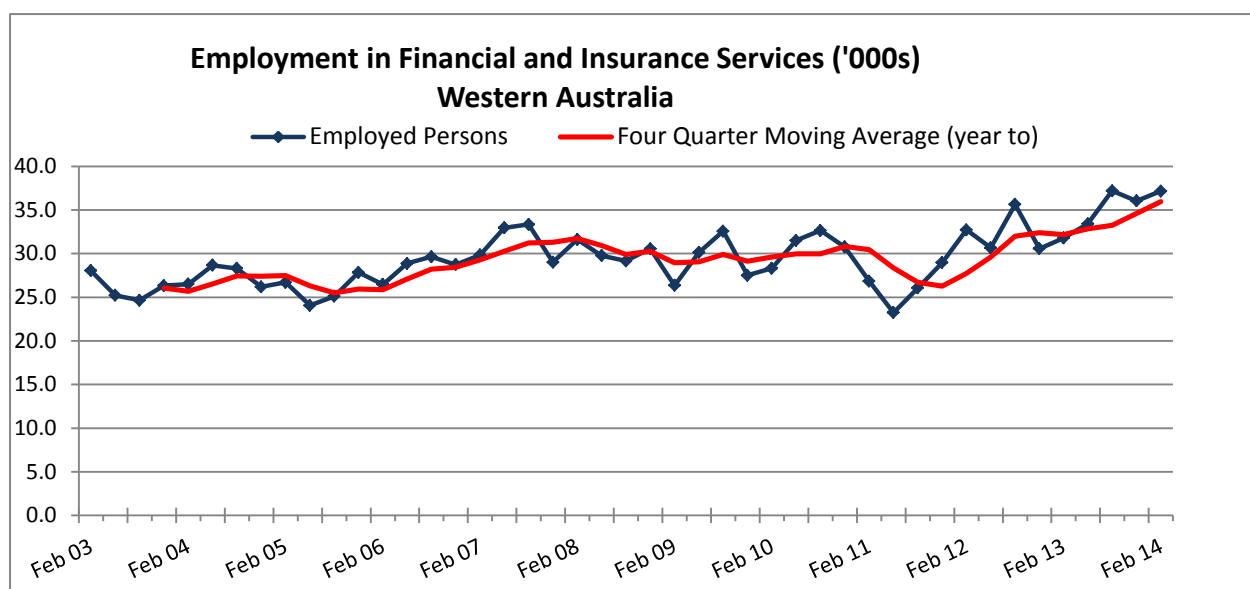


Figure 9: Employment in Financial and Insurance Services in Western Australia
Source data from Australian Bureau of Statistics (2014)
Labour Force, Australia, Detailed, Quarterly, Feb 2014 Cat: 6291.0.55.03

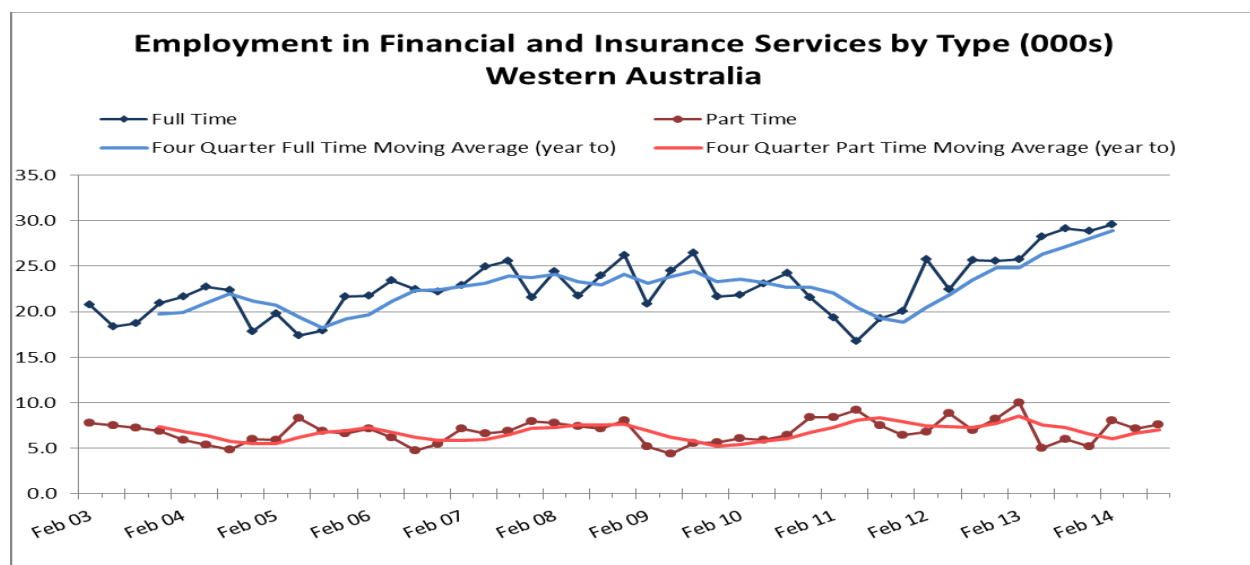


Figure 10: Employment in Financial and Insurance Services by Type in WA
Source data from Australian Bureau of Statistics (2014)
Labour Force, Australia, Detailed, Quarterly, Feb 2014 Cat: 6291.0.55.03

Overall, Western Australia has experienced moderate, sustained growth in employment in this industry over the past decade. Averaged annual growth rates over the previous 2, 5 and 10 year period, as well as in the previous year ending February 2014 have outstripped national averages, as shown in Figure 11. Growth has been particularly strong in the previous 2 years to February 2014, despite the softening job market and a plateau in investment activity, indicating a level of robustness and lack of reliance on the key drivers of the state economy as a whole. National five year projections indicate that the employment growth rate will increase to 5% for the sector as a whole¹⁸. This growth is expected to be driven primarily by auxiliary finance and investment services and superannuation services. Industry employment is concentrated in metropolitan Perth¹⁹.

¹⁸ Labour Market Information Portal, Past and Future Employment Levels and Growth – Department of Employment Trend and Data Projections, retrieved from <http://lmip.gov.au> 15/05/14

¹⁹ DIISRTTE (2012) *Ranked labour market regions, by industry* retrieved 28/9/12 from skillsinfo.gov.au

- **Industry Analysis**

Within the industry are the Finance subdivision (ANZSIC 62), the Insurance and Superannuation Funds subdivision (ANZSIC 63) and the Auxiliary Finance and Insurance Services subdivision (ANZSIC 64)²⁰.

Finance includes the central bank, banks, other depository corporations (credit unions, building societies, cash management trusts and registered financial corporations), and central borrowing authorities and securities, public unit trusts excluding property trusts, public development authorities, investment companies, common funds, cooperative housing societies, public housing schemes and other financial corporations.

Insurance and superannuation funds include pension funds, life insurance corporations, friendly societies and non-life insurance corporations.

Auxiliary finance and insurance services include units providing auxiliary financial services, such as fund managers, brokers, dealers and financial consultants.

As indicated in Table 3, there are few large WA-based FIS employers operating in each of these market segments. In fact, 81% of the almost 18,000 registered finance and insurance businesses are non-employing entities. These businesses are sole-proprietorships or partnerships with no employees, or are set up for legal/financial purposes and/or do undertake business activities with the general public. In the year to 30 June 2012 there was a 6% decline in the number of non-employing businesses in the sector, however the 2013 financial saw a slight increase in the number of these micro-businesses.

Of the 3500 employing businesses, 93% are small entities employing less than 20 staff. Over the 2013 financial year the number of small businesses operating in the sector declined by 5%, continuing the trend seen in the previous financial year. The growth in medium and large enterprises seen in 2012 was not repeated in 2013, and notably, while the number of large operators remained constant, there was a shift, with the 3 large WA-based banks being brought out, while there are now 3 WA-based financial asset broking organisations each employing 200+ staff. This is shown in Figure 12. This data is shown in Table 3 and Figure 12 following.

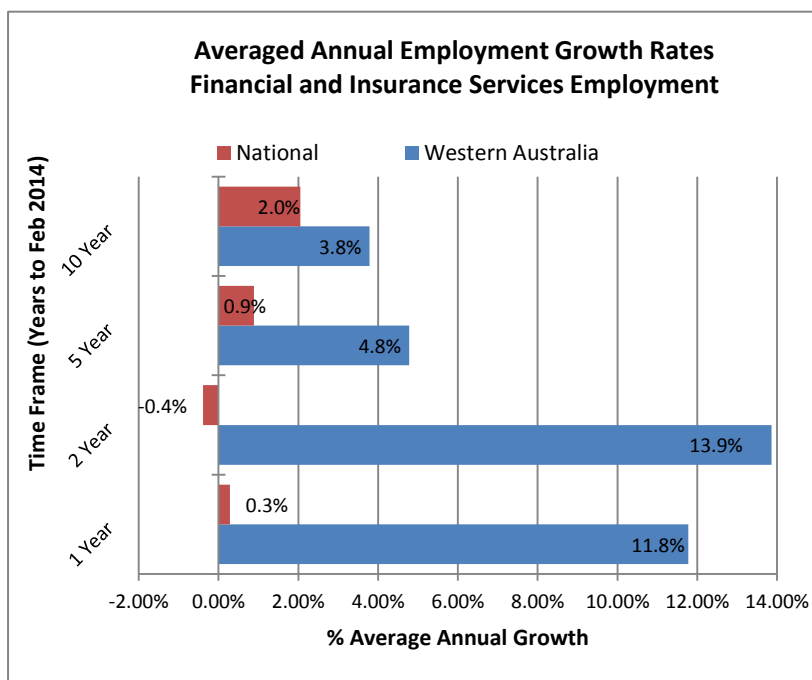


Figure 11: Averaged Annual Employment Growth Rates – Financial and Insurance Services. Source data from Australian Bureau of Statistics (2014) Labour Force, Australia, Detailed, Quarterly, Feb 2014 Cat:6291.0.55.03

²⁰ABS (2011) *Australian System of National Accounts* (Cat.no.5204.0) retrieved 25/9/12 from <http://www.abs.gov.au>

Table 3 Businesses by Industry Class by Main State (WA) by Employment Size Ranges, 2013 Financial Year²¹

FINANCE SECTOR												
Industry Class	START OF FINANCIAL YEAR					END OF FINANCIAL YEAR					Change	
	Employment Size ²²					Employment Size						
	Micro	Small	Med	Large	Total	Micro	Small	Med	Large	Total	No.	%
Depository Finance ²³	24	20	6	3	53	28	21	0	0	49	-4	-7.5
Non-Depository Finance	87	48	5	0	140	81	46	5	0	132	-8	-5.7
Financial Asset Investing	3552	892	30	0	4474	3339	859	36	0	4234	-240	-5.4
Financial Asset Broking	326	164	4	0	494	307	157	3	3	470	-24	-4.9
Other Aux. Fin & Invest Services	2676	1478	36	0	4190	2574	1432	35	0	4041	-149	-3.6
TOTAL	6665	2602	81	3	9351	6329	2515	79	3	8926	-425	-4.5
INSURANCE SECTOR												
Industry Class	START OF FINANCIAL YEAR					END OF FINANCIAL YEAR					Change	
	Employment Size					Employment Size						
	Micro	Small	Med	Large	Total	Micro	Small	Med	Large	Total	No.	%
Life Insurance	15	18	0	0	33	15	16	0	0	31	-2	-6.1
Health Insurance	3	0	3	0	6	0	0	3	0	3	-3	-50.0
General Insurance	70	41	3	3	117	68	38	3	3	112	-5	-4.3
Aux. Insurance Services	267	308	15	0	590	245	311	13	0	569	-21	-3.6
TOTAL	355	367	21	3	746	328	365	19	3	715	-31	-4.2
SUPERANNUATION SECTOR												
Industry Class	START OF FINANCIAL YEAR					END OF FINANCIAL YEAR					Change	
	Employment Size					Employment Size						
	Micro	Small	Med	Large	Total	Micro	Small	Med	Large	Total	No.	%
Superannuation Funds	7296	466	0	3	7765	7812	373	0	3	8188	+423	+5.4

²¹ ABS (2012) *Counts of Australian Businesses including Entries and Exits* (Cat.no.8165.0), Jun 2009 to Jun 2013 retrieved 6/3/14 from www.abs.gov.au

²² Micro (non-employing), Small (1-19 employees), Medium (20-199 employees), Large (200+ employees)

²³ Includes Banking (6221), Building Society Operation (6222), Credit Union Operation (6223) and Other Depository Financial Intermediation (6229)

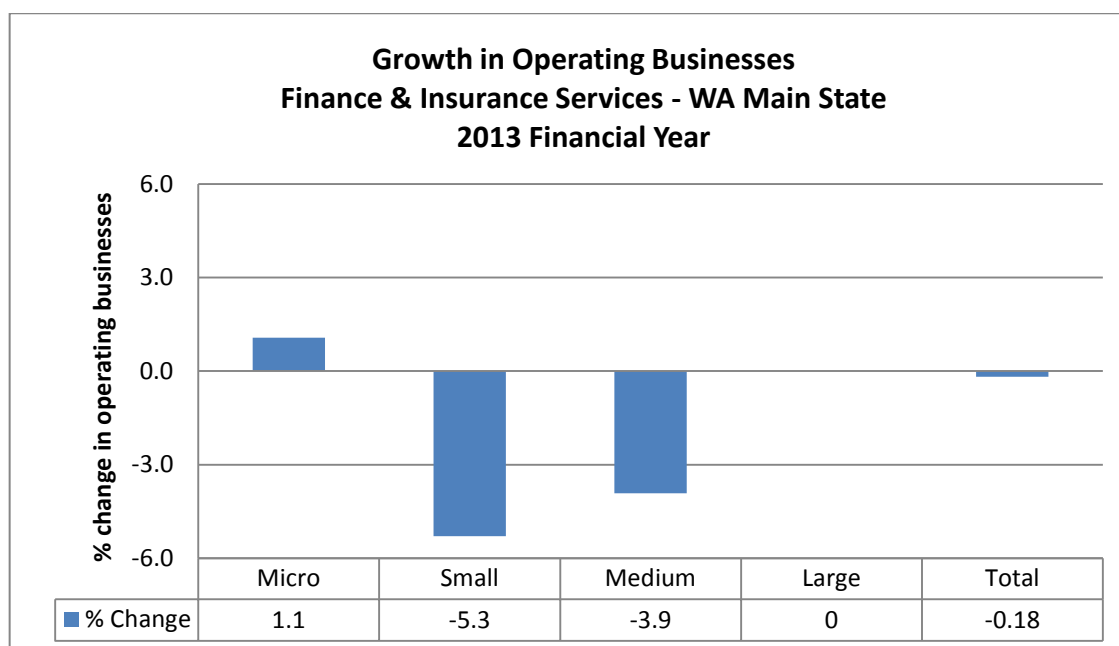


Figure 12: Growth in Operating Businesses in Finance & Insurance Services Operating (WA Main State) 2013 Financial Year
Source data from Australian Bureau of Statistics (2014)
Counts of Australian Businesses, including Entries and Exits, June 2009-13

Significant industry employment arises from branch/representative offices of national and international service providers. This is one reason long term career pathways have traditionally tended to gravitate either in the direction of the financial centers of Sydney and Melbourne (or internationally) or into finance-related roles in other industries, or outside of the field altogether.

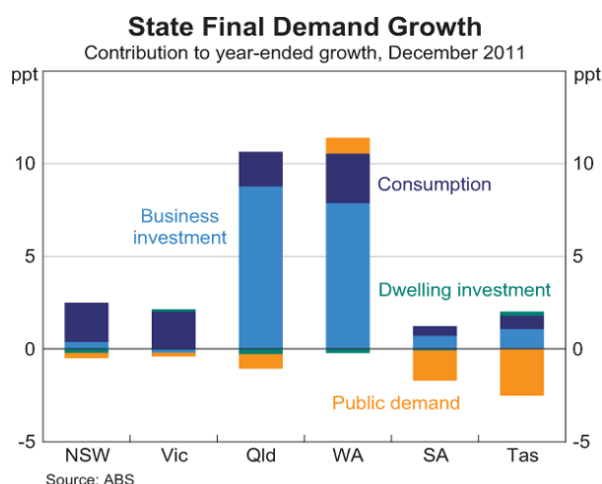


Figure 13: State Final Demand Growth
RBA Bulletin, March Quarter 2012
www.rba.gov.au

This trend had been arrested in recent times, as growth relative to other states and heightened business investment activity (refer Figure 13²⁴) attracted to WA people with relevant skills and supported employment growth in the financial services sector. Unfortunately with the loss of the three WA-based banks, senior management roles are now likely to return to head offices based on the East Coast, effectively placing a ceiling on career progression in the banking sector in the state.

This cyclical pattern of employment is not a new phenomenon for WA, given the agile and global nature of the industry, and its sensitivity to economic conditions.

²⁴ Reserve Bank of Australia (2012) *RBA Bulletin, March quarter 2012* retrieved from www.rba.gov.au

KEY STATISTICS²⁵

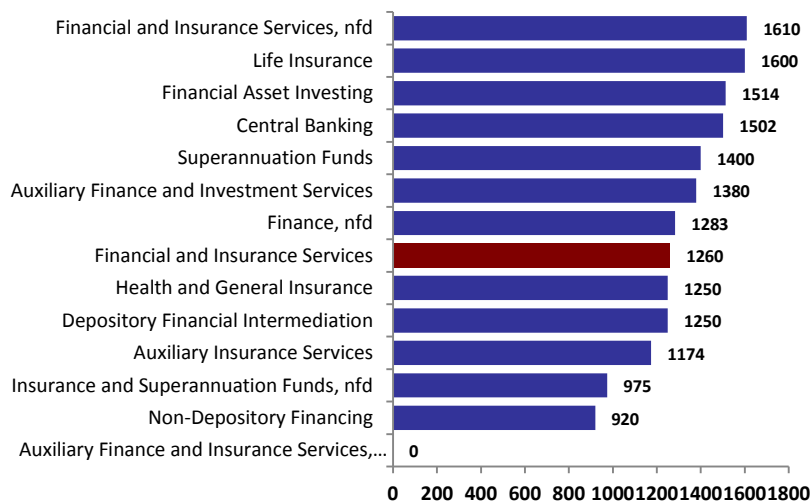
(Using four quarter averages to February 2014)

	By Location			By Gender			By Type		
Data Type	Metro	Regional	Total	Male	Female	Total	Full Time	Part Time	Total
Persons (000)	32.5	3.5	35.9	15	21	35.9	28.9	7	35.9
% of total	91%	10%		42%	58%		81%	19%	

Type by Gender						
Data Type	Male (FT)	Male (PT)	Total	Female (FT)	Female (PT)	Total
Persons (000)	13.5	1.4	15	15.4	5.6	21
% type	90%	9%		73%	27%	

Type by Location						
Data Type	Metro (FT)	Metro (PT)	Total	Region (FT)	Region (PT)	Total
Persons (000)	26.4	6.1	32.5	2.6	0.9	3.5
% type	81%	19%		74%	26%	

²⁵ ABS (2012) *Labour Force, Australia, Detailed, Quarterly, Feb 2014* Cat.No.6291.0.55.003 Data cube RQ1 retrieved 21/05/2014 from www.abs.gov.au



Nationally, the median level of weekly earnings in the Financial and Insurance Services industry (\$1227) compares favorably with all industries (\$1100) (Refer Figure 14) although not across all industry segments, and not in comparison to the mining industry where average weekly earnings are in the order of \$2274.00²⁶. This represents a particular challenge in WA. Average WA weekly earnings are in the order of \$1517.70.

Figure 14: **Median Weekly Earnings of Full Time Employees, Financial and Insurance Services. Labour Market Information Portal**
Employment characteristics by Industry Sector (Aug 2012)

As indicated in Figures 15 and 16, the sector in WA has a high proportion of clerical and administrative roles consistently filled mainly by female staff.

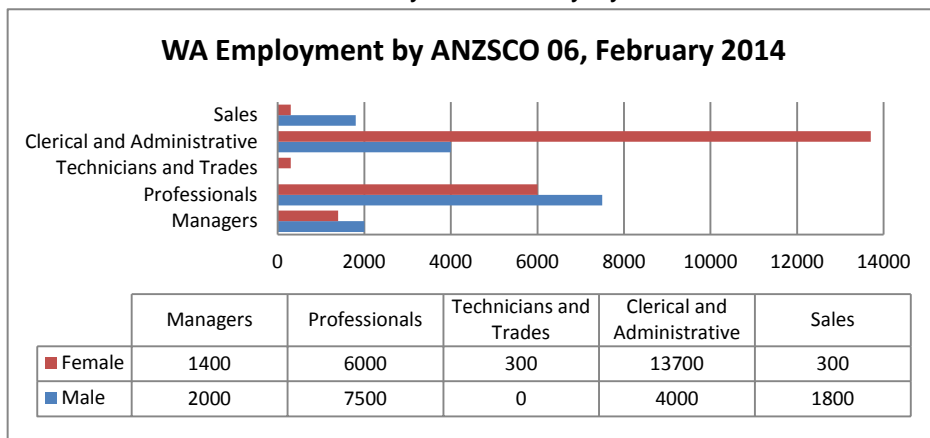


Figure 15: **WA Employment by ANZCO 06, Feb 2014**
Source data from Australian Bureau of Statistics (2014)
Labour Force, Australia, Detailed, Quarterly Feb 2014 Cat: 6291.0.55.003, Data Cube E09

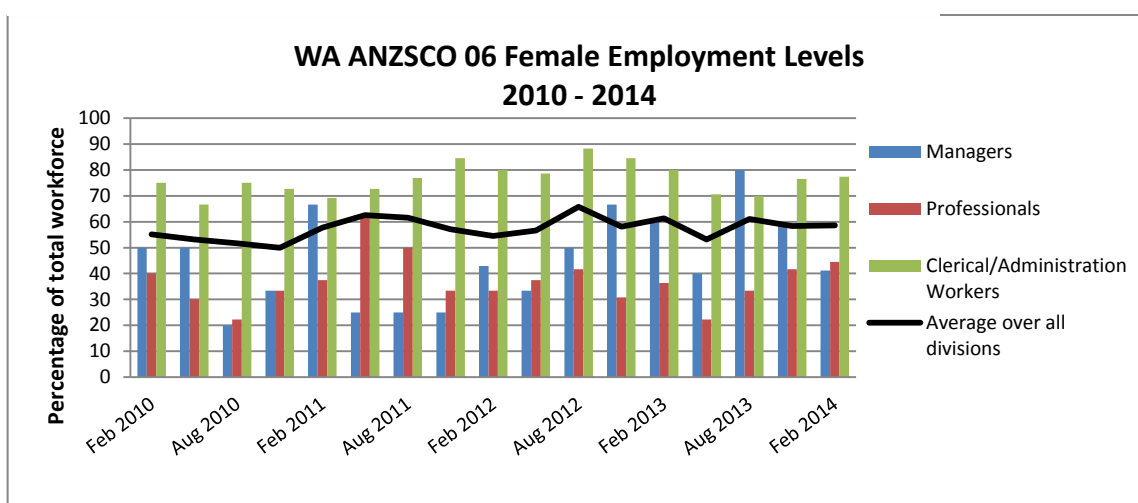


Figure 16: **WA ANZSCO 06 Female Employment Levels 2010-14**
Australian Bureau of Statistics (2014)
Labour Force, Australia, Detailed, Quarterly Feb 2014 Cat: 6291.0.55.003, Data Cube E09

²⁶ ABS (2012) *Average Weekly Earnings, May 2012* retrieved 6/10/12 from www.abs.gov.au

- **Industry Trends**

Current trends across each of the Finance, Insurance and Superannuation Funds and Auxiliary Finance and Insurance Services subdivisions are reflective of a competitive, highly regulated industry operating in the crosswinds of an uncertain 'post GFC' environment within a growing state economy.

Major trends include:

1. Greater competition
2. Regulatory reform
3. Technological change
4. Cost pressures
5. Risk aversion

Competition

Banks operate some 613 'points of presence' across our state (2011: 610). A network of 49 Credit Union/Building Society (CUBS) branches (2011: 54)²⁷ also competes to maintain a growing retail customer base, more recently as mutual banks in the case of Teachers Mutual Bank and Police & Nurses Credit Society (on approval from APRA). Some 1600 mortgage brokers compete for a share of a flat household mortgage market. Bank of Queensland has recently signaled its intention to trial the use of mortgage brokers in Western Australia²⁸.

Despite reports of job cuts elsewhere, the challenge for financial institutions (banks in particular) remains staff retention. Population growth (3.3%²⁹), growth in average weekly earnings (10.4%³⁰), and economic growth more broadly³¹ are all contributing towards a positive banking industry environment.

Several banking institutions from the Asia-Pacific region now have branch representation in WA and a number of investment banks have established (or re-established) their presence in WA^{32 33} to gain a foothold in the state's growth economy, leading some to declare the market 'over-banked'. There is a view^{34 35} that the newly established firms will depart as economic activity slows. Nonetheless, their small (in terms of employment) but significant presence³⁶ in WA does represent an opportunity to leverage new capabilities within the sector. However, the loss of the three large WA-based banking institutions in the 2013 financial year and the soft economic situation more recently may hamper growth and innovation in this sector in the short term.

²⁷ APRA Statistics (June 2012) *ADI Points of Presence* retrieved 28/9/2012 from www.apra.gov.au

²⁸ Australian Financial Review (22/10/2012) BoQ able to 'go it alone' p.17

²⁹ Australian Bureau of Statistics (2013) *Australian Demographic Statistics, September 2013* Cat.,3101.0 retrieved 12/05/14 from www.abs.gov.au

³⁰ ABS (2012) *Average Weekly Earnings, Australia, May 2012* Cat.6302.0 retrieved 6/10/12 from www.abs.gov.au

³¹ WA State Budget 2012-13

³² Australian Financial Review (9/8/12) *WA's riches lure big and small* p.27.

³³ WA Business News (1/2/2012) *WA players work hard as foreign firms eat into the raisings pile* retrieved 5/10/12 from www.wabusinessnews.com.au

³⁴ Coalition Ltd (2012) cited in the Australian Financial Review (2/10/12) *There's no bonus like keeping your job* p.21

³⁵ Australian Financial Review *Why western push may be a tad late* 23/7/2012

³⁶ Financial Review Magazine *Chinatown* August 2012, p.22

Trends in the insurance market include greater market concentration, and competition among brokers and companies outside the state, and outside the industry (e.g. Woolworths/Coles and others) to leverage their strong distribution networks. One WA health insurer points to an estimated 48% rise in the annual industry advertising 'spend' between 2009-10 and 2010-11, as an indicator of the level of 'fierce' competition³⁷.

The growth in self-managed superannuation funds (SMSFs) is another significant development in the competitive landscape, not only in WA. These entities are now the largest pension fund group by number and value³⁸ across the country, adding pressure on retail and industry superannuation fund employers³⁹ that lost ground during the 2010-11 year (Refer Table 4). SMSFs appear to have increased in number over the 2013 financial year, following a significant decline in 2011/12. On-going growth in these funds cannot be relied upon however, as stability in this area of the market seems to be compromised by the continuing legislative changes and compliance difficulties/costs.

Business numbers and turnover in the highly competitive broking industry have also contracted, while several established firms have consolidated their market position. However, Western Australia still has a disproportionately high share of the Finance Broking workforce, at almost 17% of the national total⁴⁰. The growth in turnover seen in 2010-11 in the financial asset investing sector has not been repeated, with declining numbers of low to moderate turnover businesses and a slight contraction in the number of businesses turning over \$2M or more.

Overall the sector has seen strong growth in the number of small businesses operating; however it seems reasonable to suggest that the majority of these businesses are in fact SMSFs, with no direct employees. Removing these from the picture shows a weakening finance and insurance sector over the 2013 financial year.

³⁷ HBF (2011) *Annual Report* p.6 retrieved 16/10/12 from www.hbf.com.au

³⁸ ABS (2012) *Year Book Australia* retrieved 14/10/12 from www.abs.gov.au

³⁹ APRA (2012) *Quarterly Superannuation Performance, June 2012* p.7 retrieved 6/10/12 from www.apra.gov.au

⁴⁰ Employment level (thousands) – Employment by State and Territory (percent share) retrieved 28/04/14 from www.joboutlook.gov.au

Table 4 Businesses by Industry Class by Main State (WA) by Turnover, 2013⁴¹

FINANCE SECTOR												
Industry Class	START OF FINANCIAL YEAR					END OF FINANCIAL YEAR					Change	
	Turnover Size Range					Turnover Size Range						
	\$0 to <50K	\$50K <200K	\$200K <2M	\$2M +	Total	\$0 to <50K	\$50K <200K	\$200K <2M	\$2M +	Total	No.	%
Depository Finance ⁴²	8	18	17	7	50	13	14	15	7	49	-1	-7.5
Non-Depository Finance	41	37	48	14	140	31	32	52	17	132	-8	-5.7
Financial Asset Investing	1611	1597	1059	207	4474	1565	1394	1071	204	4234	-240	-5.4
Financial Asset Broking	164	156	141	34	495	167	128	139	34	468	-27	-5.5
Other Aux. Fin & Invest Services	1304	1350	1372	164	4190	1255	1248	1366	172	4041	-149	-3.6
TOTAL	3128	3158	2637	426	9349	3031	2816	2643	434	8924	-425	-4.5
INSURANCE SECTOR												
Industry Class	START OF FINANCIAL YEAR					END OF FINANCIAL YEAR					Change	
	Employment Size					Employment Size						
	\$0 to <50K	\$50K <200K	\$200K <2M	\$2M +	Total	Micro	Small	Med	Large	Total	No.	%
Life Insurance	6	5	20	3	34	5	8	17	0	30	-4	-11.8
Health Insurance	0	3	3	4	10	0	0	0	4	4	-6	-60
General Insurance	22	45	40	8	115	26	39	37	9	111	-4	-3.5
Aux. Insurance Services	267	308	15	0	590	245	311	13	0	569	-21	-3.6
TOTAL	149	225	311	64	749	121	209	318	66	714	-35	-4.7
SUPERANNUATION SECTOR												
Industry Class	START OF FINANCIAL YEAR					END OF FINANCIAL YEAR					Change	
	Employment Size					Employment Size						
	Micro	Small	Med	Large	Total	Micro	Small	Med	Large	Total	No.	%
Superannuation Funds	5199	1935	585	46	7765	5376	2096	671	45	8188	+423	+5.4

⁴¹ ABS (2012) *Counts of Australian Businesses including Entries and Exits* (Cat.no.8165.0), Jun 2009 to Jun 2013 retrieved 10/3/14 from www.abs.gov.au on 21/07/14

⁴² Includes Banking (6221), Building Society Operation (6222), Credit Union Operation (6223) and Other Depository Financial Intermediation (6229)

Regulatory Reform

The Financial and Insurance Services sector is subject to regulation by the Australian Securities and Investments Commission (ASIC), the Australian Prudential Regulation Authority (APRA) and the Australian Taxation Office (ATO)⁴³ - a framework which has underpinned market and consumer confidence in the financial system through a period of continuing global uncertainty.

A raft of regulatory reform is either in prospect or in process within the industry, as outlined by ASIC in Future of Financial Advice (FoFA) draft regulatory guidance notes⁴⁴ due to take effect from 1 July 2013, and by APRA⁴⁵ in its Annual Regulatory Plan for the 2012-2013 period and beyond. These include:

- New post-GFC capital adequacy requirements to be imposed on banks and insurance providers from 1 January 2013 - part of an international framework designed to add to the resilience of financial systems worldwide but with the potential to impact on local lending/funding and insurance
- Major superannuation industry regulatory reform and associated compliance measures with implementation from July 1, 2013. The scale of those changes implicit in the so-called 'stronger super' reforms have been likened to the introduction of the GST⁴⁶. The intent of the reforms is to rationalise, simplify and create efficiencies in 'back office' (administrative) costs of super funds. Some have predicted a 40 per cent reduction in the number of industry superannuation funds and a much reduced revenue stream for fund administrators, notwithstanding expanded volume and fund size as the population ages and the mandated superannuation levy rises from 9% to 12%, although these increases have been slowed in the current Budget. In recent times local superannuation fund managers Plan B Financial Services and WestScheme have been absorbed by large national entities seeking to expand their industry footprint - implications for local employment is as yet unclear. Significant change is also underway at the Government Employees Superannuation Board.

In Western Australia specifically, the superannuation sector has seen a dramatic shift in the share of non-employing enterprises, which now represent 95% of all superannuation businesses based in WA, up from 77% at the start of the 2009/10 financial year. Additionally, where there were 12 medium size, WA-based superannuation businesses in operation at the end of the 2010/11 financial year, there are now none⁴⁷. Growth in the number of non-employing businesses has been arrested in the past two financial years, and overall, the latest data shows a continuation of a 5 year trend of marginal growth in WA-based businesses in the sector, as shown in Figures 17 (5 year trend) and 18 (2011/12), albeit with declining numbers of small enterprises, and a static 3 large enterprises.

⁴³ ABS (2012) *Australian Year Book, 2012* retrieved 14/10/12 from www.abs.gov.au

⁴⁴ ASIC (2012) *ASIC Guidance on FoFA* (Table 1) retrieved 2/10/12 from www.asic.gov.au

⁴⁵ APRA (2012) *Annual Regulatory Plan 2012-13* retrieved 2/10/12 from www.apra.gov.au

⁴⁶ Australian Financial Review (30/7/12) *Super reforms an expensive cost saver*

⁴⁷ Australian Bureau of Statistics (2013) *Counts of Australian Businesses, including Entries and Exits, Jun 2008 to Jun 2012, Cat: 8165.0* retrieved 10/03/14 from www.abs.gov.au

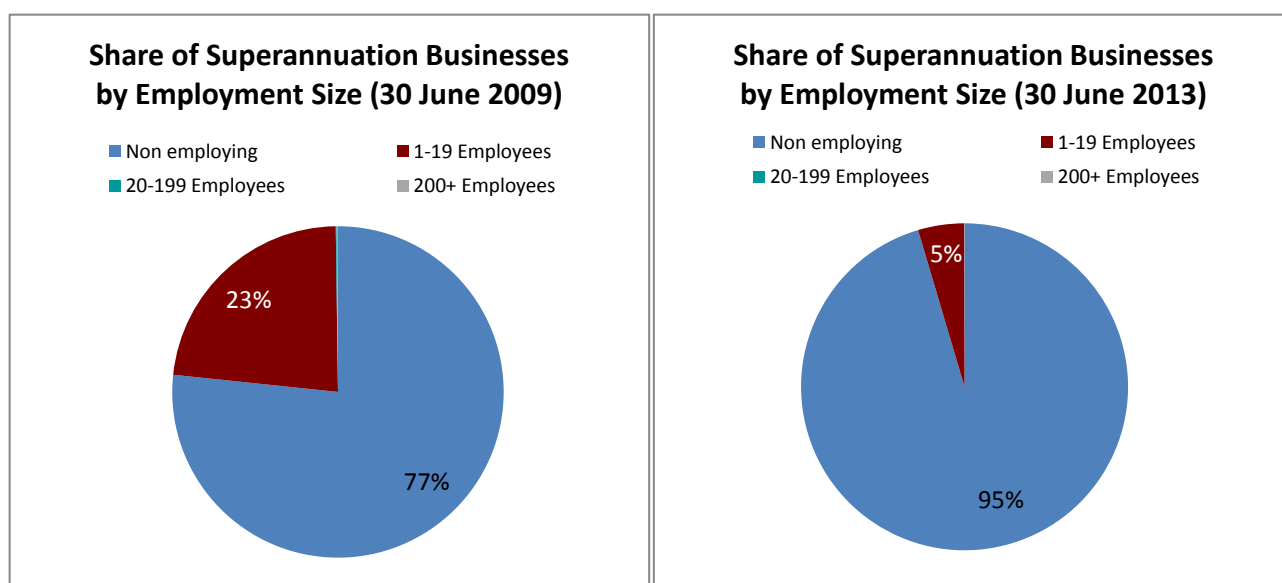
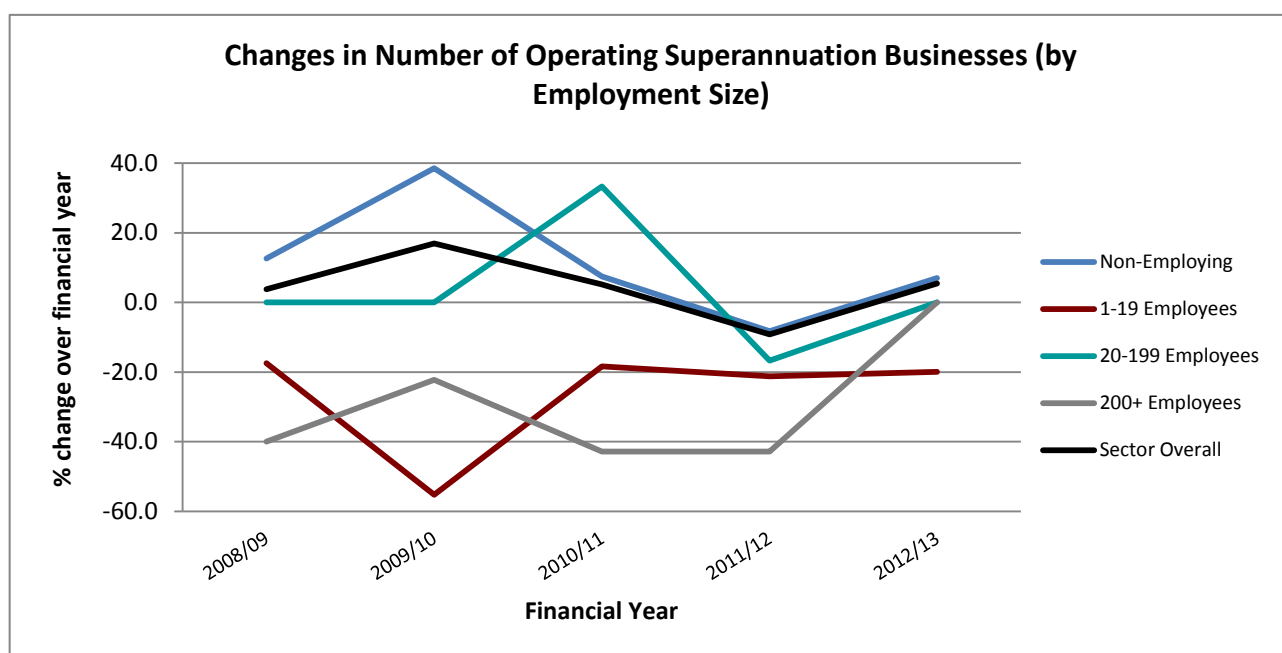
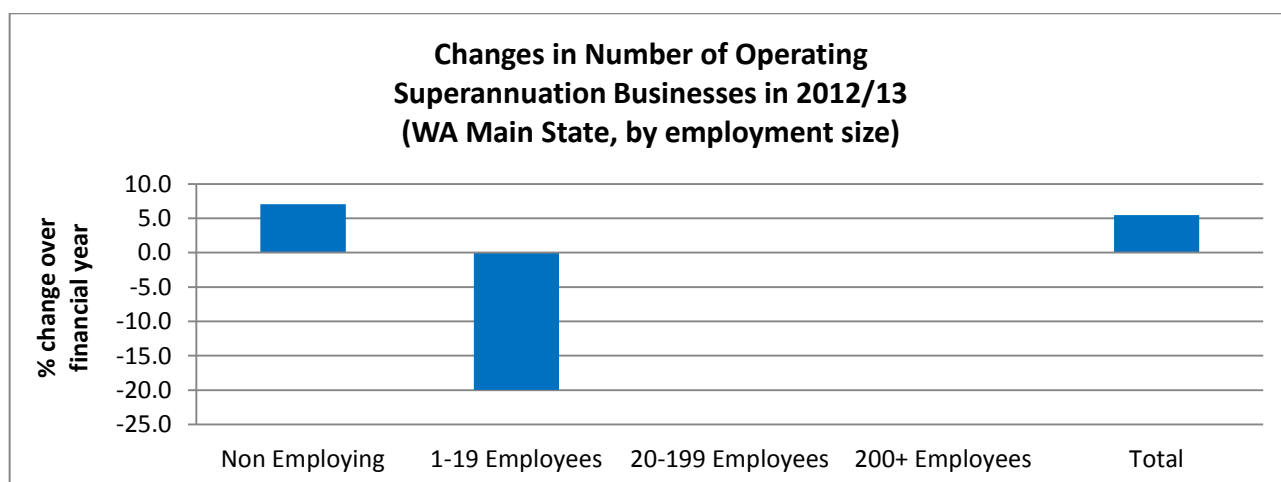


Figure 17: Changes in Number of Operating Superannuation Businesses (by Employment Size)
Source data from Australian Bureau of Statistics (2013) with change in share by business size below.
Counts of Australian Businesses, including Entries and Exits, Jun 2009 to Jun 2013 Cat: 8165.0



Operating Superannuation Funds (WA Main State)					
Date	Non employing	1-19	20-199	200+	Total
30 June 2013	7812	373	0	3	8188
01 July 2012	7296	466	0	3	7765
Change	516	-93	0	0	423
% Change	7.1	-20.0	***	0	5.4

Figure 18: Changes in Number of Operating Superannuation Businesses in 2011/12 (WA Main State, by Employment Size)

Source data from Australian Bureau of Statistics (2013)

Counts of Australian Businesses, including Entries and Exits, Jun 2008 to Jun 2012 Cat: 8165.0

Currently recognised accountants may provide limited advice regarding superannuation to their clients under an existing exemption (under reg 7.1.29A of the Corporations Regulations 2001) this exemption will cease as of 1 July 2016. This may impact the establishment of new SMSFs and the winding up those already operating. A variety of options exist for accountants currently advising in this space. A limited Australian Financial Services (AFS) license may be obtained; however there appears to be some hesitancy in taking up this option, due to the added compliance burden associated with it. This may result in accountants establishing referral and agent agreements, bolstering growth in Financial Planning employment and traditional superannuation fund activity, against the current trends. It may also see an increase in mixed accounting/superannuation business ventures. Conversely, if accountants do take up the license options, there may be further contraction in traditional superannuation funds, and SMEs in this market segment, with renewed growth in SMSFs. These effects will only become evident in the longer term; however FAPSTC will seek to monitor events as the major industry organisations begin to advise their members of their relevant options.

In light of these changes, the national industry skills council (IBSA) is currently undertaking a review of the superannuation industry to determine future workforce development needs and strategies, including in Western Australia.

Further information regarding regulatory requirements is detailed later in the relevant section of this document.

Technological change

There is increasing reliance on technology in transactional banking and 'back office' banking functions with associated efficiencies and cost savings, if not reductions in staff⁴⁸. ANZ is said to be the largest Australian employer in India with about 5000 employees there, mostly in back office processing and IT functions⁴⁹.

The application of technology to financial services was recently cited by Commonwealth Bank CEO, Mr. Ian Narev as the key attribute of the newly-appointed head of the bank's national retail division⁵⁰. However the Australian Prudential Regulation Authority (APRA) has recently identified risks in banks (authorised deposit-taking institutions) outsourcing these roles offshore and is reportedly "*closely watching risks linked to technology*" particularly where there is "*a high reliance on third parties*".⁵¹ The security risks from technology are not limited to offshore centers or to the financial system/institutions alone, but new career opportunities in the sector are one of the few positive consequences.

In addition, new amendments to the Privacy Act will impact the financial services sector in a number of ways. As this sector and the operators within it necessarily deal with personal, identifiable data, requirements around third-party collection, storage and use of information will require contractual review, the seeking of greater transparency, particularly from international partners and service providers, and caution around obtained consents. This is of particular concern where data is stored off-site, on different servers and with different Cloud storage providers, where businesses have often not been aware of the exact location of their information, the level of protection from hacking, corruption or contamination and whether the service provider is compliant with Australian privacy laws⁵². These amendments also restrict the use of data collected to the specific purpose for which consent was already given. Data cannot be held indefinitely or used for purposes removed from the original intent and this may result in increased need for document control and corporate information management expertise within the sector.

Although the impact of the NBN on product and service delivery across the sector in WA is yet to be felt, the shift to 'smart banking' will likely gather pace bringing with it demand for higher level skills for customer facing roles among bank and NBFIs staff. According to Deloitte, the finance industry will experience the most significant 'digital disruption' of all industries from new technologies in the short term⁵³. So-called e-commerce and m-commerce (use of mobile technology and associated payments systems) are predicted to progressively shift consumer financial transactions away from the banks to telecommunications companies. The purchase and sale of insurance and equity products is also increasingly undertaken on-line.

Cost pressures

All four of the major banks have reported record profits in the year to 30 June 2012⁵⁴, in contrast to regional and foreign-owned banks. The current focus for the domestic banks is on cost reduction in the face of low consumer credit growth. There are also expectations of increased bad debt levels as the national economy slows⁵⁵ together with pressure on fee income from a number of sources.

⁴⁸ Australian Financial Review (31/7/12) *NAB new call centre a big saver* p.26

⁴⁹ Australian Financial Review (22/10/12) *ANZ boss says Asia strategy must not overlook India* p.17

⁵⁰ Australian Financial Review (4/8/12) *CBA names Comyn to head retail engine room*

⁵¹ Australian Financial Review (21/9/2012) *APRA raises red flag on outsourcing* p.22

⁵² Based on Institute of Public Accounts Privacy Act professional CPE session, 08/04/14

⁵³ Baghai, M., Redhill, D., Richardson, C., *Building the Lucky Country* Deloitte Access Economics, cited in The Australian Financial Review Boss Magazine *Mind the Fuse* (July 2012)

⁵⁴ Australian Financial Review, 30/8/2012 *Warnings signal bank dilemma* p.30

⁵⁵ Reserve Bank of Australia (2012) *Financial Stability Review* p.19 retrieved 26/9/12 from <http://www.rba.gov.au>

Similarly, cost pressures are paramount for the insurance industry where the combination of lower return on investments and 'soaring' reinsurance costs from claims arising from 2011 natural disasters is leading to significant 'cost cutting' measures.⁵⁶

The stockbroking industry is suffering from a slide in trading and underwriting volumes due to local and global uncertainty. The growth in on-line trading is also eroding profit margins and leading to a loss of local market depth in the more expensive, research-based broking coverage and capacity.⁵⁷ While several established WA-based broking firms increased their turnover during the 2010-11 previous year the number exiting the industry grew. So far in 2012, there have been 275 equity capital markets transactions valued in excess of \$4,106.7 million, and all but seven (7) of these are mining/resource-related. In 2011, the corresponding numbers were 336 and \$8,207.5 million⁵⁸. According to one broker "... new WA listings on the ASX have dried up and Perth deal-making veterans complain they haven't seen the market this slow in years."⁵⁹

Risk aversion

A review of the banking industry has been mooted amid concerns about the ability of the banking system to meet future infrastructure needs, business credit growth and capital adequacy requirements in the wake of the global financial crisis and associated reforms. One example of the impact on financial services of post-GFC developments is a reported lack of access to, or willingness to provide credit, particularly in the small business sector and the cost thereof.

The issue has been highlighted as a key barrier to business innovation (i.e. the introduction of a new or significantly improved good or service; operational process; organizational/managerial process; or marketing method) in an ABS survey⁶⁰ of 9000 businesses conducted in late 2011. The lack of skilled personnel was also cited as a significant barrier to business innovation, although the survey data was not specific to WA.

In the stockbroking industry, risk and uncertainty at home and abroad is playing out in equity markets. As investors switch from equity to cash investments, dire predictions have been made about the stockbroking industry and its participants.⁶¹

Since then trading volumes have continued to decline, through September and into October.

- [Labour and Skill Demand](#)

Employment in the finance and insurance sector (FIS) is currently fairly evenly divided between managerial/professional and clerical/administrative occupations (see Table 5 below), although this has shifted to favour clerical/administrative roles in the past year to February 2014. A longer term picture is shown in Figure 19.

⁵⁶ Australian Financial Review (2/10/12) *QBE on track in steps to prune costs* p.21

⁵⁷ Australian Financial Review (24/9/2012) *Goldman and JBWere set to affirm alliance* p.18

⁵⁸ WA Business News (2012) Corporate Finance Equity Capital Markets (ECM) data retrieved 23/10/12 from www.wabusinessnews.com.au

⁵⁹ Australian Financial Review (23/7/12) *Why western push may be a tad late*

⁶⁰ ABS (2012) *Innovation in Australian Business 2010-11* Cat.No. 8158, Data Cube 6, Table 1 retrieved 30/9/12 from www.abs.gov.au

⁶¹ Hutchens,G. (17/8/2012) *Stockbrokers crunch the numbers then bite their nails* retrieved 6/9/12 from www.smh.com.au

Table 5 Finance & Insurance Services – employment by ANZSCO 06 (WA) ⁶²

ANZSCO Descriptor	February 2013			February 2014		
	Employed total (000s)	Total (%)	Female (%)	Employed total (000s)	Total (%)	Female (%)
Managers	4.7	51.1%	42.6%	3.4	45.7%	43.8%
Professionals	11.5			13.5		
Technicians	0.0	***		0.3	0.8%	100%
Clerical/Admin	15.2	48.9%	80.0%	17.7	53.5%	70.7%
Sales	0.3			2.1		
TOTAL	31.7	100%	60.8%	37	100%	58.7%

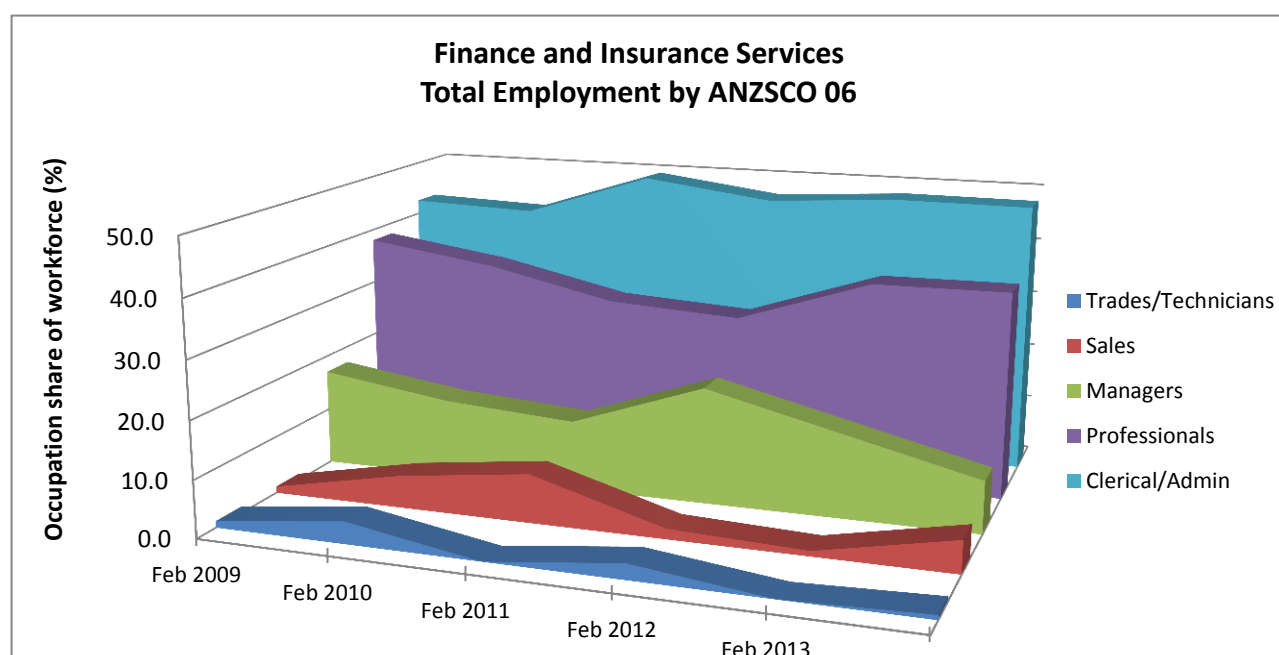


Figure 19: Finance and Insurance Services Total Employment by ANZSCO 06
Source data from Australian Bureau of Statistics (2014)
Labour Force, Australia, Detailed, Quarterly, Feb 2014 (by ANZSCO Major Group, State and Territory and Sex
Cat:8291.0.55.003, Datacube E09

Data indicates:

1. The year-on-year increase in employment has occurred in professional and administrative occupations. People occupying professional roles in the FIS industry will typically be tertiary qualified (University graduate/postgraduate), while VET programs are closely aligned with many para-professional, administrative and support roles that can provide career pathways, and offer links to higher education. It is timely that a new 'Personal Banker' traineeship has been established at the request of the banking industry to provide opportunities for career progression into professional/management roles.

⁶² Source: ABS (2013) *Labour Force, Australia, Detailed, Quarterly, Nov 2013* Cat.No. 6291.0.55.003 Data cube E09 retrieved 10/3/14 from www.abs.gov.au

2. Sales-dedicated roles in the FIS industry in WA are comparatively rare, but have increased recently. However 'business development' and 'customer relationship management' roles are commonly associated with most FIS industry segments and imply sales skills. It is likely that these types of roles are driving the increased employment numbers in sales, along with front-line service roles that are becoming increasingly sales orientated, with KPIs and job advertising focusing on sales experience over banking industry experience. The Commonwealth Bank for example, has linked salary increases for branch tellers and frontline staff to the achievement of sales targets attached to savings, loans and other products. Branch staff have reportedly been set a target of 82 'points' a week, up from 64 previously.⁶³
3. The broadly equivalent weighting between management/professional and clerical/administration roles is a pattern common to the FIS industry across all states. However there are also a significant number of technical and sales occupations reported in both NSW and Victoria, which is not the case in WA.

The range of occupations included within the WA financial and insurance services industry employment is detailed below, in Figure 20, and in Table 6 alongside the approximate numbers employed as at November 2012⁶⁴. (Data in the Total employment November 2012 ('000) column has been seasonally adjusted and trended for each occupation by DEEWR).

Table 6 Finance & Insurance Services – Total employment levels (2012/2013)

Occupation & Code	WA Employment (000s) ⁶⁵	WA Share of National Employment ⁶⁶	WA Employment (000s)	WA Share of National Employment
	2012		2013	
Finance Managers (1322)	3.8	8.1%	5.1	10.8%
Finance Brokers (2221)	4.3	17.0%	4.0	16.3%
Finance Dealers (2222)	1.3	7.3%	0.7	5.0%
Financial Investment Advisers & Managers (2223)	3.8	8.2%	2.8	7.0%
Actuaries, Mathematicians and Statisticians (2241)	0.3	4.3%	0.7	11.3%
Bank Workers (5521)	5.1	9.0%	6.2	12.0%
Credit & Loans Officers (5522)	3.0	11.0%	3.5	13.0%
Insurance, Money Market & Statistical Clerks (5523)	3.2	9.5%	1.9	6.7%
Insurance Investigators & Loss Adjusters (5996)	0.5	7.0%	1.4	12.7%
Insurance Agents (6112)	1.1	9.0%	1.0	7.5%

⁶³ Australian Financial Review (23/7/12) *CBA boosts staff sales targets*

⁶⁴ DEEWR (2012) *Employment by state and territory (per cent share)* retrieved 10/3/14 and 21/07/14 from joboutlook.gov.au

⁶⁵ Derived from joboutlook.gov.au data

⁶⁶ www.joboutlook.gov.au, retrieved 21/07/14

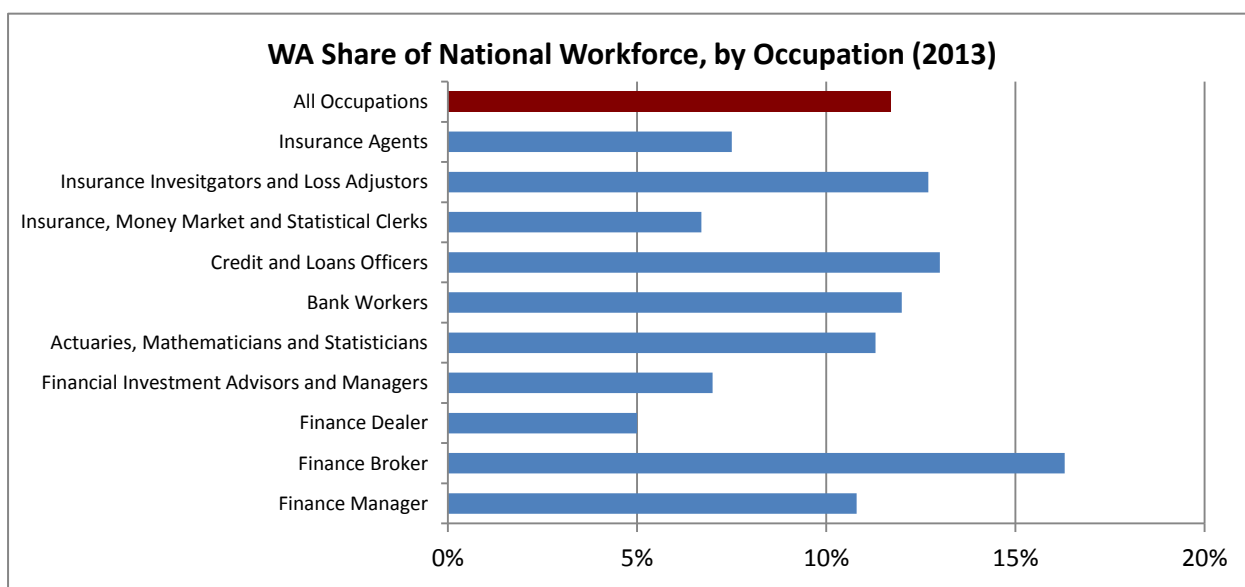


Figure 20: WA Share of National Workforce by Occupation Source data from DEEWR (2012) Employment by state and territory (percent share) retrieved 10/3/14 from www.joboutlook.gov.au

These occupations are described below, alongside the education attainment profile for the relevant industry class within ANZSIC subdivisions⁶⁷. The prominence of post-school qualifications is evident across the board, albeit to a lesser extent in the insurance industry.

Finance: classified under ANZSIC 62.

From an industry (and regulatory) perspective, a distinction is usually made between occupations in a retail finance/banking and wholesale/corporate context.

At a retail level occupations in demand in deposit/lending and promotion/distribution of product/services derive largely from the four major banks (Westpac, National, ANZ and Commonwealth incorporating BankWest) that dominate in the household financial services sector, and non-bank financial institutions (NBFIs) which are active in the commercial and small/medium business sector. Bank workers and credit and loans officers are the largest occupational groups in this sector.

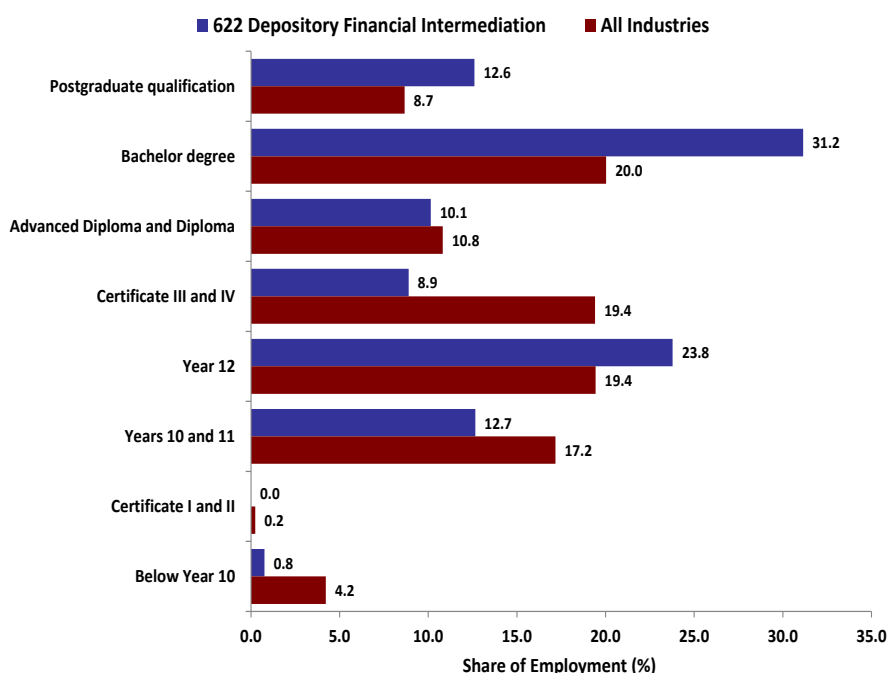


Figure 21: National Education Profile - Depository Finance
Labour Market Information Portal
National Educational Profile, ANZSIC62, Data Tool

⁶⁷ Source: Educational Profile (DEEWR Special Order based on ABS - Education and Work, Australia, May 2010 Cat no: 6227.0) retrieved 4/10/12 from www.skillsinfo.gov.au

The national qualification profile suggests:

- a high proportion of degree-qualified candidates work within the finance sector, yet
- a significant number of employees are without a post-school qualification, and
- some industry acceptance of vocational qualifications, albeit limited at lower levels.

In 2010, there was a total of 23,900 full time equivalent students of management and commerce at WA higher education institutions and 10,500 VET* students⁶⁸.

A total of 3,783 domestic students graduated in management and commerce fields of study from West Australian universities in 2011⁶⁹. There were 4,104 VET* course enrolments in financial services qualifications in 2011⁷⁰, although it is understood that some institutions prefer business rather than financial services qualifications, at an entry level.

Recruitment by the major banks is a specialist, centralised (rather than line management) function. Job advertisements in retail banking varied between 57-94 (internet) and 10-15 (print media) each month over the period to 31/7/2012. Industry liaison suggests staff retention remains a greater challenge than any lack of supply of suitable candidates to fill vacancies. Notably, the national graduate intake by the ANZ Bank in 2012 comprised 43% who speak an Asian language⁷¹.

**It should be noted that VET data includes only publicly funded training activity, and 'fee-for-service' training through a public institution. Data for privately provided 'fee-for-service' training is not available.*

Corporate finance occupations are dispersed across a range of institutions in WA and related roles demand high level skills and relevant qualifications (as shown in Figure 22).

These are often linked to resource and infrastructure projects, either in prospect, underway or in operation in Western Australia. Each project involves a process of financial analysis and valuation, capital formation, transactional, and ongoing risk and cash flow management from both financial services providers and recipients, and finance plays a vital role alongside the specialist geological, environmental, legal and other technical skills required for project development.

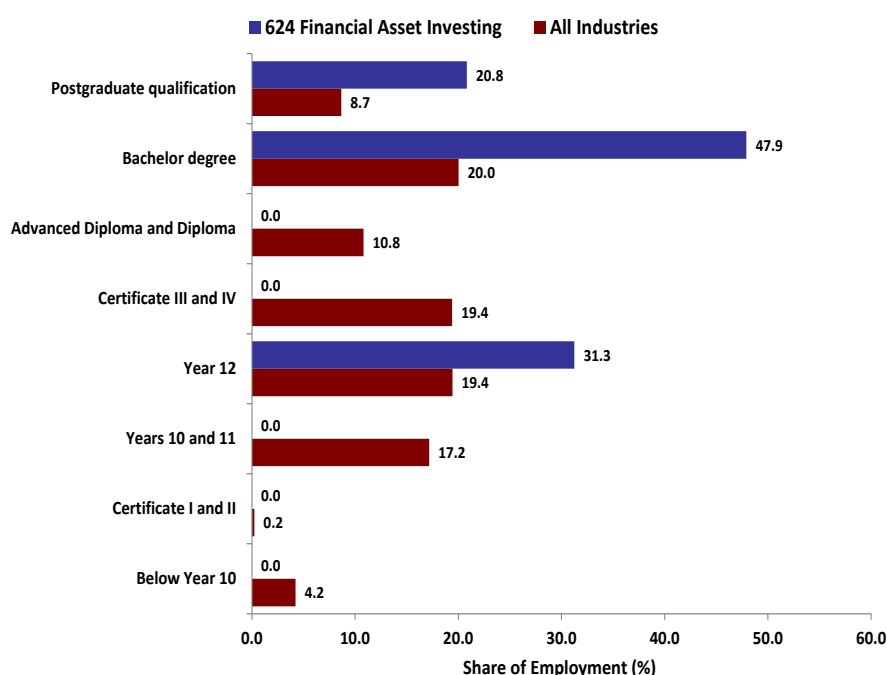


Figure 22: National Education Profile - Financial Asset Investing
Labour Market Information Portal, National Educational Profile, ANZSIC63, Data Tool

⁶⁸ NCVER (2012) Tertiary education and training in Australia 2010 retrieved 23/9/12 from www.ncver.edu.au

⁶⁹ DIISRTE (2012) 11AwardCourseCompletions (Table 11) retrieved 23/9/12 from www.deewr.gov.au

⁷⁰ Department of Training and Workforce Development (2012) VET enrolment statistic unit - Special data request 4318

⁷¹ Australian Industry Group (2012) *Developing an Asia Capable Workforce – A National Strategy* p.4 retrieved 16/10/12 from www.aiggroup.com.au

While not all of these services are provided locally and FIFO (fly-in, fly-out) financial services providers play a role, given that resource project investment alone will account for some \$180bn⁷² in the foreseeable future, the impact on the corporate banking sector and the flow-on effects into the household and small business sectors, and into the financial services industry is apparent. The impact in terms of workforce does not match the 50,000 construction jobs also anticipated, however the size of the corporate finance sector has increased significantly over the last 12 months – by more than 800, or 34% according to one survey⁷³.

Michael Page (recruitment), says Perth is home to the nation's most highly paid accountants and finance directors, with a so-called 'war for talent' leading to an escalation in salaries to attract mid-management accounting [and finance] roles⁷⁴.

A snapshot of internet advertised job vacancies in the banking industry is provided in Figure 23, above.

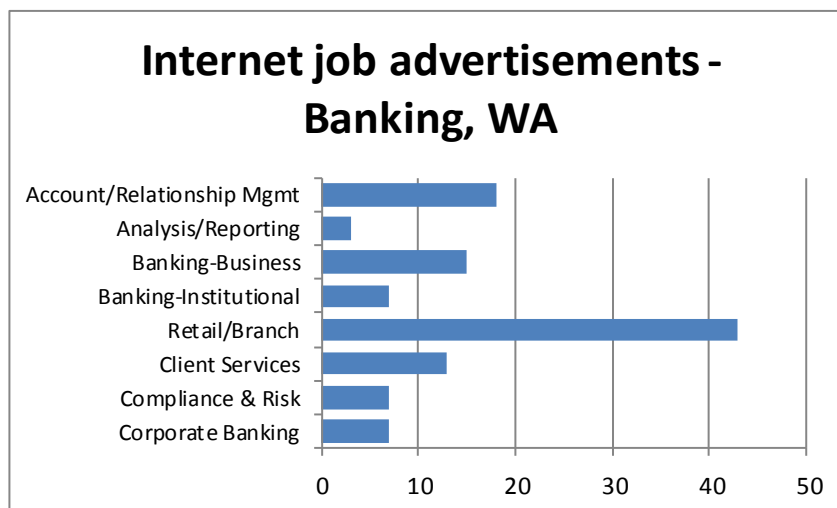


Figure 23: Internet job advertisements - Banking (WA)
FAPSTC desktop research, www.seek.com.au, April 2014

Superannuation and Insurance: classified under ANZSIC 63

Insurance occupations in WA typically involve the marketing and distribution of products/services that protect against the risk of loss from a contingent event, and providing client support and administration.

The types of insurance falling under general categories (include house, motor vehicle (domestic and commercial), fire, accident, employer liability, health, travel, marine and aviation, mortgage and consumer credit. Insurance underwriting relates to the process of assuming the risk arising from a financial transaction or insured event, for a fee.

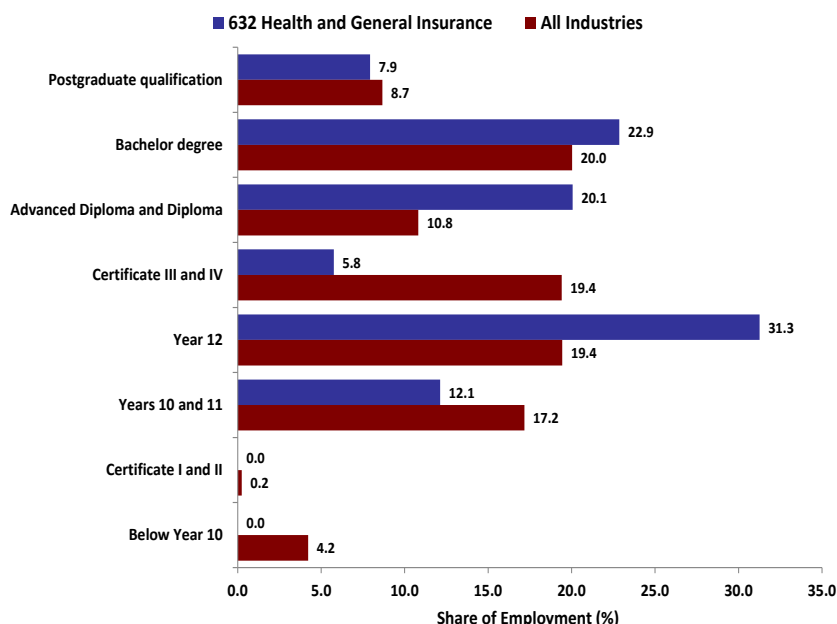


Figure 24: National Education Profile - Health and General Insurance
Labour Market Information Portal
National Educational Profile, ANZSIC63, Data Tool

⁷² Department of Mines & Petroleum (2012) *Prospect Magazine, June 2012* retrieved 6/10/12 from www.dsd.wa.gov.au

⁷³ WA Business News (2012) *Book of Lists 2012* and *Book of Lists 2011*

⁷⁴ Australian Financial Review (11/7/12) *Perth tops the country's pay stakes*

The insurance industry has continued to develop strategies to attract staff in the face of competition from commerce/industry where high salaries and career pathways are considered more attractive. Vocational qualifications are gaining acceptance, are endorsed by insurance professional associations and meet relevant ASIC RG146 standards.

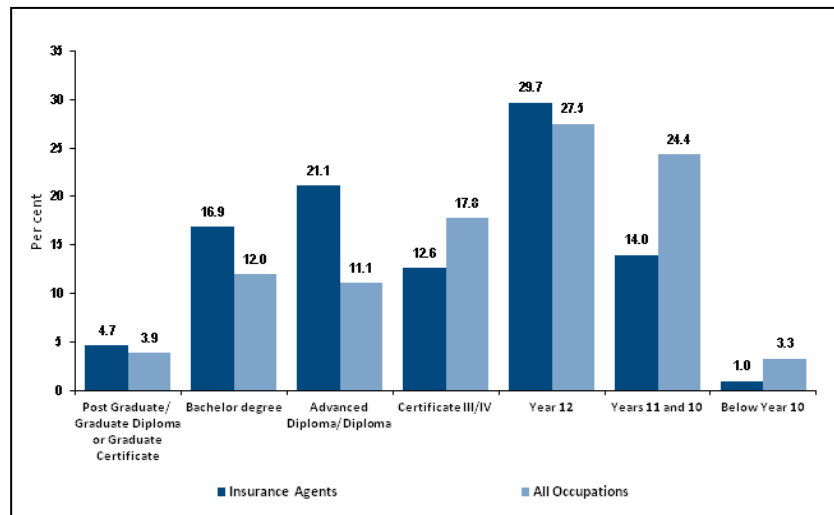


Figure 25: National Education Profile - Insurance Agents
Labour Market Information Portal, Industry education profile: percent of employment

In contrast to other finance and insurance services occupations, the education profile of insurance agents (ANZSCO 611211) shows a large proportion of the estimated 10,600 agents (1230:WA) are without any post school qualifications (Refer Figures 24 and 25). At least one national professional association is supporting an industry-driven initiative to mandate qualifications at bachelor degree level for insurance industry advisers

The peak body for insurance professionals, ANZIIF, includes membership levels that cover ASIC Tier 1 or 2 compliance, through to Senior Associate members holding a relevant Diploma. This differs from other Finance bodies that tend to require tertiary qualifications for all but affiliate members.

Superannuation roles fall within a highly regulated and specialised field relating to a form of managed investment that can only be released after a certain period, generally on retirement. Skills and labour demand in WA includes client services (including call and contact centre staff), administration, audit and compliance roles, with difficulty also expressed by institutions seeking to attract suitably qualified and skilled practitioners at a senior level.

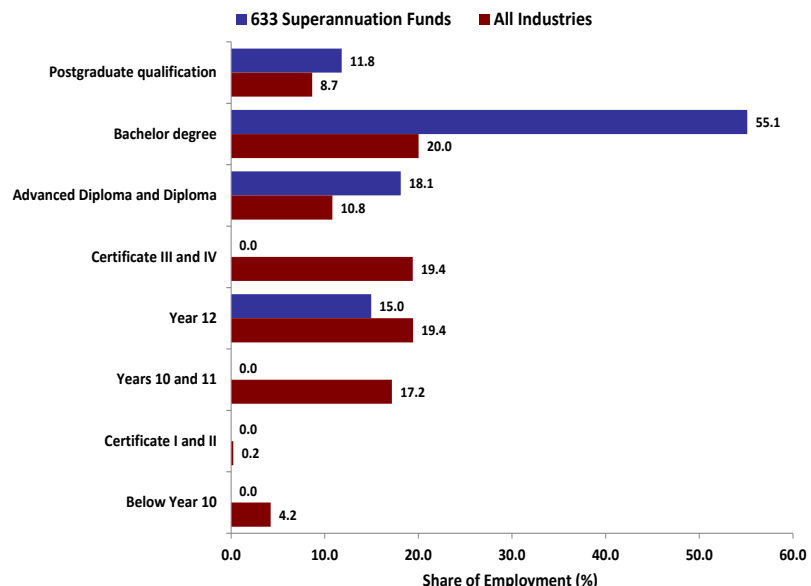


Figure 26: National Education Profile - Superannuation Funds
Labour Market Information Portal
National Educational Profile, ANZSIC63, Data Tool

The qualification profile shown in Figure 26 suggests a high proportion of degree-qualified candidates within the superannuation sector, along with some acceptance of vocational qualifications. There was one (1) publicly-funded VET traineeship enrolment in the relevant Certificate IV superannuation qualification in 2011⁷⁵.

⁷⁵ DTWD (2012) State Training and Recognition System (STARS) retrieved 18/10/12

Other Auxiliary Finance, Investment and Broking Services: classified within ANZSIC 64.

Financial advice includes financial planners, para-professional and support roles that gather and analyse information concerning individual financial circumstances, in order to make recommendations that achieve financial outcomes through strategic investment in financial products (where licensed to do so - refer *Regulatory requirements, below*). The minimum qualification requirement sought by professional bodies for financial planners is a bachelor degree qualification, notwithstanding a lower level satisfying ASIC regulatory requirements for advice at Tier 1

(Diploma) and Tier 2 (Certificate III) levels – see Figure 27.

Also within this classification is **funds management** which involves the aggregation, investment, management and administration of pooled funds to achieve a return from wholesale capital markets both onshore and offshore. There are few West Australian training providers equipped to deliver high level vocational qualifications and where the funds management industry is aware of vocational qualifications, the skill level is considered too low.

Finance, Insurance and Stockbroking refer to occupations providing intermediation and execution of transactions in lending, risk products and securities on behalf of clients

and additional services such as capital raising, research, advice and portfolio management services. One of the largest segments in WA is that of mortgage broking, with membership numbers of the two relevant industry associations of approximately 1700 in total. One of those associations has reported a 30% loss in membership over the previous 12 month period which they attribute to a lack of suitably qualified candidates entering the industry. The Mortgage Finance Association of Australia (MFAA) requires members to hold a relevant Diploma qualification. A new traineeship was established at the request of the industry in 2011, using the

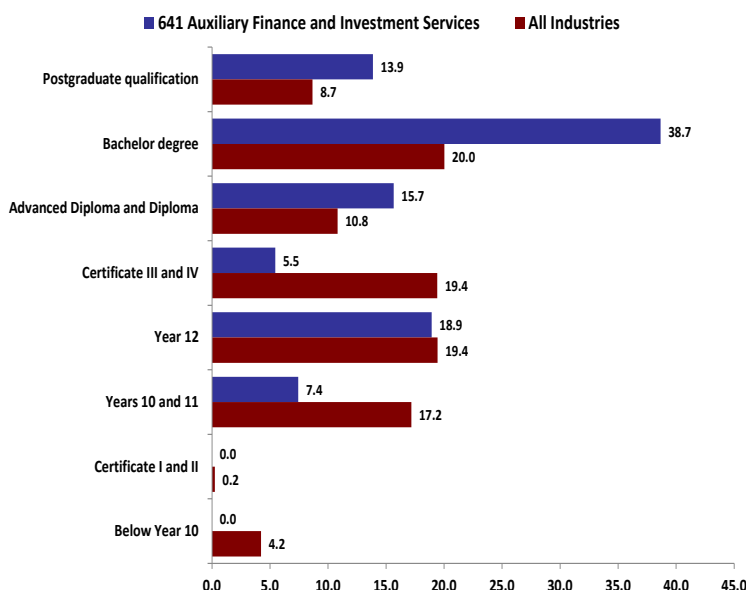


Figure 27: National Education Profile - Auxiliary Finance and Investment
Labour Market Information Portal
National Educational Profile, ANZSIC63, Data Tool

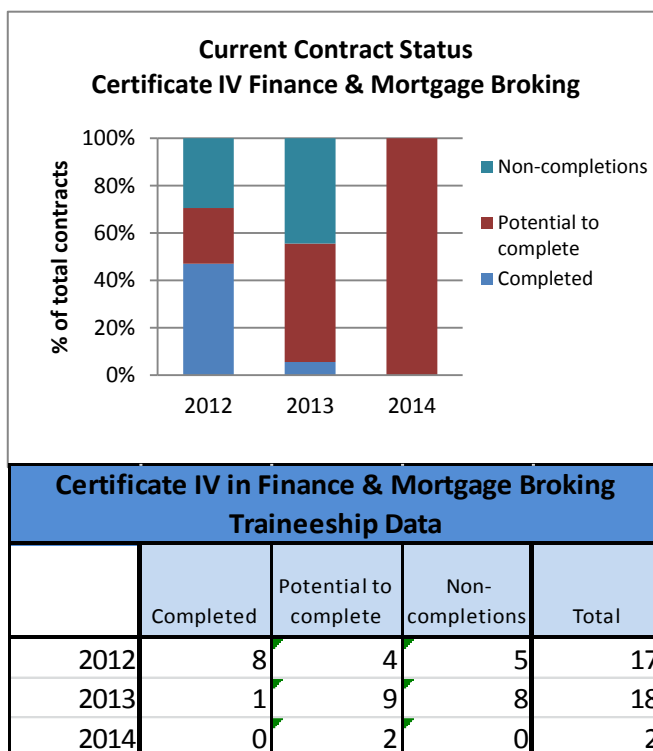


Figure 28: Current Contract Status - Certificate IV Finance & Mortgage Broking.
Source data from DTWD TRS Cube for Providers, current period Feb 2014, retrieved 29/05/14

Certificate IV in Finance and Mortgage Broking qualification. Since its introduction, 37 individuals have taken up the traineeship, with 9 completions to date, as shown in Figure 28 above.

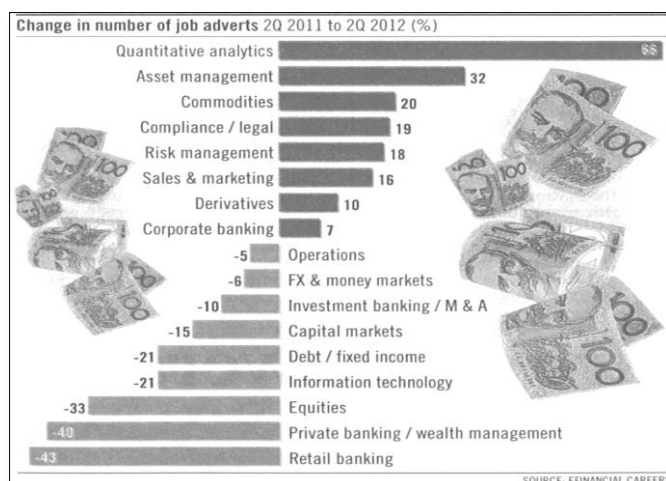


Figure 29: eFinance Careers (Asia Pacific), cited in the Australian Financial Review (2/10/12) p21

By comparison, entry into the stockbroking industry remains competitive and degree qualifications are considered the norm. A snapshot of the range of contemporary financial services careers (and their changing demand profile in the Asia-Pacific) can be seen in the analysis of job advertisements in Figure 29.

The West Australian financial services industry can offer only a limited number of positions in many of these occupations and they are rarely advertised. However

the relevant skills are highly valued and keenly

sought after. A snapshot of WA banking and finance internet-advertised job vacancies is shown in Figure 30a) with data for superannuation/insurance advertising shown in Figure 30b). Financial services skills are also in demand to meet the needs of industry more broadly.

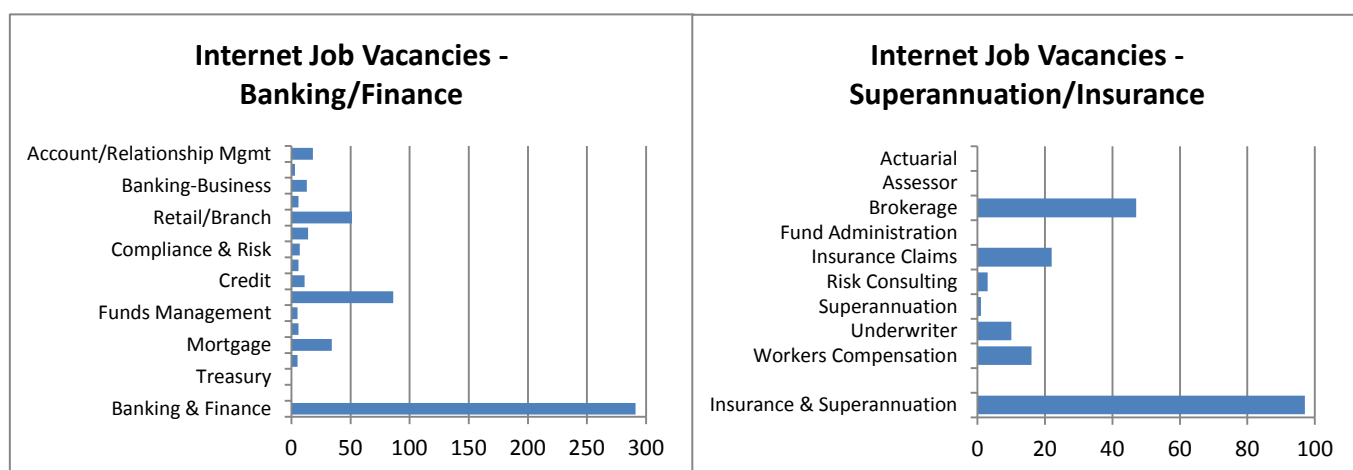


Figure 30: a) Internet job vacancies - Banking/Finance and b) Superannuation/Insurance FAPSTC desktop research, www.seek.com.au, April 2014

As indicated in Figure 31a)⁷⁶ the key occupation of Finance Manager (ANZSCO 132211) is in demand across industry sectors as diverse as wholesale and professional services. As state resource projects move from construction into production phases it may be expected that the resource sector increases in its share of finance managers, where reliance on financial expertise is critical to on-going viability and sustainability in a softening marketplace. Of note is the drop in share of the manufacturing industry, which is unsurprising given the persistent decline in this sector's profitability (refer Figure 8, page 19). Overall, these four main industries still only represent 51% of all people employed as Finance Managers, further indication of the broad use of this occupation. While the bulk of employment for other occupations is within the sector, almost 1 in 4 finance and insurance services workers are engaged in businesses operating in other industries. (Refer Figure 31b).

⁷⁶ ABS (2012) Labour Force Survey, Nov 2011 retrieved 18/10/12 from joboutlook.gov.au

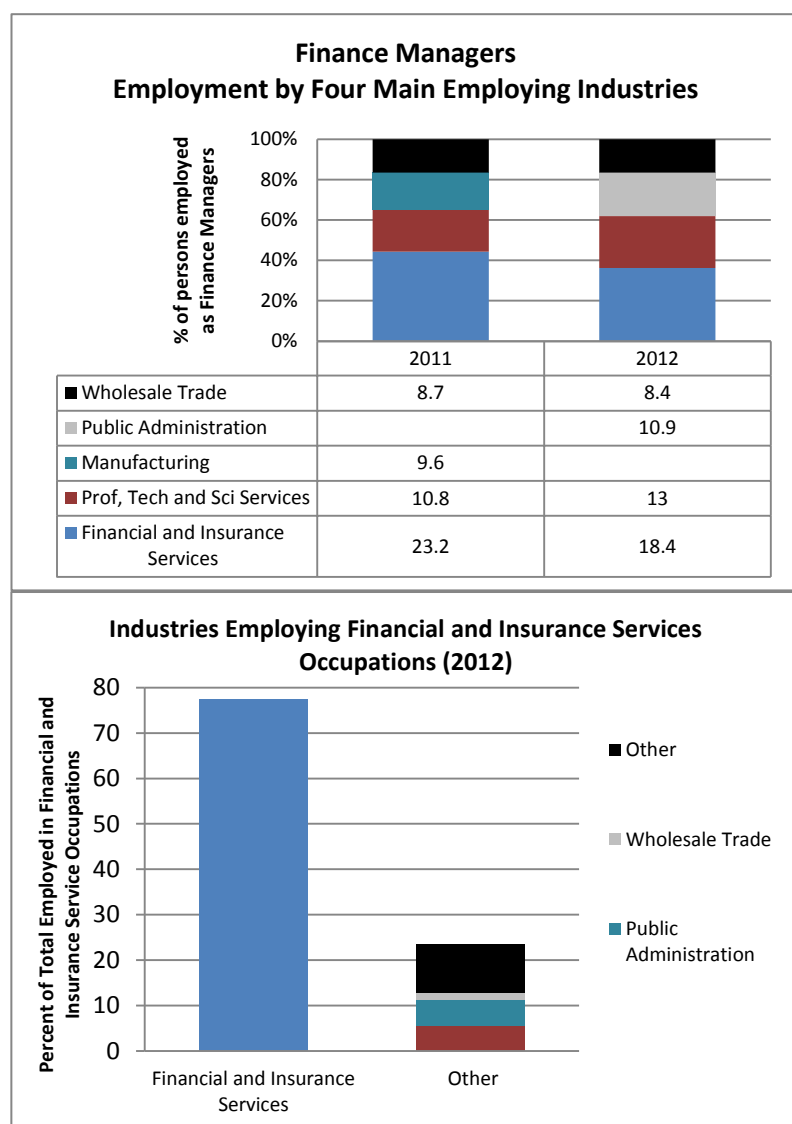


Figure 31: a): Finance Managers by Four Main Employing Sectors
b): Industries Employing Financial and Insurance Services Occupations (2012) Source data from DEEWR (2012) Employment by state and territory (% share)

The Financial Services Institute of Australia (FinSIA) has embarked on a research project to size the WA financial services market and more accurately capture the scope and nature of the sector's contribution to, and participation within the WA resources economy.

Meanwhile in a recent national survey⁷⁷ of skills used in core business activities in a random sample of 9000 businesses excluding ANZSIC06 Groups 624 (Financial asset investing) and 633 (Superannuation funds), financial skills were the most likely to be used by businesses with 5-19 persons employed (32%), 20-199 persons employed (40%) and 200 or more persons employed (62%) to undertake those core business activities.

While individual state data is not available, the skills needed by those same 9000 businesses surveyed in 2011 that were considered in greatest shortage/deficiency were, on average, in the trades (9.7%) followed by financial (4.2%). FAPSTC will be engaging with the relevant small business associations to identify and establish workforce development priorities and strategies to meet the needs of small business enterprises across the FAPS industry sectors.

• Regional Impact

As previously noted, employment in the WA financial and insurance services industry is concentrated in metropolitan Perth, refer Key Statistics, page 23. Figure 34 shows the numbers employed in the financial and insurance services industry in each of the regional areas⁷⁸, alongside numbers of regional higher education students (management & commerce)⁷⁹ and combined VET Financial Services (FNS) course⁸⁰ and traineeship⁸¹ enrolments. These numbers are also shown in Table 7, alongside employment data for WA-based financial services businesses⁸² in each of the regions.

⁷⁷ Australian Bureau of Statistics (2012) Cat.8167.0 *Selected Characteristics of Australian Business, 2010-11* retrieved 30/9/12 from www.abs.gov.au

⁷⁸ ABS (2011) *Labour Force Survey* cited in Regional Profiles (WA) retrieved 5/10/12 from www.deewr.gov.au

⁷⁹ DEEWR (2012) *Regional Profiles for Western Australia* Higher Education Student Data (2010) retrieved 5/10/12 from www.deewr.gov.au

⁸⁰ DTWD (2012) *Course enrolments, 2011* Data request 4322

⁸¹ DTWD (2012) State Training and Recognition System retrieved 18/10/12

⁸² ABS (2012) *Counts of Australian Businesses, Jun 2007-2011* Cat.No 8165.0 retrieved 7/10/12 from www.abs.gov.au

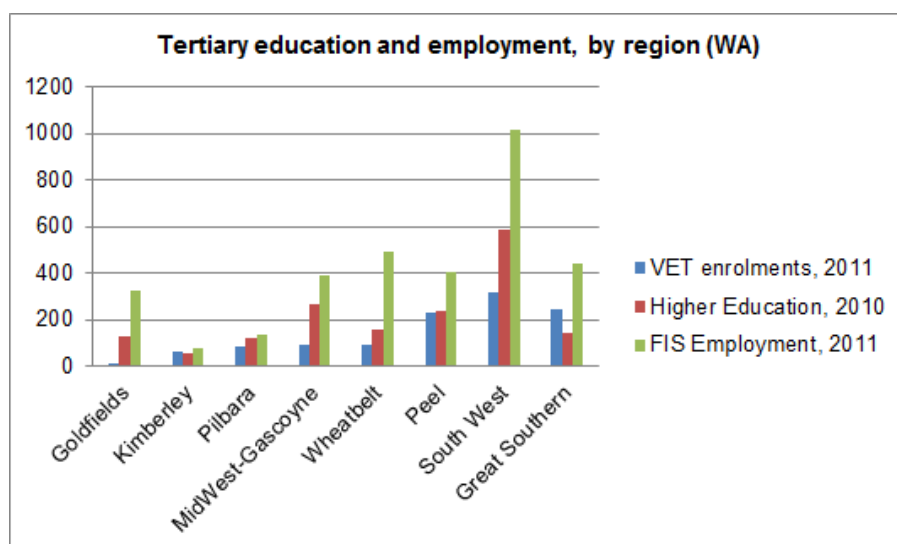


Figure 32: Tertiary education and employment, by region (WA)
Higher Education (Management and Commerce, 2010)
and VET (Financial Services Training Package – publically funded only)

Table 7 Financial & Insurance Services - Regional employment and education, WA

Region	Employing FIS businesses (where WA is main state) 2011	Total FIS employment (Census, 2006)	Labour Force 2011	Higher education 2010	VET (FNS) 2011	FNS Trainees 2013
Great Southern Population ~ 60 100	32	438	33 900	140	238	3
Goldfields- Esperance Population ~ 59 800	36	325	35 400	126	0	1
South West Population~166 000	151	1012	89 600	584	305	5
Peel: Population~113 500	90	406	48 900	237	216	8
Wheatbelt Population ~ 76 100	36	494	44 700	154	78	0
Mid-West and Gascoyne Population ~ 66 900	51	362	36 300	114	80	1
	3	30		12		0
Pilbara Population ~ 49 900	9	135	27 300	120	82	1
Kimberley Population ~ 36 500	24	79	18 000	55	58	1

Further regional research and enquiry is needed to understand:

- the barriers to regional traineeship uptake, which may include client (trainee) awareness and information; small business employer demand/support, including through group training arrangements; and registered training organisation service/supply factors;
- the employment destinations of graduates of higher education and VET, by course and location;
- the level of 'fee for service' training activity and availability (including on-line) in the regions.

The FAPSTC concluded the Transitions and Pathways Program (TAPP) in December 2013, which addressed these issues. The TAPP project was funded by the Australian Government Department of Industry, Innovation, Science, Research and Tertiary Education through the Australian Apprenticeships Mentoring Package.



Figure 33: Western Australian Regions
www.businessmigration.wa.gov.au

• Regulatory Requirements

In a 2011 survey⁸³, businesses in financial and insurance services were the most likely to report **government regulations and compliance** (30%) as a barrier to general business activities or performance.

Work across the sector is increasingly complex, heavily regulated and qualifications are stipulated for most occupations to comply with licensing, regulatory and professional requirements.

- Under the *National Consumer Credit Protection Act 2009* s47(1)(g) all credit licence holders (which includes finance and mortgage brokers) must ensure their representatives are adequately trained, and are competent to engage in the credit activities authorised by their credit licence⁸⁴. The associated Regulation 206 requires, as a minimum, responsible managers with at least two years relevant problem-free experience and either:
 - credit industry qualifications to at least Certificate IV level; or
 - another general relevant higher level qualification (e.g. a diploma or university degree).
 The requirements for credit licensing competence and training come into effect in June 2014.
- All financial services providers except those that are exempt are required to hold an Australian financial services (AFS) license under s913B of the *Corporations Act 2001* which then imposes on them a legal obligation to ensure their representatives are adequately trained and competent to provide the services covered by their AFS license.

⁸³ Australian Bureau of Statistics (2012) Cat.8167.0 *Selected Characteristics of Australian Business, 2010-11* retrieved 30/9/12 from www.abs.gov.au

⁸⁴ www.comlaw.gov.au

- The *Financial Services Reform Act 2001* mandates licensees and principals to ensure their financial product advisers are competent, skilled and experienced, and that they receive training to provide financial services advice. In addition, recent 'Future of Financial Advice' (FoFA)⁸⁵ reforms have been introduced with the aim of ensuring investors receive advice that is in their best interests, rather than being directed to products as a result of incentives or commissions offered to an adviser.
- Australian Securities and Investment Commission (ASIC) Regulatory Guide 146 (ASIC RG 146) sets out a minimum training standard for financial product advisers to retail clients, either at tier 1 or tier 2, appropriate to the complexity of the activities performed.
 - Tier 1 compliance is compulsory for those giving general and personal advice in insurance broking, life insurance and superannuation, financial planning, managed investments, derivatives, securities and personal accident and sickness products. Tier 1 education level is broadly equivalent to an AQF5 qualification (Diploma).
 - Tier 2 compliance is required for those who provide advice on other general insurance products except personal accident and sickness, and advice on basic deposit products and consumer credit insurance. Tier 2 education level is broadly equivalent to the Certificate III level under the AQF.

Other legislated and regulated activities specific to the financial and insurance services sector include those pertaining to the *Superannuation Industry (Supervision) Act 1993* (Cwlth) (SIS Act), *Privacy Act 1988*⁸⁶, *Anti-Money Laundering and Counter-Terrorism Financing Act 2006* (AML/CTF Act)⁸⁷. Health insurance funds are regulated by the Private Health Insurance Administration Council under the *Private Health Insurance Act 2007* (Cwlth), while APRA supervises other benefit funds of friendly societies under the *Life Insurance Act 1995* (Cwlth).

Occupational Health and Safety requirements must be met under relevant legislation that applies to the workforce as a whole. New laws are anticipated to reflect national harmonisation although Western Australia has yet to agree to their introduction. Occupations in the finance and insurance industry are predominantly office-based and issues are therefore typically linked to the use of computer equipment, such as injury caused by repetitive keyboard and mouse hand action.

• Gender / Age Participation

As indicated in Table 8, a high and increasing percentage of females are employed in the FIS industry in Western Australia. However as previously noted in Figure 16, Western Australia has a comparatively low number of women occupying professional/managerial roles.

Table 8 Finance & Insurance Services - employment by gender (Nov 2013)⁸⁸

Male		Female	
2012	2013	2012	2013
12,400	14,800	17,800	21,300
41.1%	41.0%	58.9%	59.0%

⁸⁵ Commonwealth of Australia (2011) *Future of Financial Advice 2011* retrieved 19/4/2012 from <http://ministers.treasury.gov.au>

⁸⁶ <http://www.privacy.gov.au/law>

⁸⁷ http://www.austrac.gov.au/amlctf_act_obligations.html

⁸⁸ ABS (2012) *Labour Force, Australia, Detailed, Quarterly, Nov 2013* Cat.No.6291.0.55.003 Data cube RQ1 retrieved 10/3/14 from www.abs.gov.au

An ageing workforce will see workforce participation trend downward in the medium term with upward pressure on skills and labour demand. However as indicated in Table 9 below, there is a comparatively small number of full time FIS employees of pre-retirement age and a low proportion of mature age workers (over 55) overall.

This may be linked to the challenge of retention previously mentioned, and the cyclical nature of the industry. The data indicates the industry is weighted toward the 35 – 44 year age group. National data points to a significant increase in industry workforce participation in the 35 - 44 age group over time⁸⁹ (The median age of the WA population as a whole is 36.3⁹⁰)

The estimates in Table 9 also suggest under-reporting of participation by younger age groups, because no 15 – 19 year olds are recorded despite an estimated 26,400 in full time work among that age group in Western Australia, and an additional 10,300 in part time work (while not attending full time education)⁹¹.

Table 9 Finance & Insurance Services, employment by age (Feb 2014)⁹²

AGE	Male		Female		% of total
	F-T	P-T	F-T	P-T	
15 – 19	-	-	300	-	1%
20 – 24	800	-	500	900	6%
25 – 34	4300	-	7100	1500	36%
35 – 44	2800	-	1700	2100	18%
45 – 54	3600	-	4000	1800	26%
55 – 59	1100	-	900	300	7%
60 - 64	1200	600	300	-	6%
	13,800	600	14,800	6,600	100%

The data suggests a limited intake of entry level employees into the industry particularly among the school leaver population. Accordingly, this group is missing (or not selecting) the opportunity to gain a formative career experience within the industry.

FAPSTC is endeavoring to develop awareness of traineeship opportunities among career industry professionals, and among employers through their professional associations to inform and create additional career pathways for young people into their industry. Specifically, FAPSTC is actively promoting the use of FNS Certificate I - III qualifications to secondary schools, as an adjunct to business qualifications, or as an alternative option.

⁸⁹ IBSA (2012) *Environment Scan – 2012, Financial Services Industry* p.8

⁹⁰ ABS (2012) *Population by Age and Sex, Regions of Australia, 2011* Cat. 3235.0 retrieved 12/10/12 from www.abs.gov.au

⁹¹ ABS (2012) *Labour Force, Australia* Cat.No.6202.0 retrieved 16/10/12 from www.abs.gov.au

⁹² ABS (2012) *Labour Force, Australia, Detailed, Quarterly, Feb 2014* Cat.No.6291.0.55.003 Data cube E12 retrieved 24/3/14 from www.abs.gov.au

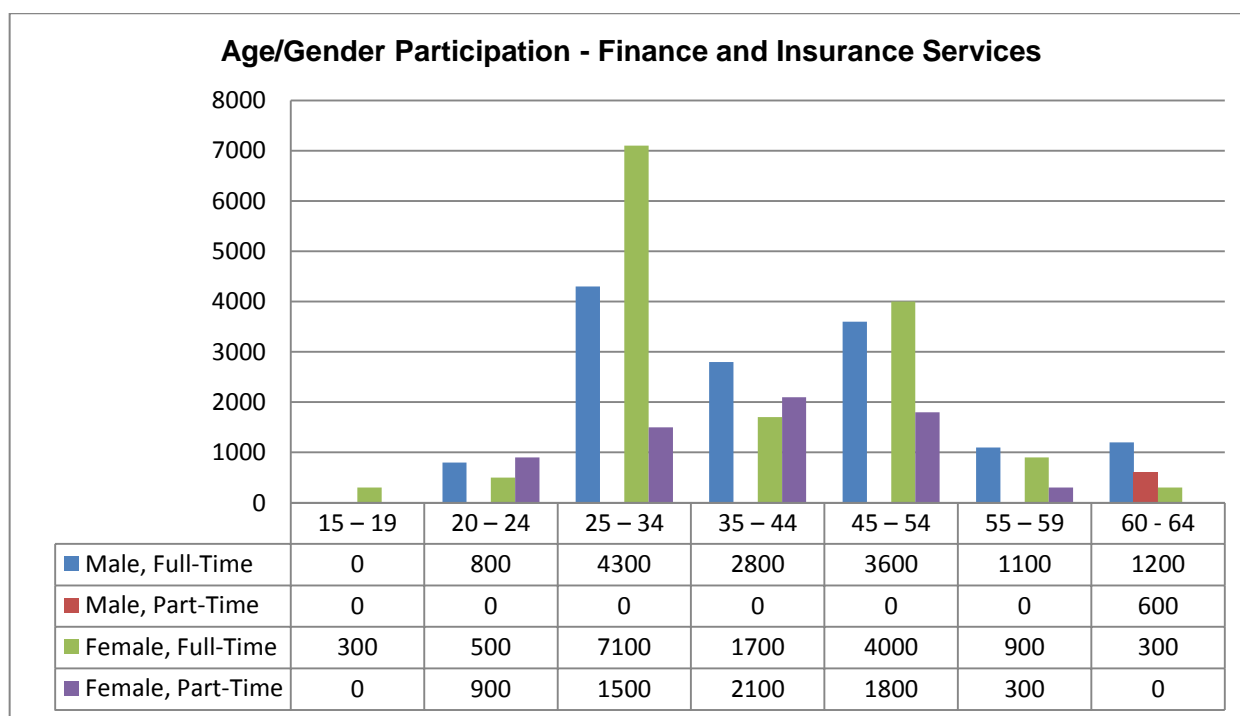


Figure 34: Age/Gender Participation, Finance and Insurance Services
 Australian Bureau of Statistics (2014)
 Labour Force, Australia, Detailed, Quarterly, Feb 2014 Cat: 6291.0.55.003, Datacube E12

There is also a noticeable lack of part time employment of men in the industry of any age group. This may represent an opportunity for the industry to address skill needs from within this untapped, potentially skilled and experienced group if a flexible work environment is provided.

- [Under-represented Groups Participation](#)

2006 Census data reveals the finance and insurance services sector employed the smallest proportion of Aboriginal people of any sector, at 0.5 per cent (Figure 37, below). Differential labour market participation and unemployment rates represent a continuing challenge for Indigenous people across all industries and in all age groups however the gap is most pronounced in the case of young people.

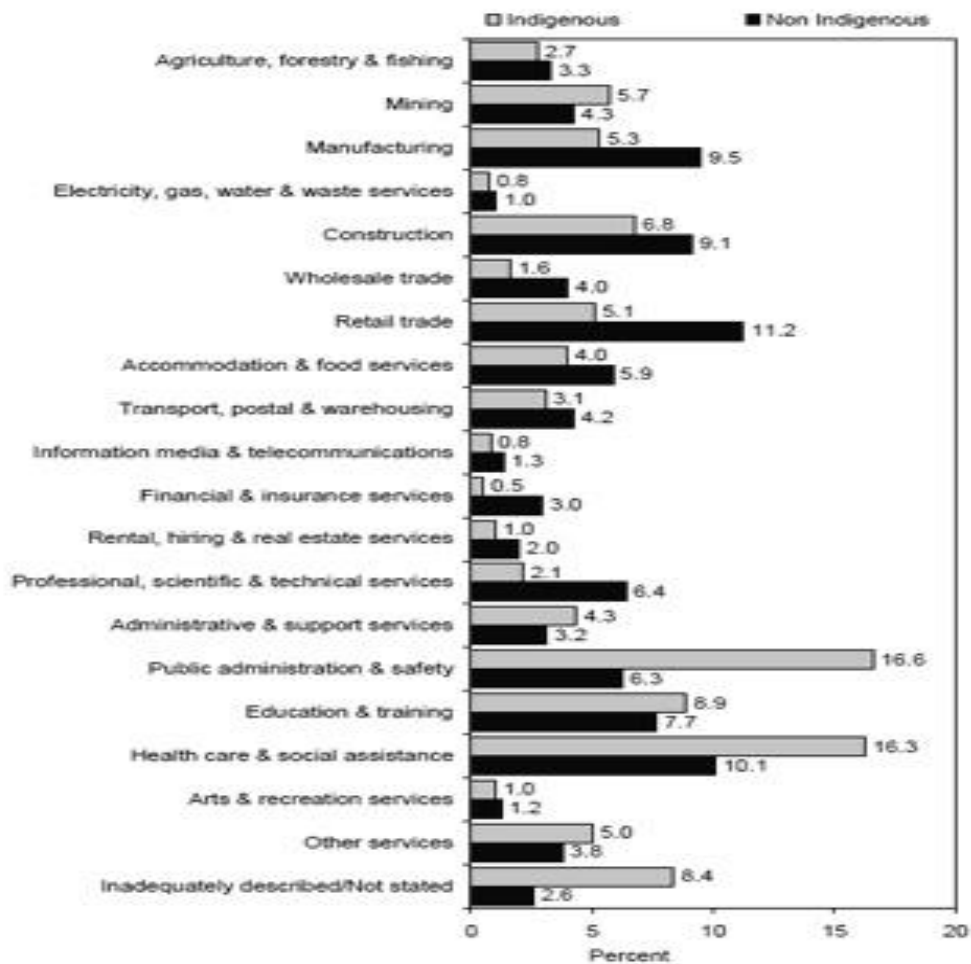


Figure 35: Indigenous Workforce (% Share, by Industry)
DTWD – Training and Working Together
Retrieved from www.training.wa.gov.au
(Source data from Australian Bureau of Statistics Census 2006)

Western Australia's Indigenous population currently sits at 3.3%. As indicated in Figures 38 and 39⁹³, Indigenous participation in FNS traineeships exceeds the population average at Certificate III level; however it has decreased dramatically since 2008 at the Certificate IV level, where Indigenous participation is now almost nil. In addition, completion rates for ATSI trainees still remain lower than their counterparts (refer Figures 40 and 41)⁹⁴, something that needs to be considered and addressed in collaboration with training providers and industry.

⁹³ Source data from DTWD TRS Cube for Providers, current period Feb 2014⁹³ retrieved 18/03/14

⁹⁴ Source data from DTWD TRS Cube for Providers, current period Feb 2014⁹⁴ retrieved 18/03/14

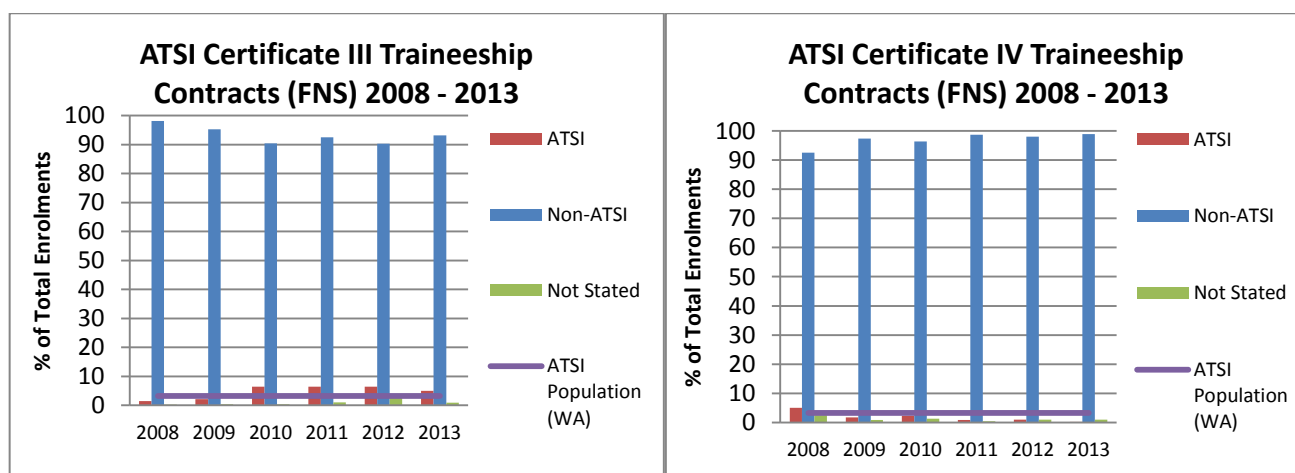


Figure 36: ATSI Certificate III Traineeship Contracts (FNS)

Figure 37: ATSI Certificate IV Traineeship Contracts (FNS)

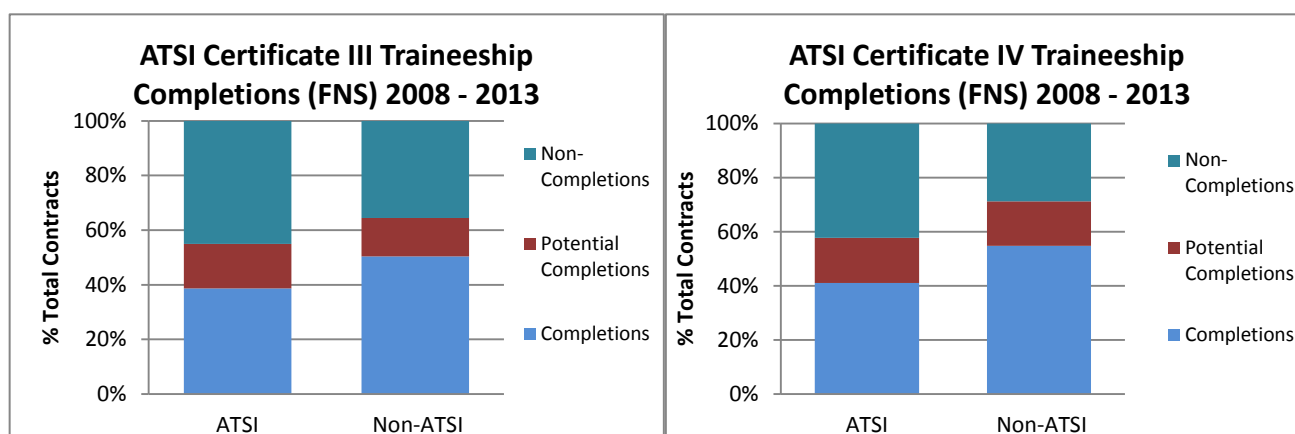


Figure 38: ATSI Certificate IV Traineeship Completions (FNS)

Figure 39: ATSI Certificate III Traineeship Completions (FNS)

The Financial, Administrative & Professional Services (FAPS) Training Council (TC) and the Community Services, Health and Education Training Council (CSH&E TC) are responding to the request to provide a project proposal for the design of a learning package to support the implementation of the Aboriginal impact statement for policy and program development within the Western Australian Department of Health.

The WA Health Aboriginal Cultural Learning Framework “WA Health is committed to closing the health gap between Aboriginal and non-Aboriginal people in Western Australia and recognises the complexity of this task. As experience has shown, the answer is not as simple as providing more health services to Aboriginal people. What is needed, first and foremost, is a broader understanding of the cultural and historic reasons why Aboriginal people view health needs, outcomes and services differently to the general population, so that this can be included in the design and delivery of more effective programs.”

MAJOR CHALLENGES AND BARRIERS

- **Complexity of the training and traineeship system** is a major hurdle for employers engaging with the system - many in the financial services sector question its benefits.
- The **negative impact from the global financial crisis** continues to be felt in the banking industry and investment markets. This limits growth of employment in the sector and acts as a disincentive to new entrants who see rewarding opportunities in other professions and industries. *'A few years ago, the top talent gravitated towards banking or other financial services companies. Now they want to go to Caltex, Origin – the resources and energy companies – because of the opportunity for growth'.*⁹⁵ The low level of participation in the industry by mature age groups suggests a barrier to entry although no evidence is available to support that conclusion.
- Training activity in the sector is subdued. Although FNS Training Package qualifications have been revised to reflect industry/regulatory requirements outlined earlier, there has been **limited uptake by registered training organisations in WA of qualifications that meet industry and ASIC regulatory requirements**⁹⁶.
- Job cuts elsewhere should make Western Australia an attractive destination for highly skilled professionals although **industry liaison suggests interstate (if not international) mobility remains a barrier**. The ability to attract skilled personnel to high level roles within the financial services industry in Western Australia involves family and lifestyle as well as professional and financial considerations. Proximity to Asia and growing opportunities in the financial services sector as the WA economy grows, together with greater technological connectivity may help overcome these challenges.
- While the buoyant WA economy has insulated finance and insurance services staff from the scale of job losses experienced in other states there are **attraction and retention issues** associated with changing role expectations and productivity pressures, particularly (although not exclusively) in a competitive banking environment.
- Work within the sector is increasingly **complex, heavily regulated** and higher education qualifications are stipulated for most advertised positions at a professional level.
- Banking, insurance and financial advisory firms have not yet taken full advantage of VET and **rarely cite vocational qualifications** when recruiting staff, even for para-professional and support roles.
- **School-to-work transition pathways are unclear** with low SBT and VETiS participation and opportunities. Records suggest that in 2011, there was not a single Certificate II or Certificate III in Financial Services qualification completed through a VET in Schools program in Western Australia⁹⁷. There are a comparatively low number of students engaging in the sector from within (a) indigenous, (b) mature age and (c) regional communities. In 2012 this situation has improved, with 47 VETiS enrolments in FNS qualifications.⁹⁸ It is concerning however, to see that 7 of these enrolments were in Certificate IV Accounting qualifications, something that is not supported by industry and at a level well beyond the majority of secondary students.

⁹⁵ Australian Financial Review (11/7/12) *Perth tops the country's pay stakes*

⁹⁶ <http://www.asic.gov.au/eTraining/eTrain.nsf>

⁹⁷ 2012 School Curriculum & Standards Authority 'Year 12 Student Achievement Data 2011' retrieved from <http://www.curriculum.wa.edu.au/>

⁹⁸ VESU Data cube, DTWD

Additionally, none of the enrolments were at Certificate II level, indicating students are first being introduced to FNS at a higher level than most other training packages.

- There has been **little or zero group training activity** in the sector.

NEW AND EMERGING SKILLS

Technology-based financial skills

The need for technical and technology-based financial skills and knowledge has always been a feature of the industry however these are evolving at a rapid rate alongside changes in products and services. Trends in technology and associated skills have been highlighted earlier.

In addition, a shifting role for the banking industry is in prospect, with an expectation that superannuation funds and a corporate (domestic) bond market will play an important role in meeting future demand for capital. If that occurs, it has been suggested⁹⁹ banks (and their staff) will act as facilitators rather than lenders and that will require a different capability, knowledge and skill set. This development may also have implications for future career pathways in financial services in WA to the extent that domestic capital markets remain centered in Sydney and Melbourne, while demand is generated locally. Lending institutions (bank and NBF) will still compete for the business of small and medium sized enterprises at a local level that do not have the scale/profile to source wholesale capital markets. As mentioned previously, technology is rapidly changing the landscape within financial and insurance services, with a variety of software packages, cloud-based accounting and financial services and mobile phone/tablet applications that permit consumers far greater control and access to their own finances, and service providers. Insurance claims, banking services and other related activities can now all be handled by mobile technology. Along with the rapid pace of technology-based services and products there is an increasing requirement within the industry for finance staff that either in-house staff to work with applications, advise consumers using such products or work with external providers in the ongoing development and upgrading of technology to meet consumer demand.

Asian regional economy

According to the Boston Consulting Group¹⁰⁰, developing an Asia-capable workforce is a priority to unlock up to \$275bn for Australia in terms of economic performance over the next ten years, and calling on Governments to up skill the workforce by supporting *'education, training and professional development bodies to provide courses and programs to build Asia capabilities'*. The small business sector is singled out as having significant potential to generate economic benefits from this strategy.

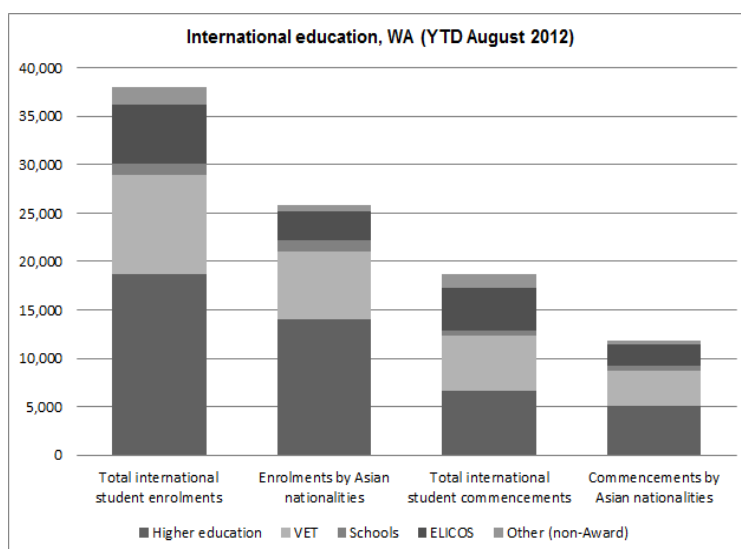


Figure 40: International Education, WA (YTD Aug 2012)

Source: www.aei.gov.au

⁹⁹ Australian Financial Review, 30/8/2012 *NAB boss urges review* p.26

¹⁰⁰ Australian Industry Group (2012) *Developing an Asia Capable Workforce – A National Strategy* p.4 retrieved 16/10/12 from www.aiggroup.com.au

Both private and public VET and higher education institutions have been engaged with international students for many years, a large proportion of them being from the Asian region (refer Figure 42).

The policy environment has not always reflected a positive or supportive view of this important industry which enrolls many students of management and commerce, and provides for the kind of positive international engagement now recommended.

Carbon pricing

The post-carbon tax operating environment requires relevant expertise within financial intermediaries that provide financial services to major energy, transport and minerals production/processing entities with significant carbon and carbon market exposures. Those financial institutions are increasingly establishing a presence in Western Australia¹⁰¹. A secondary market is developing in carbon credits, whereby the major banks and other financial institutions are offering to buy carbon permits from the biggest carbon emitters, as a corporate loan mechanism with a buyback provision. One bank has been quoted as stating this is *'an important part of our role as a financial intermediary'*¹⁰².

OCCUPATIONS IN DEMAND

ANZSCO6	Occupation	Priority_Memo
132211	Finance manager <i>"Training Council identified occupation"</i> SPOL ¹⁰³	This occupation ranks within the largest employing occupations within the industry (ABS), and is critical to stability, growth and performance of organisations (and the economy) overall. Volatility continues in finance-related employment levels post-global financial crisis and this is likely to act as a disincentive to new entrants into the industry. A minimum 3-5 year lead time in developing skills and experience to fulfil occupational requirements; younger demographic; increasing reliance on technology-based tools and knowledge; mobile workforce with developing links to Asian region.
222311	Financial investment adviser <i>"Training Council identified occupation"</i> SPOL	The provision of financial investment advice is a highly skilled, licensed occupation which requires minimum standards of initial and ongoing training and compliance/reporting mechanisms. Financial advisory practitioners experience difficulty in attracting and retaining 'para-professional' support staff yet has not taken advantage of traineeship pathways.
222312	Financial investment manager <i>"Training Council identified occupation"</i> SPOL	There is difficulty attracting and retaining highly qualified/skilled practitioners and a long lead time to develop required knowledge/experience. Superannuation is a specialist field with increasing industry activity and compliance requirements, including in the Self-Managed Superannuation Fund sector.
222113	Insurance broker <i>"Training Council identified occupation"</i>	Competition for skilled labour which impacts on the ability of the insurance industry to attract suitably qualified and experienced staff. Demand for insurance services is strong, with a growing population, weather-related events and a 'risk management'

¹⁰¹ SGS Economics and Planning, cited in The Australian Financial Review, 22/3/2012 *Perth lures the money men* p.17

¹⁰² Australian Financial Review 16/10/12 *Banks buy up permits* p.3

¹⁰³ Occupations identified as being on the SPOL are those currently on the 2014 draft SPOL, the most current information at the time of writing

	<i>SPOL</i>	approach across industry. The Australian Securities and Investment Commission (ASIC) sets out in Regulatory Guide 146 (ASIC RG 146) a minimum training standard for financial product advisers, either at tier 1 or tier 2, appropriate to the complexity of the activities performed. • Tier 1 compliance is compulsory for those giving advice in insurance broking, life insurance and superannuation, financial planning, managed investments, derivatives, securities and personal accident and sickness products. • Tier 2 general insurance compliance is required for those who provide advice on other general insurance products except personal accident and sickness.
ANZSCO6	Occupation	Priority_Memo
611211	Insurance agent <i>"Training Council identified occupation"</i> <i>SPOL</i>	Compared to other professions, the insurance industry has suffered an image and perception problem which detracts from financial and other rewards on offer to graduates. ASIC regulatory compliance requirements also apply. Competition for skilled labour impacts on the ability of the insurance industry to attract and retain suitably qualified and experienced staff. Demand for insurance services is strongly underpinned by a growing population, weather-related events and a 'risk management' approach across industry. The insurance industry has suffered an image and perception problem which detracts from financial and other rewards on offer to graduates. Regulatory compliance requirements also constitute a barrier to entry. The Australian Securities and Investment Commission (ASIC) sets out in Regulatory Guide 146 (ASIC RG 146) a minimum training standard for financial product advisers, either at tier 1 or tier 2, appropriate to the complexity of the activities performed. • Tier 1 compliance is compulsory for those giving advice in insurance broking, life insurance and superannuation, financial planning, managed investments, derivatives, securities and personal accident and sickness products. • Tier 2 general insurance compliance is required for those who provide advice on other general insurance products except personal accident and sickness.
552312	Insurance consultant <i>"Training Council identified occupation"</i> <i>SPOL</i>	ASIC compliance and organizational requirements demand a specialist skills/knowledge base. A competitive labour market is creating attraction and retention challenges for insurance industry employers. Competition for skilled labour impacts on the ability of the insurance industry to attract suitably qualified and experienced staff. Demand for insurance services is strong with a growing population, weather-related events and a 'risk management' approach across industry. The Australian Securities and Investment Commission (ASIC) sets out in Regulatory Guide 146 (ASIC RG 146) a minimum training standard for financial product advisers, either at tier 1 or tier 2, appropriate to the complexity of the activities performed. • Tier 1 compliance is compulsory for those giving advice in insurance broking, life insurance and superannuation, financial planning, managed investments, derivatives, securities and personal accident and sickness products. • Tier 2 general insurance compliance is required for those who provide advice on other general insurance products except personal accident and sickness.

WORKFORCE DEVELOPMENT OPPORTUNITIES

Although in terms of employment, the FIS sector is a relatively small industry with 3.8% of the total WA workforce¹⁰⁴, it crosses all sectors. The demand for financial advice, services and skills will be likely to increase as the population and the economy grows. Proximity to Asia invites a shift in focus from the eastern seaboard to financial centres in our region and to develop the requisite skills and experience.

There is a greater role for and willingness by industry participants to communicate financial services career information to potential new industry entrants to attract (and retain) quality staff and to provide a pipeline of skilled personnel to sustain growth in the future. The banking, insurance and financial planning industries have recognised the need for greater awareness of career pathways, and strategies to be developed to attract new industry entrants, including through links to schools/education institutions and their students. However:

- they have not taken full advantage of VET pathways to recruit and train staff, including through traineeships;
- strategies to attract mature age entrants including 'discouraged job seekers' have not been embraced;
- while there is a focus on the employment of Indigenous people, there is less profile or awareness of structured approaches to support the employment of people who may have a disability or who are members of WA's multicultural community;
- there is limited awareness of VET and traineeship arrangements within the sector, and high performing school students are effectively excluded from the opportunity to participate in school-based traineeships, through insufficient information and structural barriers;
- industry and professional bodies seek to individually promote and distinguish their career options and opportunities through the education sector but efforts are fragmented, and relevant career and VET coordination staff have a varied industry knowledge base;
- career information channels remain reliant on informal, knowledge networks.

A sizeable number of administrative/clerical roles in the industry represent entry level career possibilities, and upskilling/career progression opportunities given the right 'skills ecosystem'¹⁰⁵. There is a need to attract the right candidates to the industry, and then provide the appropriate education and training (Buchanan). FAPSTC is keen to support an industry initiative to profile key occupations and assess prospective trainees for their suitability, using a reliable process overseen by the Australian Council for Educational Research (ACER).

Given the predominance of small business employers in the sector, there is a need to raise the opportunity, availability, access and awareness of group training arrangements as a training support mechanism for small businesses.

The banking industry has traditionally provided opportunities that support a young person's career choices and is generally supportive of Indigenous and other trainees. Several organisations have expressed interest in working together with FAPSTC to establish further relationships and support systems for Aboriginal school leavers. At least one major bank, ANZ, has already established an Indigenous school-based traineeship and full time traineeship program¹⁰⁶.

¹⁰⁴ Based on data from ABS (2014) *Labour Force, Australia, Detailed Quarterly, Feb 2014* Cat.NO.6291.0.55.003 retrieved 11/04/12 from www.abs.gov.au

¹⁰⁵ Buchanan, J (2012) *Workforce development & economic renewal – insights from recent applied research* presentation paper prepared for State Training Board, 20/2/2012.

¹⁰⁶ Information retrieved from <http://www.anz.com.au/about-us/careers/indigenous-employment/Indigenous-traineeships/> 26/05/14

While the impact of the NBN on product and service delivery across the sector is not yet clear it is anticipated that there will be greater need for access to on-line training and CPD opportunities for employees within the sector.

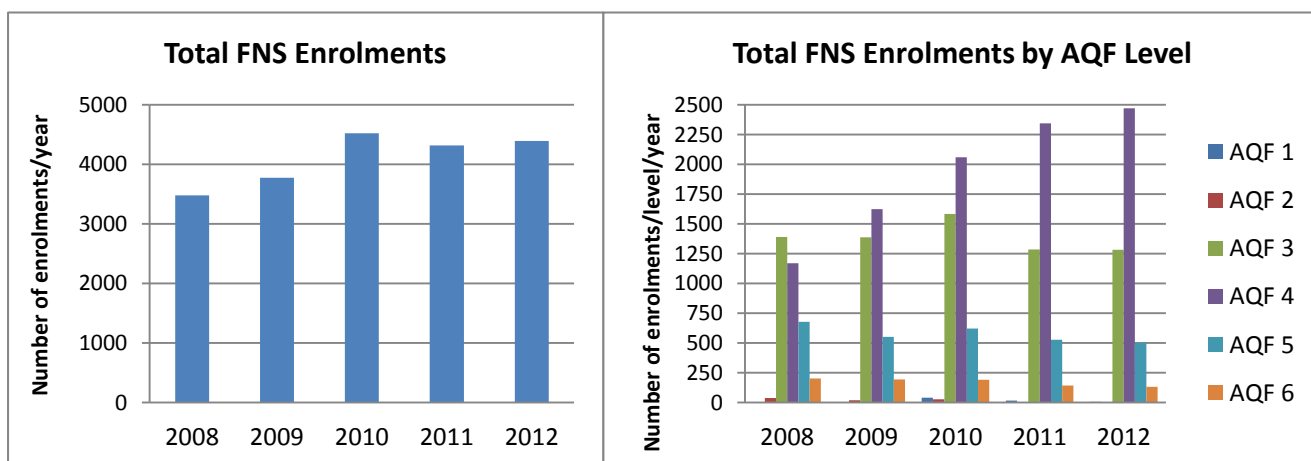


Figure 41: Total FNS Enrolments (Public)

While training activity remains subdued, (as indicated in Figure 41)¹⁰⁷ there has been a steady increase in the uptake of FNS qualifications at the Certificate IV level (refer Figure 42). Declines across the other levels are still a concern; however FAPSTC is actively promoting the use of FNS qualifications in secondary schools, particularly as an adjunct to business qualifications already available. In addition the Institute of Public Accountants (IPA) now accepts members with Advanced

Figure 42: Total FNS Enrolments by AQF Level

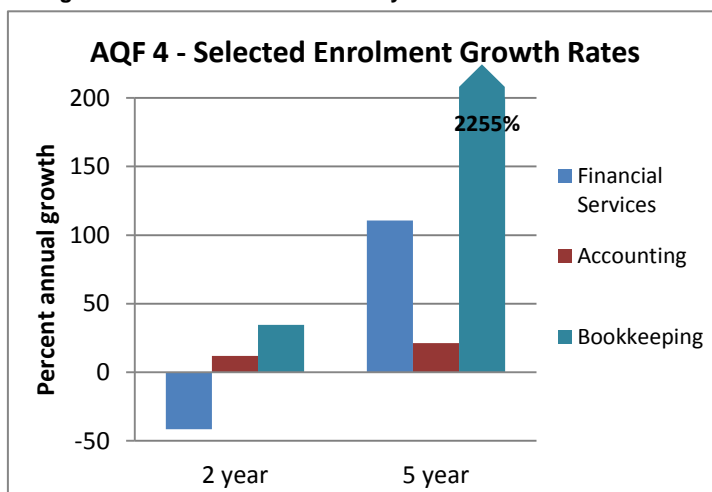


Figure 43: AQF 4 - Selected Enrolment Growth Rates

Diplomas, and the Institute of Certified Bookkeepers (ICB) and Association of Accounting Technicians both accept members with Certificate IV qualifications.

The increasing awareness and acceptance of higher level FNS qualifications appears to be driving the increasing use of the training package at this level (Refer Figure 45). However, FAPSTC continues to promote the uptake of FNS traineeships and training to industry as well as to schools, particularly in entry level qualifications. There does however seem to be a lack of knowledge about this training package, and pathways into finance careers among schools and VET Coordinators. Industry networks also indicate a lack of value in completing an Advanced Diploma, with a view that at this level it is preferable for individuals to be pursuing tertiary qualifications.

IBSA's FNS Continuous Improvement Project has recently obtained feedback on the proposed rationalisation of the Certificate IV Accounting and Bookkeeping qualifications. Despite the similarities in the qualifications, the vocational outcomes are distinct and at present the qualifications remain separate, however continued work on both is anticipated. FAPSTC will be hosting a network meeting in July to engage with local stakeholders regarding these qualifications, providing an opportunity for WA feedback to IBSA.

¹⁰⁷ Data for Figures 43, 44 and 45 from DTWD VESU Datacube (public enrolments only)

VET TRAINING DATA BY QUALIFICATION – ENROLMENTS AND COMPLETION

Relevant vocational education and training for the industry is primarily through the Financial Services Training Package FNS10 which comprises 51 qualifications and 343 Units of Competency. Innovation and Business Skills Australia (IBSA) is the Industry Skills Council responsible for the FNS10 Training Package.

There are currently no apprenticeships in the Financial and Insurance Services industries however a number of traineeships are undertaken in Western Australia as detailed below.

FNS traineeship uptake has increased steadily since 2011/12, following a decline in 2010/11, reaching a peak in 2013, with 753 contracts. Correlating with the institutional enrolment data, traineeships have switched from predominantly Certificate III level in 2009, to dominantly Certificate IV level in 2013, as shown in Figure 44 (a and b)¹⁰⁸. Unlike BSB traineeships, there is almost no uptake at Certificate II level, however this may change with Indigenous traineeship programs such as the ANZ's, which aims to recruit 100 Indigenous trainees per year by December 2014, a portion of whom will be SBTs completing Certificate II qualifications¹⁰⁹.

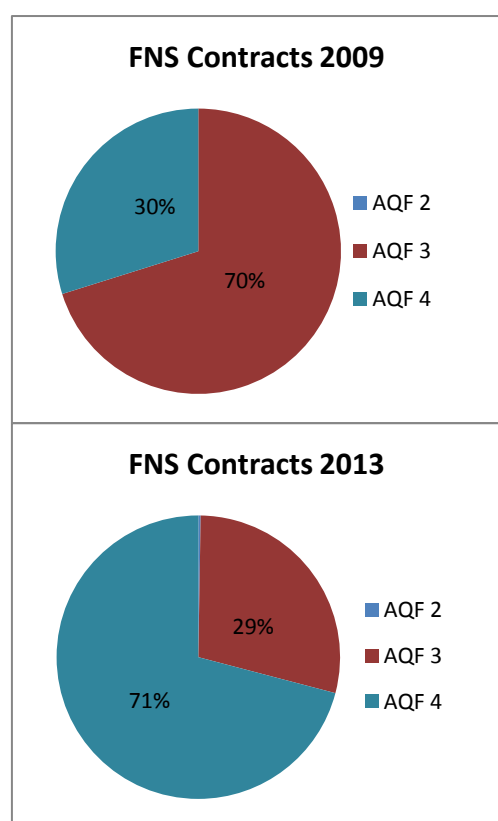


Figure 44: FNS Contracts (AQF Level Share)
a) 2009 and b) 2013

From a career pathways point of view, all VET is potentially linked to Financial Services occupations in demand however those highlighted in bold text below have the most direct relevance. Some which are not highlighted are nonetheless directly linked to occupations in demand in other industries (for example, in Professional Scientific & Technical Services ANZSIC 'M', and Administrative & Support Services ANZSIC 'N') and others outside the FAPSTC industry portfolio.

According to the School Curriculum and Standards Authority (SCSA) in 2011, a total of 4,362 Year 10 students, 11,185 Year 11 students and 8,894 Year 12 students participated in VET units of competency from all industry areas across all schools in Western Australia¹¹⁰. According to SCSA data, none of those enrolments or completions was from the financial services training package. However a record is held of 28 VETiS enrolments in information provided through the Department of Training and Workforce Development (Table 10).

¹⁰⁸ Data from DTWD TRS Datacube, Dec 2013

¹⁰⁹ ANZ Indigenous Action Plan 2011/14 Summary, retrieved from www.anz.com.au 26/05/14

¹¹⁰ School Curriculum and Standards Authority, *2011 Secondary Education Statistics* (Years 10,11 and 12) Tables 5.5.3; 5.12 retrieved 9/10/12 from www.scsa.wa.edu.au

Current Training Package and Qualification Coverage

Occupations in the Finance and Insurance industry generally require staff to be qualified, or working toward a recognised qualification and prepared to undertake continuing professional, compliance and technical skills development.

The Financial Services Training Package (FNS10) has endorsed a range of generalist and specialist streams from Certificate II to Advanced Diploma to meet the needs of industry. The FNS10 Training Package was endorsed late 2010 and has undergone significant change to assist industry meet compliance requirements.

- New specialist qualifications were developed in banking to reflect emerging pathways and roles such as mobile banking.
- The financial markets sector has new qualifications at level 4 (Certificate IV) to cover 'back office' roles and two specialist diplomas to meet regulatory and legislative requirements in securitisation, anti-money laundering and counter terrorism management.
- There was a requirement to introduce a new credit management diploma and significant amendments to the Certificate IV to cover the emerging licensing requirements for credit providers outlined previously.

As indicated previously in Figure 41, enrolments in FNS qualifications declined in Western Australia in 2011, following the introduction of FNS10. This is in contrast to NSW and Victoria, both of which have seen growth in enrolments¹¹¹. This occurred due to a combination of challenges: (a) the limited involvement and familiarity with, and lead time for gaining accreditation to deliver the new training package by registered training organisations; (b) a lower level of demand for the new specialist financial services qualifications in a West Australian context (refer Figure 45, growth has been driven in the state by Bookkeeping, Financial Services and Accounting qualifications); and (c) the input and opportunity afforded national financial services industry stakeholders in training package development, that are predominantly based on the eastern seaboard.

Table 10: Traineeship, Institutional and VETiS Training Activity (2013-2014)

FNS Traineeships					
Qualification	2013 (Full Year)		2014 (First two quarters)		% Change Commencements
	Commenced	Completed	Commenced	Completed	Q1+Q2 comparison
Certificate II in Financial Services (FNS20110)	2	1	0	0	***
Certificate III in Accounts Administration (FNS30311)	21	8	7	0	Certificate III -56.5%
Certificate III in Financial Services (FNS30110)	1	0	0	0	
Certificate III in Financial Services (FNS30111)	196	53	47	0	
Certificate IV in Financial Services (Accounting) (FNS40611)	43	8	17	0	Certificate IV -63.9%
Certificate IV in Banking Services (FNS41011)	195	46	15	0	

¹¹¹ NCVER VET Provider Collection, www.ncver.edu.au

Certificate IV in Bookkeeping (FNS40210)	4	2	0	0		
Certificate IV in Bookkeeping (FNS40211)	107	18	57	0		
Certificate IV in Finance & Mortgage Broking (FNS40811)	18	7	4	0		
Certificate IV in Fin. Practice Support (FNS40710)	0	0	1	0		
Certificate IV in Financial Services (FNS41811)	129	25	13	0		
Certificate IV in General Insurance (FNS41411)	38	6	2	0		
TOTAL	754	174	163	0	-62.3%	
Institutional & VETiS Enrolments (Publically Funded Only)						
Qualification	Institution-Based			VETiS		
	2012	2013	% Change	2012	2013	% Change
Certificate I in Financial Services (FNS10110)	7	0	***	0	0	***
Certificate II in Financial Services (FNS20111)	0	0	***	0	3	***
Certificate III in Financial Services (FNS30107)	0	1	Cert III -0.4%	0	0	Cert III -57.1%
Certificate III in Financial Services (FNS30110)	49	12		0	0	
Certificate III in Financial Services (FNS30111)	24	58		2	1	
Certificate III in Financial Services (Accounts Clerical) (FNS30304)	80	3		0	0	
Certificate III in Accounts Administration (FNS30310)	618	28		24	0	
Certificate III in Accounts Administration (FNS30311)	362	1026		16	17	
Certificate IV in Financial Services (FNS40107)	1	2	Cert IV -9.9%	0	0	***
Certificate IV in Financial Services (Bookkeeping) (FNS40207)	291	10		0	0	
Certificate IV in Bookkeeping (FNS40210)	335	41		0	0	
Certificate IV in Bookkeeping (FNS40211)	289	848		0	0	
Certificate IV in Financial Services (Accounting) (FNS40604)	153	7		0	0	
Certificate IV in Accounting (FNS40610)	659	70		6	0	
Certificate IV in Accounting (FNS40611)	468	978		1	0	
Certificate IV in Fin. Practice Support (FNS40710)	0	0		0	0	
Certificate IV in Finance & Mortgage Broking (FNS40810)	1	0		0	0	
Certificate IV in Finance & Mortgage Broking (FNS40811)	1	0		0	0	

Certificate IV in Banking Services (FNS41010)	19	0		0	0	
Certificate IV in Banking Services (FNS41011)	0	25		0	0	
Certificate IV in General Insurance (FNS41411)	0	0		0	0	
Certificate IV in Financial Services (FNS41811)	3	19		0	0	
Diploma of Financial Services (FNS50107)	0	0		N/A		
Diploma of Accounting (FNS50204)	66	5				
Diploma of Accounting (FNS50210)	352	411				
Diploma of Conveyancing (FNS50410)	39	0				
Diploma of Conveyancing (FNS50411)	0	37				
Diploma of Financial Services (Conveyancing) (FNS50604)	32	7				
Diploma of Banking Services Management (FNS50910)	10	17				
Diploma of Financial Services (Banking)	3	0				
Diploma of Financial Services (FNS51811)	0	14				
Advanced Diploma of Accounting (FNS60204)	23	2	A/Dip	N/A		
Advanced Diploma of Accounting (FNS60210)	109	115	-11.4%			
TOTAL	3994	3766	-5.7%	49	21	-57.1%

HIGHER EDUCATION PATHWAYS

Higher education courses offer entry points for many careers in the financial services industry and this is used to promote Australia's financial services sector. Moreover, higher education course are expanding to address aspects of insurance and financial planning, in association with the relevant professional associations. Many industry employers expect to recruit candidates with higher education qualifications.

A number of RTOs have entered into articulation arrangements with the major universities whereby VET qualifications satisfy University minimum entry requirements (MER) and, in some cases, provide advanced standing into bachelor degree courses for VET graduates. For example:

- a Certificate IV in Financial Services satisfies the MER for entry into a University of Notre Dame Bachelor of Commerce degree program;
- a Certificate IV level qualification satisfies the MER for most bachelor degree programs at Murdoch University;
- a Diploma of Banking Services Management from Central Institute may entitle a student to advanced standing on entry into the Curtin University Bachelor of Commerce of 125 points.

- a Diploma of Accounting graduate may be entitled to claim up to four (4) units, and an Advanced Diploma of Accounting up to six (6) units advanced standing toward a University of Notre Dame Bachelor of Commerce degree; and up to 125 credit points and 225 credit points respectively, toward a Curtin University Bachelor of Commerce program;

FAPSTC is concerned some RTOs have also been promoting Certificate IV programs to school students as an alternative University entrance pathway, with universities actively promoting portfolio entry pathways via Certificate IV qualifications. This has been noted also in the BSB training package and is something that is not supported by industry. It is also not the intended purpose of the qualifications.

Additionally, NCVER data¹¹² indicates:

- a little over 5.0% of all VET graduates in 2010 went on to higher education in 2011; and
- a very small percentage of students (<2.0% across all fields of study) enrolling in higher education were offered credit for prior VET qualifications.

NCVER¹¹³ reports a total of 23,900 university enrolments in management and commerce fields of study in 2010, compared to 10,500 VET (publicly funded) enrolments. In 2011 there were a total of 3,783 graduates in management and commerce (of which finance is a subset) from West Australian universities (not including overseas students)¹¹⁴.

However, increasingly, financial services employers seek graduates from disciplines other than business/commerce, recognising the need to understand and communicate effectively with clients across a broad range of industry areas.

Higher education is well supported by the FIS industry and often forms an entry requirement for membership into a relevant professional industry association/body.

¹¹² NCVER(2012) *Tertiary Education and Training in Australia, 2010* Table 17,18 retrieved 23/9/12 from www.ncver.edu.au

¹¹³ NCVER (2012) *Tertiary Education and Training in Australia, 2010* Table 11b retrieved 23/9/12 from www.ncver.edu.au

¹¹⁴ DEEWR (2012) *Award Course Completions, 2011* Table 11 retrieved 23/9/12 from www.deewr.gov.au

Currently there are a range of tertiary qualifications available in WA that are relevant to the Financial and Insurance Services industry, including:

Curtin University	Undergraduate: Bachelor of Commerce (with majors including finance and banking) Bachelor of Science (with relevant unit selections) Post Graduate: Graduate Diploma in Banking and Finance Master of Finance Master of Commerce
University of WA	Undergraduate: Bachelor of Commerce (Finance major) Bachelor of Commerce (Finance) Post Graduate: Master of Commerce
Edith Cowan University	Undergraduate: Bachelor of Business (Finance major) Postgraduate: Master of Finance (by research) Master of Finance and Banking
Murdoch University	Undergraduate: Bachelor of Business in Banking Bachelor of Business in Finance
University of Notre Dame	Undergraduate: Bachelor of Commerce (Finance major)

INDUSTRY ISSUES

- Comparatively low numbers engaging in the sector from within (a) indigenous (b) young and mature age job seekers and (c) regional communities.
- Lack of understanding of the cultural and historic reasons why Aboriginal people view services differently to the general population.
- School-to-work transition pathways are unclear with industries having a low level of awareness and acceptance of VET training.

SECTION 3.2 INDUSTRY PROFILE

Overview of the Rental, Hiring and Real Estate Services Industry ANZSIC L

The Rental, Hiring and Real Estate Services Industry employs approximately 200,500 persons Australia wide, full time and part time, which is around 1.75% of the total workforce. ¹¹⁵

In Western Australia the industry employs 27,200 persons. This accounts for approximately 14.5% of the Rental, Hiring and Real Estate Services Industry workforce Australia wide with approximately 78% of these working in the Greater Perth Metropolitan area. ¹¹⁶

The Rental, Hiring and Real Estate Services Industries have a low rate of employment compared to the mining, construction, retail trade, professional scientific and technical services and health care sectors. Real estate sales agents account for 69.2% of the workforce in the industry with office managers being the second highest at 8%. ¹¹⁷

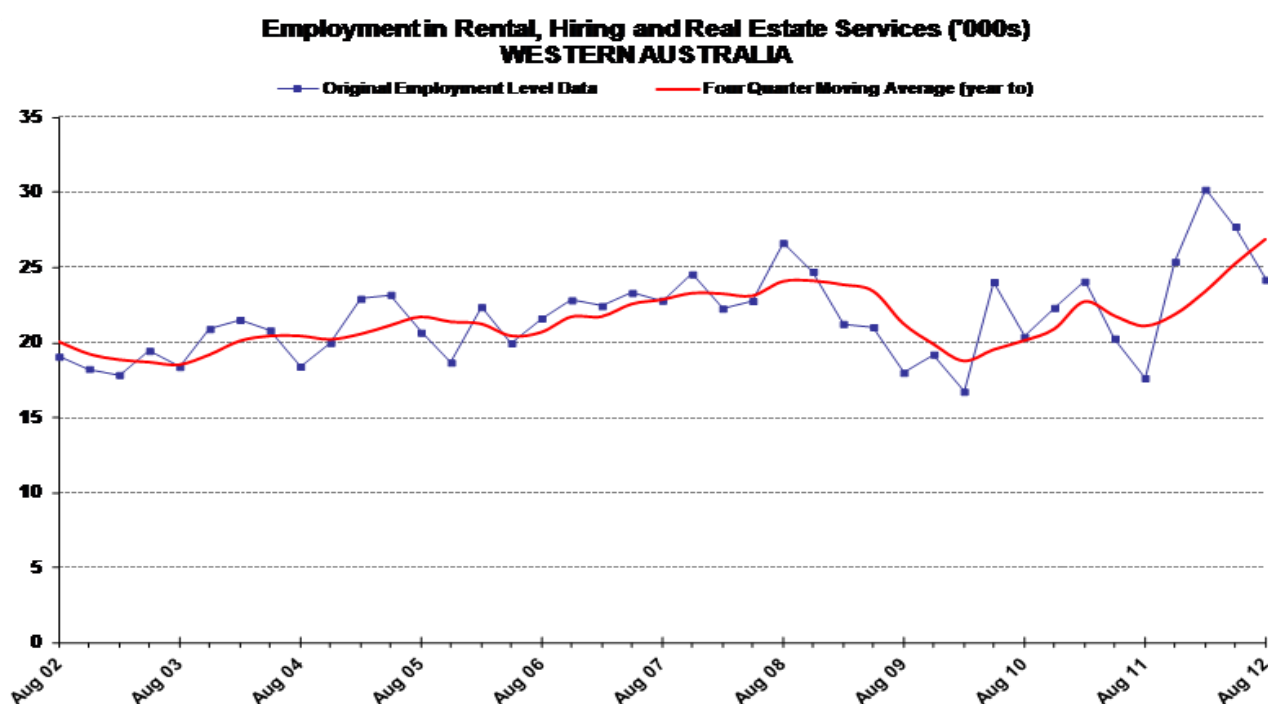


Figure 45: Employment in Rental, Hiring and Real Estate Services¹¹⁸

The following indicates the percentage of full time and part-time employment in the Rental, Hiring and Real Estate Services Industry. It should be noted that employment in real estate services in Western Australia is predominately full time and the part-time employment statistics shown are approximately 90% attributable to the rental and hiring services industries.

¹¹⁵ ABS Cat 6291.0.55.003 Data Cube E06 retrieved 10/3/14

¹¹⁶ ABS Cat 6291.0.55.003 Data Cube E06 retrieved 10/3/14

¹¹⁷ <http://www.skillsinfo.gov.au/industry-information/rental-hiring-and-real-estate-services> Four quarter average based on ABS Labour Force, Australia, Cat no: 6291.0.55.003 – August 2012.

¹¹⁸ Industry employment chart, WA, Source: www.skillsinfo.gov.au

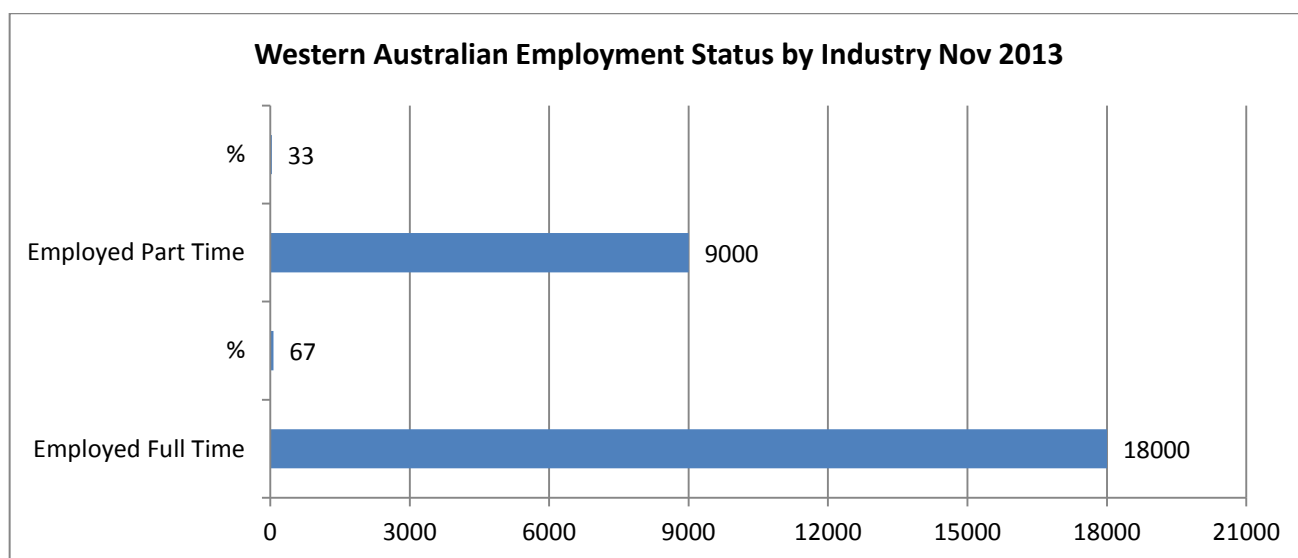


Figure 46: Western Australian Employment Status - Rental, Hiring and Real Estate¹¹⁹

The following¹²⁰ indicates the Western Australian employment status male and female workers in the Rental, Hiring and Real Estate Services Industry. The industry is customer serviced focused and due to this attracts a high percentage of female workers owing to their ability to provide a service while ensuring that they take care of customers' needs in a positive manner.



Figure 47: Western Australian employment by gender - rental, hiring and real estate

¹¹⁹ ABS Cat 6291.0.55.003 Data Cube E06 retrieved 10/3/14

¹²⁰ ABS Cat 6291.0.55.003 Data Cube E06 retrieved 10/3/14

The Rental, Hiring and Real Estate Services Industry occupations dealt with in this plan include those in the following industry areas:

- Real Estate Services Industry - the sale, lease or management of property.
- Rental and Hiring Services Industry - the rental or hiring of: motor vehicles, computers, consumer goods, industrial machinery and equipment or livestock.

Overview of the Real Estate Services Industry

• Industry Analysis

The Real Estate Institute of Western Australia (REIWA) is the peak industry association in Western Australia for the real estate industry and represents approximately 90% of industry participants.¹²¹

A major change to the real estate industry was expected to be Proposed National Licensing for Property Occupations and the introduction of the National Occupational Licensing Authority under the direction of COAG however; this was abolished in December 2013. This was a great relief to the industry in Western Australia who saw the proposed national licensing as a lowering of standards.

Residential Sector

Property prices grew strongly across Australia in 2013 with the national weighted average strongly influenced by growth in the two biggest markets, Sydney and Melbourne. Here, in WA, all indications are that price growth in Perth peaked in the March quarter as the effects of both the State and Federal Budgets in early May has weakened consumer sentiment. WA markets continued to operate quite differently to many of the media reports flowing out of the eastern seaboard. WA has maintained its mantle as the first home buyer powerhouse despite the State Government making subtle changes to First Home Owners Grant (FHOG) settings in August 2013 and then transfer duty relief in 2014 which take effect from July 1 2014. Investor activity is relatively weak as there has been a massive shift in rental demand across WA as population growth slows with the fall in labour demand as resources investment winds down. This represents quite a different picture to the eastern states where first home buyers are apparently being crowded out by strong investor activity.

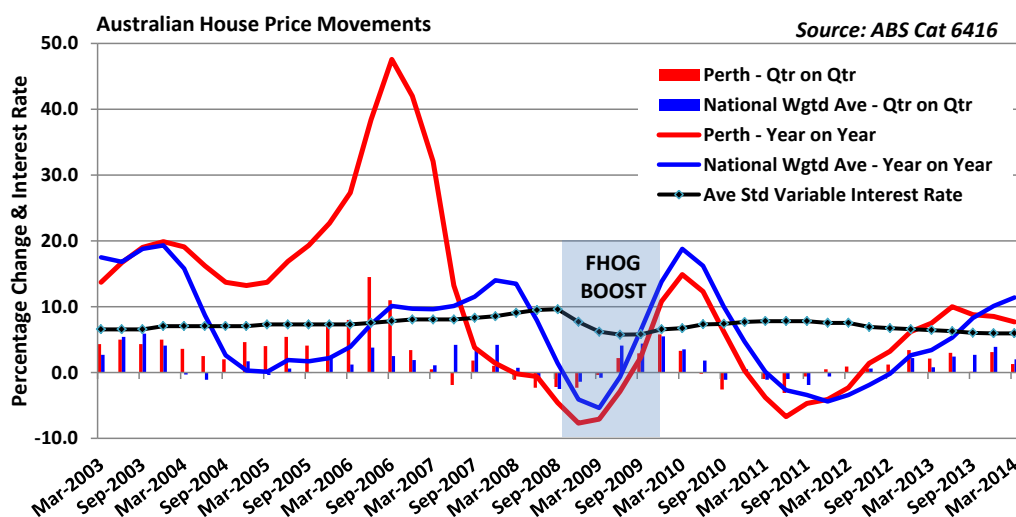


Figure 48: Australian House Price Movements 2003-14

¹²¹ REIWA – June 2014

On the more important aspect of turnover which has a greater influence on the industry, sales in Perth ran marginally above the long term average in 2013 and into the March quarter 2014 but are showing a clear downward trend some 5-8% below for the first 5 months of 2014 compared with 2013. In Regional WA, only the Peel and South West Regions are showing any positive signs with markets operating at long term averages whilst the balance of Regional WA wallows looking for some direction.

The strong first home buyer activity which has underpinned the recovery of the Perth and South West markets peaked in the June quarter 2013 and has trending down since with grants paid for established sales down some 28% over nine months. At the same time, grants paid to new construction have plateaued. The established downturn and a shift to new build was anticipated as first home buyers had absorbed significant entry level stock which drew down listings and putting the market firmly in sellers' hands as increased trade-up activity emerged. With declining first homebuyer activity and weak investor activity, listings are recovering in 2014.¹²²

The LMI Housing Outlook for 2012-2015, prepared by BIS Shrapnel, predicts that house prices in Sydney, Brisbane and Perth will improve over the next three years, while the other state capitals will experience weak conditions until mid-2015.¹²³

On the move

Forecast change in median house prices (%)

Quarter ended June	Sydney	Melbourne	Brisbane	Adelaide	Perth	Hobart	Canberra	Darwin
2013	+2.7	+0.9	+3.9	+1.3	+6.3	-1.1	-0.8	+5.3
2014	+6.1	+1.5	+7.8	+2.5	+7.9	+1.1	0.0	+5.0
2015	+7.1	+1.6	+6.2	+2.4	+6.4	+1.4	+1.4	+3.2
Total 2012-15	+16.7	+4.1	+18.9	+6.3	+22.1	+1.4	+0.8	+14.0

SOURCE: BIS SHRAPNEL

Figure 49: Forecast change in median house prices (%) 2012-15

We need to acknowledge that real estate is more than just sales with property management handling more transactions annually than sales. Property management is crucial part of the property services industry with a growing demand for property managers.

Probably the most significant change in the WA property market over the past 18 months is the rapid cooling in rental demand with Perth and the major resources centres experiencing a rapid rise in vacancies and fall in rents. This has been attributed to a range of factors that include:

- Changes to the Commonwealth Living Away From Home Allowance (LAFHA) on July 1, 2012 that subsequently decimated the Perth apartment & high end rental markets from late 2012 as the resources sector quit leases due to administrative changes
- Deferral or cancellation of several major resources projects in late 2012 just as resources investment was peaking

¹²² Stewart Darby, REIWA – June 2014

¹²³ http://afr.com/p/business/property/house_prices_tipped_to_recover_in_tLp5t4rzSWY56NUBj8j4mM

- Mass exodus of first home buyers from the rental sector into their own homes which is expected to continue across 2014 as much of the new housing under construction is completed
- Slowing population growth probably at a faster rate than most are anticipating as the impact is felt first in the rental sector

The accompanying graphic¹²⁴ highlights the rapid turn in the Perth rental market with the vacancy rate doubling to 4.0% and projected to go to around 5.0% by the end of 2014 as demand softens and new supply as completions commence from the rapid increase in apartment construction over the past two years which will also be looking for tenants. Rents are also trending down. This picture of increased supply and falling rents is replicated in Kalgoorlie-Boulder and the Pilbara where the median rent in Karratha has fallen 54% and listings have grown 212% across 2012 and 2013. Port Hedland has also experience some decline in both rents and demand.

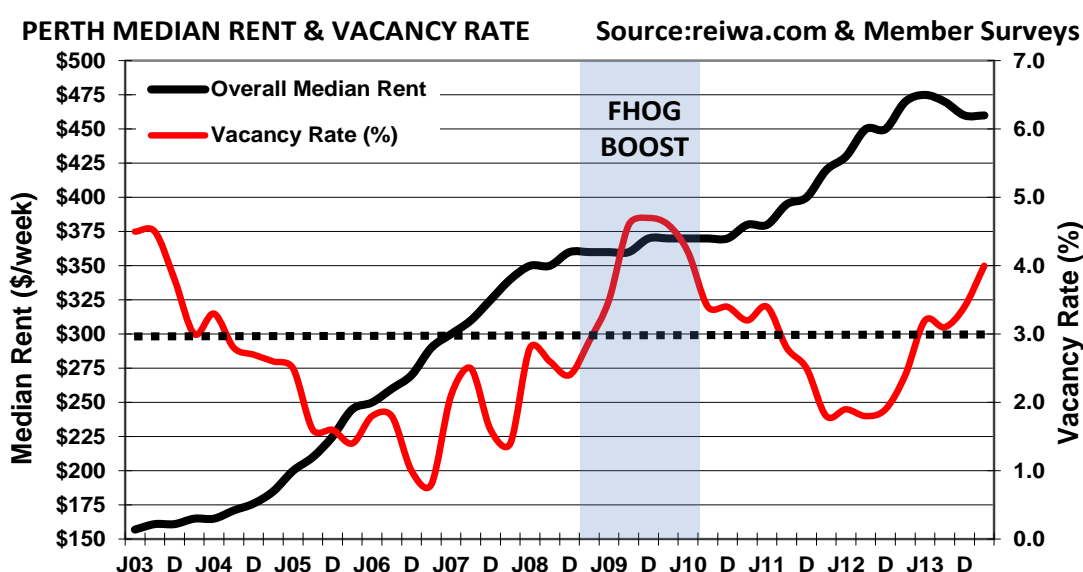


Figure 50: REIWA Perth Rent and Vacancy Rate

Population Growth Outlook – The Road Ahead

To appreciate the short to medium term outlook of the sector and the broader WA economy, latest WA Treasury projections from the 2014-15 Budget indicate that population growth cooling in 2013-14 will fall to 2.6% (65,000) which will be confirmed in December 2014 from a peak of 3.5% (83,000) in 2011-12. In the out years, Treasury is projecting a population growth of 2.1% p.a. which represents around 55,000 per annum. This projected decline will be driven down by weaker migration from both overseas and interstate which in turn will have implications particularly in the rental sector until there is a supply rebalancing which is unlikely before the later part of the Budget out-years.¹²⁵

¹²⁴ Stewart Darby, REIWA – June 2014

¹²⁵ Stewart Darby, REIWA – June 2014

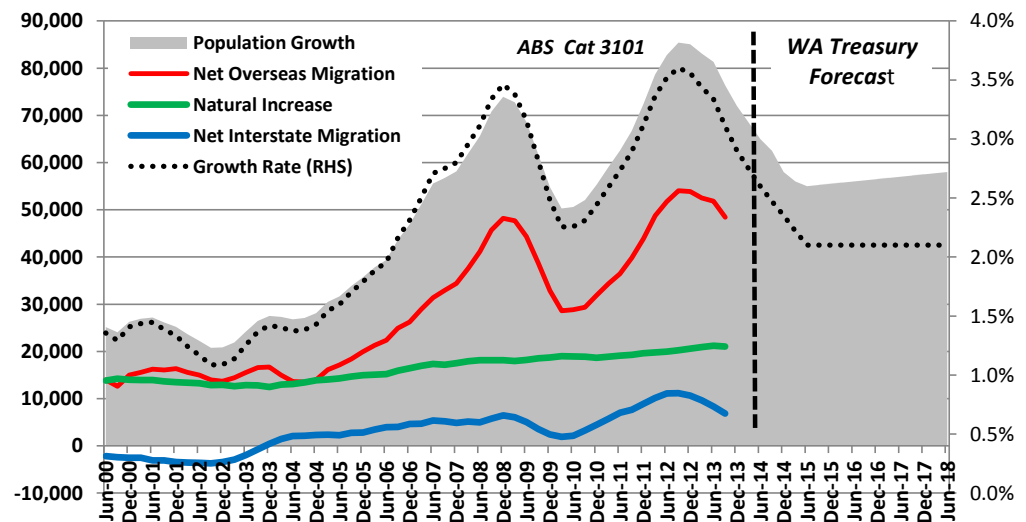


Figure 51: WA Economy - Treasury Population Growth Projections

Real Estate Scams

The Western Australian real estate sector was rocked by 2 scams in 2010/2011 whereby homes were sold without the knowledge of the owners. Although these scams were not attributed to a breach of conduct an amendment were made to the Agents & Sales **Representatives Code of Conduct** and to the Settlement Agents Code of Conduct. This change came into force on 1st November 2011 and requires real estate and settlement agents to confirm the identity of all parties who claim to be, or to act for, the owner(s) of a property.

In October 2012 the real estate sector experienced a sophisticated 'porting' scam designed to intercept online banking transactions of a real estate agent's trust account.

Stealing the agent's mobile phone number it was then transferred to a new service, either with a different network or a different provider, or both. When fraudsters had all parts of the scam in place, they accessed the agent's bank account(s) via online banking and arranged to transfer large sums to their own account. The agent's bank SMS verification system detected the 'unusual' transfer and sent the account holder's registered mobile phone number a verification SMS. The agent did not receive the SMS, as their number, via porting, was now on the fraudster's mobile device. The fraudster responded to the SMS by entering the code the bank supplies. This authenticated the transaction and allowed the fraudsters to access the stolen trust account funds. The agent was none-the-wiser and it took some time before the trust account fraud was detected. Additionally, the agent was no longer receiving calls as their mobile number had been diverted.¹²⁶

Subsequent scams came to light in February 2013 despite the efforts of REIWA and the Department of Commerce to train and implement measures to eliminate fraudulent activity.¹²⁷

¹²⁶ Department of Commerce Real Estate Newsletter 18th October 2012

¹²⁷ REIWA – February 2013

Customer Expectations

Customer expectations for property sales returns are not being met due to a recovering market in Western Australia. A better market was experienced in 2012 compared to 2011 up some 19% & only 9% below the 15 year average & best for 3 years since the market was artificially inflated by FHOG Boost in 2009.¹²⁸

To real estate clients' consistently great service, honesty, and integrity are very important priorities, and it's always better for the agent to be consistently good rather than great just once in a while. Loyal customers will stay with organizations because of the high quality of service over a continuous period of time.

Currently expectations are not being met due not only to the slow market but also due to the lack of personal professional service offered by **some** real estate agents in the residential sector. (*see Industry Trends*)

Commercial / Industrial/Retail Sectors

REIWA has observed, based on official Landgate sales evidence, that despite the recent reporting of several high profile/high value sales, there has been little lift in turnover since the GFC downturn and this is particularly noticeable in the retail sector.¹²⁹

Decreased demand for office accommodation by business tenants and further boosts in new office supplies in the last six months resulted in a modest increase in the vacancy rate for Perth CBD offices, a key indicator of the state of the commercial office market in Western Australia.

The report also shows that new office supplies in Perth will fall away rapidly in 2013 after record new supplies in 2012. The Property Council of Australia's latest Office Market Report found the office vacancy rate for the Perth CBD is now 5.7 percent (up from 4.2 percent in July 2012).¹³⁰

Key market indicators, January 2014

Grade	Vacancy Jan 14 (%)	Net absorption 6 months to Jan 14 (sqm)	Net absorption 12 months to Jan 14 (sqm)
Perth CBD	9.0	-33,938	-46,442
West Perth	9.2	-1,866	-7,586

Figure 52: Key market indicators, January 2014¹³¹

Facilities Management Sector

The Facility Management Association of Australia is the peak industry association for the Facility Management Sector and has approximately 2000 members Australia wide with 150 in Western Australia. ¹³² Facility Managers organise, control and coordinate the strategic and operational

¹²⁸ REIWA – February 2013

¹²⁹ REIWA – June 2014

¹³⁰ Property Council of Australia – January 2014

¹³¹ Source Property Council of Australia January 2014

¹³² Facilities Management Association of Australia (FMA Australia)

management of buildings and facilities in public and private organisations to ensure the proper and efficient operation of all physical aspects.

The industry is estimated to contribute \$20 billion to Australia's GDP annually and employ in excess of 200,000 people (including those in other trades and occupations).¹³³

The majority of facility management professionals (59.7%) receive a total package over \$100,000, with 41.2% being remunerated between \$100,000 and \$149,000.

Other interesting findings include:

- 63% of facilities managers are aged at least 46 years
- 17% of professionals are female
- 83.4% of facilities managers have at least six years of industry experience
- 49.5% of professionals have completed at least a diploma level qualification
- 85.6% of professionals work 40 or more hours per week ¹³⁴

Strata Management Sector

Strata Community Australia (SCA) is the peak association supporting the strata sector, representing over 2,500 member companies and individuals throughout Australia with 320 members in Western Australia.¹³⁵ The strata titles industry is booming with in excess of 235,000 strata title lots and over 53,000 strata companies in Western Australia as at 15th August 2011.¹³⁶

- **Industry Trends**

Advances in technology, including the internet, have dramatically changed and will continue to change the way the real estate and property services industries operate. The impacts can be positive or not so positive, depending on how the technology is used.

The overuse of technology is impacting on customer service in the real estate industry. Agents are using the email and short message systems (SMS) when personal contact and communication could easily be made with clients. This practice is creating not only poor relationships between agent and client but also placing the client and the public at risk.

Agents email listing authorities and property management agreements and sales contracts to clients who receive no explanation of the conditions of the contract which involves the largest asset they possess. Real estate agents fees are high, customers expect more and due to an unreasonable use of technology the public's relationship with real estate agents has soured. (see New and Emerging Skills)

Residential Sector

The Perth residential property market has rebounded in 2012 and the outlook is positive both in terms of turnover and price growth for the next 12-18 months. Beyond this point the outlook is a little less clear as the economy moves out of the heavy resources investment phase and will become more reliant on the non-mining economy. The Perth housing system which includes the rental market is expected to remain tight until new supply coming from increased new housing activity rebalances the market. Activity in regional markets particularly those associated with the mining sector are already starting to show some softness in 2012 and discretionary spending on holiday

¹³³ Facilities Management Association of Australia (FMA Australia) website, January 2012

¹³⁴ Facilities Management Association of Australia (FMA Australia) Survey 2012

¹³⁵ *Strata Community Australia – September 2012*

¹³⁶ *Strata Community Australia (WA) – August 2012*

homes in the South West is expected to remain subdued for some time with excess supply a feature of many of these markets.¹³⁷

Commercial/ Industrial/Retail Sectors

These sectors are expected to remain sound in Western Australia with continuing strong capital price growth.¹³⁸

Facilities Management Sector

Concerns are held for the future of the industry due the ageing workforce. The average age of workers in the industry is 46 years and those skilled workers with their expertise are expected to leave the industry within the next 10 years. On the positive side there are increased business opportunities from the need for higher and more professional standards such as meeting required environmental performance of facilities with greater focus from the finance and property sectors. Negatively there are higher operating costs for the business owner. Competition can be strong in city markets and in seeking new markets and services a number of Facilities Management organisations now form joint ventures with real estate agencies acting on behalf of government and company tenants.¹³⁹

- **Labour & Skill Demand**

Real estate industry employment in Australia sits at approximately 80,000 people.¹⁴⁰ Western Australia has 2538 entities or individuals holding a Real Estate & Business Agents License and 8252 individuals holding sales or property management representative registration (as at end January 2013)¹⁴¹

The Property industry in Western Australia has taken a step back, although it is still amongst the highest in the country but employers are cautious in the volatile economic environment with property staffing remaining steady. The property sales market showed some economic growth as 2012 progressed with poor property sales in the first half of the year. The property sales market showed some activity in September as vendors became more realistic when pricing their homes and fewer properties flooded the market.

Demand for experienced property managers remains high in Western Australia as more private rental property is placed under agency management. The growth in demand is evident from the 2011 Census which indicates the proportion of real estate managed private rental property has risen from 51% in WA in 2001 to 61% in 2011 during which time the volume of agency managed property increased from 63,100 to 104,900. Perth has similar percentages but lags behind both Sydney and Melbourne which have figures in the order of 75% with the higher proportion of multi-residential property in these cities and lower management fees cited as reasons for the higher proportion. It is expected the demand for property managers will continue to grow as more professional investors take on portfolios and the incidence of absentee land owners increases.¹⁴²

Highly skilled migrants with extensive overseas experience and qualifications have difficulty gaining employment in the industry due to their qualifications not being recognised for licensing purposes.

¹³⁷ REIWA – June 2014

¹³⁸ National Property Council - August 2012

¹³⁹ Facilities Management Association of Australia (FMA Australia) – August 2012

¹⁴⁰ REIA Commonwealth Government Budget Submission, 2012/2013, REIA January 2012

¹⁴¹ REIWA – February 2013

¹⁴² REIWA – February 2013

Prospective workers also lack local experience, professional networks and knowledge of the property market and workplace culture.

Labour & Skills Shortage

The need for a high level of training and professionalism is required across the spectrum of real estate transactions and it is essential that buyers, sellers, landlords and tenants are receiving sound support & advice from competent industry representatives.

Labour Concerns – Facilities Management Sector

Industry is concerned that the sector will face a critical labour shortage in the near future due to an ageing workforce and the growing demand for Facilities Management expertise in an increasingly wide range of industries.

Facilities Managers and Building Managers are sought for both temporary assignments and permanent positions as businesses change hands between property and facilities companies. When recruiting Facilities Managers, employers are looking for a trade and/or engineering and qualification, but there is a shortage of such candidates.

There has been an increase in the need for specialised Facilities Project Managers, since employers value the knowledge of project managers with a facilities management background. Facilities Coordinators and Facilities Administrators are especially sought by the public sector as there is a shortage of people in these vital support functions.

The industry is seeing a need for Asset Managers with life cycle or asset management experience, Facilities Management Account Managers with experience managing large facility management accounts and the accompanying financial responsibility and Multisite Facilities Managers with experience managing a large number of sites.¹⁴³

- Regional Impact

One of the major challenges facing regional areas of Western Australia is the availability of affordable housing, quality accommodation particularly for rent and this is a major challenge in attracting new labour. The availability of public housing, residential and industrial land and retirement and aged care accommodation are vital to ensure a growing community and attract new workers & families to the area.

The high cost of living in regional mining communities is impacting on everyone living in the area and the real estate sector is no exception. The completion of the Pluto project in Dampier having faulted has created a slowdown in productivity. Local real estate agents in the Dampier/Karratha area experienced a slump in the rental market in August 2012 when 150 rental properties were vacant compared to 10 houses available at the same time last year.

The impact on regional towns, due to slumps in mining, is experienced when workers look for alternative employment. Job seekers find they lack knowledge



Figure 53: Western Australian Regions

¹⁴³ http://www.hays.com.au/report/HAYS_029583

needed for work in other industries and that they need training in foundations skills, communications and business skills and rudimentary finance skills. Training providers in regional areas, due to the past success of the mining industry, have focused on training that is specific to mining and for workers seeking new skills outside of this field it is a stressful situation.¹⁴⁴

Further regional research and enquiry is needed to understand:

- the barriers to regional traineeship uptake, which may include client (trainee) awareness and information; small business employer demand/support, including through group training arrangements; and registered training organisation service/supply factors;
- the employment destination of graduates of higher education and VET, by course and location;
- the level of 'fee for service' training activity and availability in the regions.

The FAPSTC concluded the Transitions and Pathways Program (TAPP) in December 2013, which addressed these issues. The TAPP project was funded by the Australian Government Department of Industry, Innovation, Science, Research and Tertiary Education through the Australian Apprenticeships Mentoring Package.

- **Regulatory Requirements**

The Real Estate Industry in Western Australia is highly regulated and business operators must be licensed, and representatives working under a licensed operator must be either licensed or registered through the Department of Commerce.

Western Australia has 2,538 entities or individuals holding a Real Estate & Business Agents License and 8,252 individuals holding sales or property management representative registration.¹⁴⁵

Current Western Australian requirements for real estate licensing & registration:

Real Estate Agency License Holder Requirements¹⁴⁶

(Agency Licensee refers to an entity or individual who holds the license required to operate a real estate agency business)

The grant of a Real Estate & Business Agents License requires the applicant to meet the following criteria on application to the Department of Commerce:

- National Police Clearance Certificate;
- Be at least 18 years of age;
- A minimum of two years' working experience in the Real Estate and Business Broking Industry;
- Sufficient assets and financial resources to enable them to comply with the requirements of the Act;
- Fully understand the duties and obligations imposed upon agents by the Act;
- Hold a CPP50307 Diploma of Property Services (Agency Management) as per legislation.

¹⁴⁴ TAPP Report 2012

¹⁴⁵ REIWA – February 2013

¹⁴⁶ www.commerce.wa.gov.au/ConsumerProtection/Content/Licences/Real_Estate_Industry/Real_Estate_Industry.-August2012

Real Estate Sales & Property Management Representative Requirements

An application for registration as sales representative or a property management representative of the Agency Licensee is processed through the Department of Commerce as follows

Educational Requirements:

- Real Estate Salesperson (includes Property Management duties) must have attained 7 units of competency from the Diploma of Property Services (Agency Management). They are Certificate IV level units that meet the occupational registration/licensing requirements in Western Australia; or
- Property Manager (limited to Property Management duties only) must have attained 6 units of competency from the Diploma of Property Services (Agency Management). They are Certificate IV level units that meet the occupational registration/licensing requirements in Western Australia.

Changes to Real Estate & Conveyancing Regulations

The Western Australian real estate sector was rocked by two scams in 2010-2011 whereby homes were sold without the knowledge of the owners. Although these scams were not attributed to a breach of conduct by real estate industry members it was of great concern to the sector. The incidents drew the public's attention to the professionalism & training of residential real estate agents and as result amendments were made to the Codes of Conduct for both Real Estate and Settlement Agents in Western Australia.

- [Gender /Age Participation](#)

The Sales Sector

The demographic of this workforce is varied, ethnically diverse and equally shared between male & female sales representatives. Historically when there is a slump in property sales in Western Australia, as has occurred in 2011, a large number of sales people leave the industry seeking a reliable income. The sector expands and contracts in accordance with economic forces which include uncertainty about changes to interest rates and general economic activity.

The Property Management Sector

The sector is female dominated in the residential area, however the commercial/industrial sector is historically male dominated. When there is a slump in residential property sales in Western Australia the property management sector prospers due to tenants staying in rental accommodation & not purchasing property. This creates a higher demand for rental properties and a competitive rental market means higher rents are achieved by investors.

Real estate is a career choice that acknowledges the worth of older workers who have life skills to enhance their knowledge of property providing them with the potential for ongoing mentoring roles. The public generally consider older people working in property sales and property management to be more knowledgeable and reputable.

The following is an indication of the age and gender profile of workers in the real estate sector including the licence holder (licensee), sale and property management representatives in both residential and commercial and reception/administration staff.¹⁴⁷ A minimum age requirement of 18 years applies to those engaged in real estate transactions for the sale or lease of property but this does not apply to administration roles in a real estate business.

Facilities Management Sector

Overall 83% of professionals in facilities management are male, with the highest imbalance existing in the role of the Facilities Manager where just 10.7% are female.

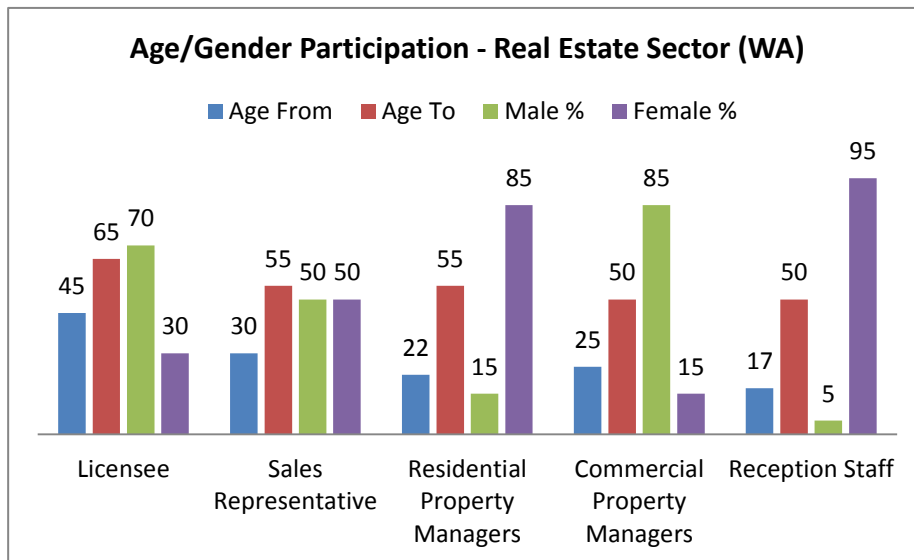


Figure 54: Age/Gender Participation - Real Estate Sector (WA)

While this is indicative of past experience, the gender equality demonstrated within the facilities officer level could indicate the beginnings of a longer term trend toward a less male dominated workforce as emerging professionals develop their skills before taking on higher responsibilities. This is further reinforced by research indicating that 60.2% of female professionals in facilities management are up to 45 years old, whereas 63.3% of males are aged over 46.¹⁴⁸

- Under-Represented Groups Participation

Under-represented groups within industry include:

- Indigenous Australians
- People from a non-English speaking background
- People with a disability

Indigenous Australians

Some indigenous people are still finding it difficult to find employment in the property industry due to the requirement for medium to high standards of literacy and numeracy. This is not always the case in the rental & hiring sector when the environment is suitable for tourism.¹⁴⁹

25000 people live in the Shire of Roebourne and indigenous people make up approximately 20% of the population within the Shire. The high cost of living within the region is impacting on everyone and for Indigenous people it is creating issues with housing. The worker, when confronted with earning an income, will hesitate to take employment as they risk their 'Homeswest Home' being taken away from them and due to this they face pressure from others in their community who depend on that accommodation.

¹⁴⁷ FAPSTC Survey July 2012

¹⁴⁸ FMA Australia Survey 2012

¹⁴⁹ TAPP Report August 2012

The Ashburton Aboriginal Corporation in Karratha manages 1400 Indigenous people within the region. Issues around domestic violence, drug and alcohol abuse, no driver's licenses and fine defaulters were a contributing factor to indigenous people not working or attending pre-employment programs in the region.¹⁵⁰

People from a Non-English Speaking Background

Language, literacy and numeracy are important assets for new entrants to the property industry. Speaking a second language is an advantage when working in the industry but clear communication skills are necessary and the lack of those skills are a barrier to entry.

Highly skilled migrants with extensive overseas experience and qualifications have difficulty gaining employment in the industry due to their qualifications not being recognised for licensing purposes. Prospective workers also lack local experience, professional networks and knowledge of the property market and workplace culture.

People with a Disability

Although tasks performed in the property industry are varied and people with a disability are not well represented.

Overview of the Rental and Hiring Services Industry

- **Industry Analysis**

Rental and Hiring Services (except Real Estate) provide rental or hiring opportunities for almost anything that is required for a short or fixed term period. Businesses in the rental and hiring services sector provide a wide array of goods in return for a rental or lease payment. This allows individuals and other businesses access to assets that they may not be able to afford or may only have a short-term use for.

Passenger Motor Vehicle Rental & Hiring Sector

The Motor Vehicle Hiring industry's major customers are businesses, households and governments. Demand for the industry's services depends on general economic conditions, such as disposable income, consumer confidence and business confidence. These factors directly affect the amount of business and leisure travel, which are key drivers of industry demand. As such, operations connected to or near airports are an important source of revenue for this industry and are expected to account for 35% of total revenue in 2011-12.¹⁵¹

Equipment Rental & Hiring Industry

The Equipment Rental & Hiring industry is represented by the Hire & Rental Industry Association of Australia and has over 700 members throughout Australia and 160 in Western Australia.¹⁵² Many other types of goods are available for rental from this sector, including coin operated amusement machines, art works, bicycles, camping equipment, costumes, Do-it-yourself (DIY) equipment and hand tools, electric and electronic appliances, furniture, office machinery, pot plants, sound

¹⁵⁰ TAPP Report August 2012

¹⁵¹ <http://www.ibisworld.com.au> – August 2012

¹⁵² Hire & Rental Industry Association of Australia – September 2012

reproducing equipment, sports and recreation equipment, suits and other formal wear, and video recorders or players.¹⁵³

The mining and construction divisions are central in determining the fortunes of the Plant Hiring or Leasing industry in Western Australia. The major products supplied by the industry are scaffolding, cranes and earthmoving equipment. It is estimated that industry demand has risen in conjunction with increased investment in mining over the past five years. Industry revenue is expected to increase at a compound annual rate of 3.5% during the five years through 2012-13.¹⁵⁴

Aircraft, Container and Other Transport Equipment Leasing Sectors

The industry had growth of 3.8% in 2011-12.¹⁵⁵ Western Australian demand from air, rail and sea transport is the primary underlying driver of this growth, and each of these modes has responded positively to a growing demand for freight forwarding. Added to this, the industry is highly dependent on the state of the global and national economies. The industry was moderately affected by the global financial crisis, as customers cut back on spending and non-essential services. Changes in the level of activity in downstream industries such as air, rail and sea transport, affected demand for industry services.

- **Industry Trends**

The Equipment Rental & Hiring industry is capital intensive with the need to initially invest in equipment and to maintain, replace (lease or purchase) and depreciate equipment on a regular basis. The industry faces the challenge of attracting and retaining workers required in areas such as sales, maintenance and delivery of equipment. The industry labour requirements vary with many firms outsourcing maintenance of equipment as they face the challenges of a shortage of skilled workers in Western Australia.

The Aircraft, Container and Other Transport Equipment Leasing industry has a low level of concentration, with the top four major players accounting for less than 20% of industry revenue. The majority of industry operators employ fewer than 20 people, with an average of 2.0 employees per establishment. This has been trending down over the last 10 years, and this trend is expected to continue as productivity and efficiency increases.¹⁵⁶

- **Labour and Skill Demand**

Due to continued uncertainty relating to the Australian and global economy in 2011-12, services associated with business and leisure travel suffered. Declines in revenue and wages underline the impact on the industry.

It is estimated that the industry has a medium market share concentration, as the top four industry operator's account for about 60% of industry revenue. It is estimated this increased slightly over the past five years. Larger companies in the industry operate franchises, for example, Hertz provides franchise operations globally to independent operators and receives a fee based on a share of revenue or the number of vehicles. Industry operator Avis also has franchises. A large proportion of businesses in the industry employ fewer than 20 people, although larger operators like Avis and Hertz employ up to 1,000 people each.¹⁵⁷

¹⁵³ <http://www.myfuture.edu.au> – September 2012

¹⁵⁴ <http://www.ibisworld.com.au> - August 2012

¹⁵⁵ <http://www.ibisworld.com.au> - August 2012

¹⁵⁶ <http://www.ibisworld.com.au> – August 2012

¹⁵⁷ <http://www.ibisworld.com.au/industry/default.aspx?indid=543> – August 2012

- Regional Impact

One of the major challenges facing regional areas of Western Australia is the availability of affordable housing, quality accommodation particularly for rent and this is a major challenge in attracting new labour. The availability of public housing, residential and industrial land and retirement and aged care accommodation are vital to ensure a growing community and attract new workers & families to the area.

The high cost of living in regional mining communities is impacting on everyone living in the area and the rental & hiring sector is no exception.

The completion of the Pluto project in Dampier having faulted has created a slowdown in productivity. Local real estate agents in the Dampier/Karratha area experienced a slump in the rental market in August 2012 when 150 rental properties were vacant compared to 10 houses available at the same time last year. The high impact of FIFO workers on the community is being felt in the rental and hiring services sector. Mining companies no longer required the same quantity of vehicles and equipment to operate their businesses.

The impact on regional towns, due to slumps in mining, is experienced when workers look for alternative employment. Job seekers find they lack knowledge needed for work in other industries and that they need training in foundations skills, communications and business skills and rudimentary finance skills. Training providers in regional areas, due to the past success of the mining industry, have focused on training that is specific to mining and for workers seeking new skills outside of this field it is a stressful situation.¹⁵⁸

Further regional research and enquiry is needed to understand:

- the barriers to regional traineeship uptake, which may include client (trainee) awareness and information; small business employer demand/support, including through group training arrangements; and registered training organisation service/supply factors;
- the employment destination of graduates of higher education and VET, by course and location;
- the level of 'fee for service' training activity and availability in the regions.

The FAPSTC concluded the Transitions and Pathways Program (TAPP) in December 2013, which addressed these issues. The TAPP project was funded by the Australian Government Department of Industry, Innovation, Science, Research and Tertiary Education through the Australian Apprenticeships Mentoring Package.



Figure 55: Western Australian Regions

¹⁵⁸ TAPP Report 2012

- Gender / Age Participation

The following indicates the Western Australian employment status male and female workers in the Rental, Hiring and Real Estate Services Industry¹⁵⁹:

Rental and Hiring Services (except Real Estate) provide rental or hiring opportunities for almost anything that is required for a short or fixed term period. Businesses in the rental and hiring services sector provide a wide array of goods in return for a rental or lease payment. This allows individuals and other businesses access to assets that they may not be able to afford or may only have a short-term use for.

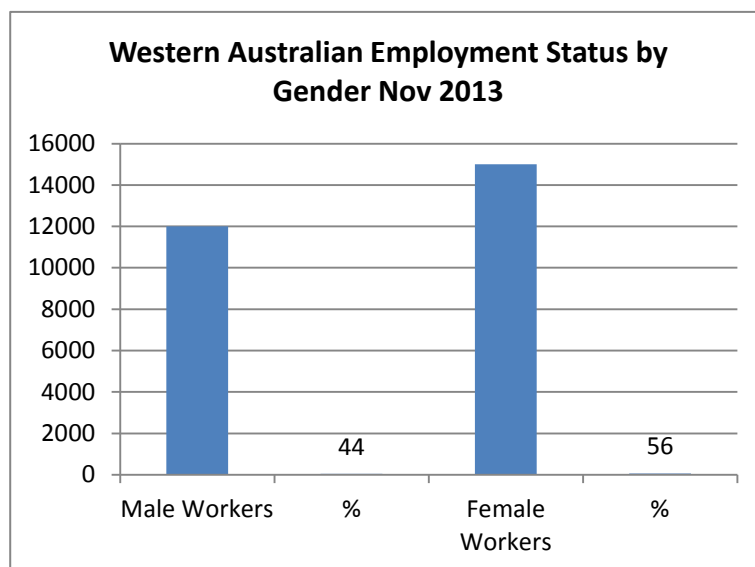


Figure 56: Employment by Gender in Rental, Hiring and Real Estate Services Industry (WA) 2013

The demographics of the workforce are varied, ethnically diverse and over all sectors, equally shared between male and female workers in the industry.

- Under-represented Groups Participation

Under-represented groups within industry may include:

- Indigenous Australians
- People from a non-English speaking background
- People with a disability

Indigenous Australians

Some indigenous people are still finding it difficult to find employment in the property industry due to the requirement for medium to high standards of literacy and numeracy. This is not always the case in the rental & hiring sector when the environment is suitable for tourism.¹⁶⁰

People from a Non-English Speaking Background

Language, literacy and numeracy are important assets for new entrants to the property industry. Speaking a second language is an advantage when working in the industry but clear communication skills are necessary and the lack of those skills are a barrier to entry.

People with a Disability

Although tasks performed in the property industry are varied and people with a disability are not well represented.

¹⁵⁹ ABS Cat 6291.0.55.003 Dat Cube E06 retrieved 10/3/14

¹⁶⁰ TAPP Report August 2012

MAJOR CHALLENGES AND BARRIERS

Real Estate & Property Services Industry

Residential Real Estate Sector

The residential property market is presenting new challenges to the real estate industry. Those working in this environment will need to provide a choice of the accommodation for the ageing population. The industry will need to accommodate the change from living in the family freehold property in retirement to making the move to a leasehold retirement complex.

Due to the growth in population in Western Australia and the increased need for property services together with affordability being a major issue, leasing, as against home ownership, will become more common. This is presenting new challenges to the real estate industry and those working in that environment.

Facilities Management Sector

The industry faces the problems of an ageing workforce with the average age of a Facilities Manager being in excess of 46 years. The supply of facilities management services, particularly soft services to the mining industry has become very attractive to both the service provider and employees. Facilities management staff employed in hospitality, cleaning or security are attracting greater salaries in Western Australia and Queensland where FIFO vacancies are on offer.

Rental and Hiring Services Industry

The high level of capital required to build rental and hiring services, for example motor vehicles and industrial machinery and equipment fleets, can be a barrier to entry. These fleets are often funded by debt. A tightening in monetary lending, like that which occurred during the financial crisis, can make it difficult for new players to source funding. Inadequate funding could prevent players from building a large enough fleet to operate effectively.

NEW AND EMERGING SKILLS

Real Estate & Property Services Industry

Lack of personal communication and the agent's overuse of technology when communicating with clients have soured the public's relationship with real-estate agents. Real estate industry participants need to undertake communication skills training including the appropriate use of technology when communicating with clients.

OCCUPATION IN DEMAND

Query 2		
ANZSCO6	Occupation	Priority_Memo
149913	Facilities Manager <i>"Training Council identified occupation"</i> SPOL	Industry is concerned that the sector will face a critical labour shortage in the near future due to an ageing workforce and the growing demand for Facilities Management expertise in an increasingly wide range of industries. There has been an increasing need for specialised Facilities Project Managers with a facilities management background. Facilities Coordinators and Facilities Administrators are especially sought by the public sector as there is a shortage of people in these vital support functions.

WORKFORCE DEVELOPMENT OPPORTUNITIES

Lack of Information Provided to Mature Aged Workers

- More informed about Austudy/Abstudy and the possible traineeships available. FAPSTC to make mature aged people aware of training credits and training funds available in their development.
- Job Services Networks and Labour Hire Groups need to match the mature aged worker to the right job rather than just fill vacancies.
- Mature aged workers need to be linking with Job Services Networks, Labour Hire Groups and in turn the companies seeking employees.

VET TRAINING DATA by QUALIFICATION – ENROLMENTS AND COMPLETION

Pre-Employment

The following indicates the VET enrolments in Western Australia for the property services courses. The higher enrolments shown in 2008 and 2009 are attributable to classroom delivery which ceased in 2010. ¹⁶¹

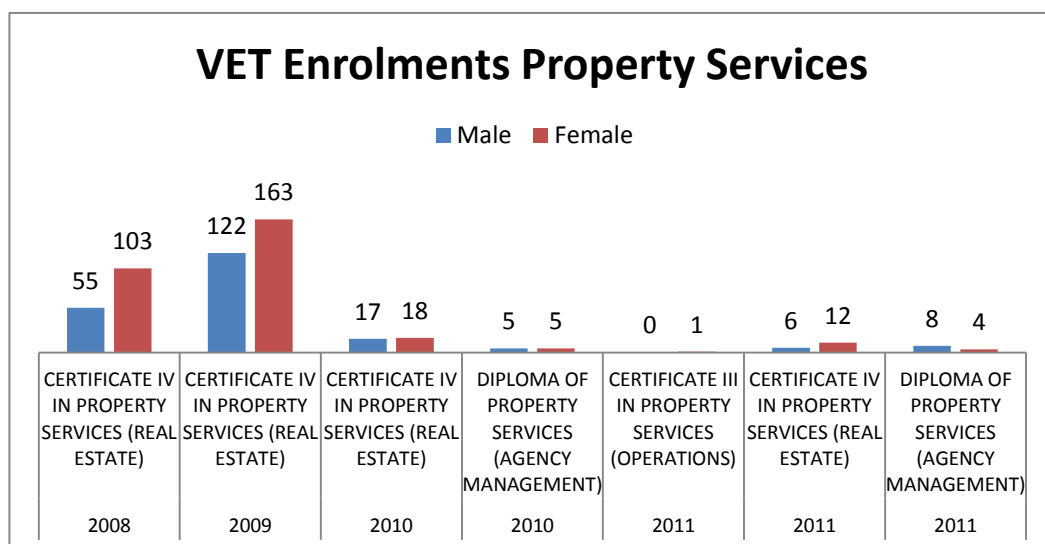


Figure 57: VET Enrolments - Property Services

Apprenticeships and Traineeships

The Property Services Training Package (CPP07) has endorsed traineeships offered in real estate services in Western Australia.

These include:

- CPP30311 Certificate III in Property Services (Operations)
- CPP40307 Certificate IV in Property Services (Real Estate)

Property Traineeship Enrolments:

¹⁶¹ Data report for WA Training Councils - IBT training activity, additional fields, 2007 to 2011

Qualification	2007 - 2012	2013
CPP30309 Certificate III in Property Services (Operations) plus updated qualification code CPP30311	66	36
CPP40307 Certificate IV in Property Services (Real Estate)	760	95

VETiS

Not applicable to Rental, Hiring and Real Estate Services Industry courses.

HIGHER EDUCATION PATHWAYS

Curtin University	Undergraduate: Bachelor of Commerce (Property Development and Valuation) Bachelor of Commerce (Property major)
University of WA	Other: UWA Extension – REWIA CPD elective training activities

INDUSTRY ISSUES

- Comparatively low numbers are engaged in the property sector from within:
 - (a) Indigenous
 - (b) Young job seekers.
- Migrants with extensive overseas experience and qualifications have difficulty when entering licensed industries. This group lacks local experience, professional networks and knowledge of the Australian property market and workplace culture.

SECTION 3.3 INDUSTRY PROFILE

Overview of Professional, Scientific & Technical Services industry ANZSIC M

Professional, Scientific and Technical Services represent a diverse range of occupations in which approximately 100,700 West Australians are collectively employed. This represents approximately 7.5%¹⁶² of employment in the state. Western Australian's currently represent 11.3%¹⁶³ of the national workforce in this industry up from 10.8%. This industry continues to employ approximately 7.7% of the Australian workforce¹⁶⁴.

Over the past five years, employment in the industry has increased at a rate of 3.6% per annum, with the industry being the next largest contributor to employment after the Health Care and Social Assistance industry between November 2007 and August 2012, adding 142,600 workers nationally and 10,000 in WA¹⁶⁵.

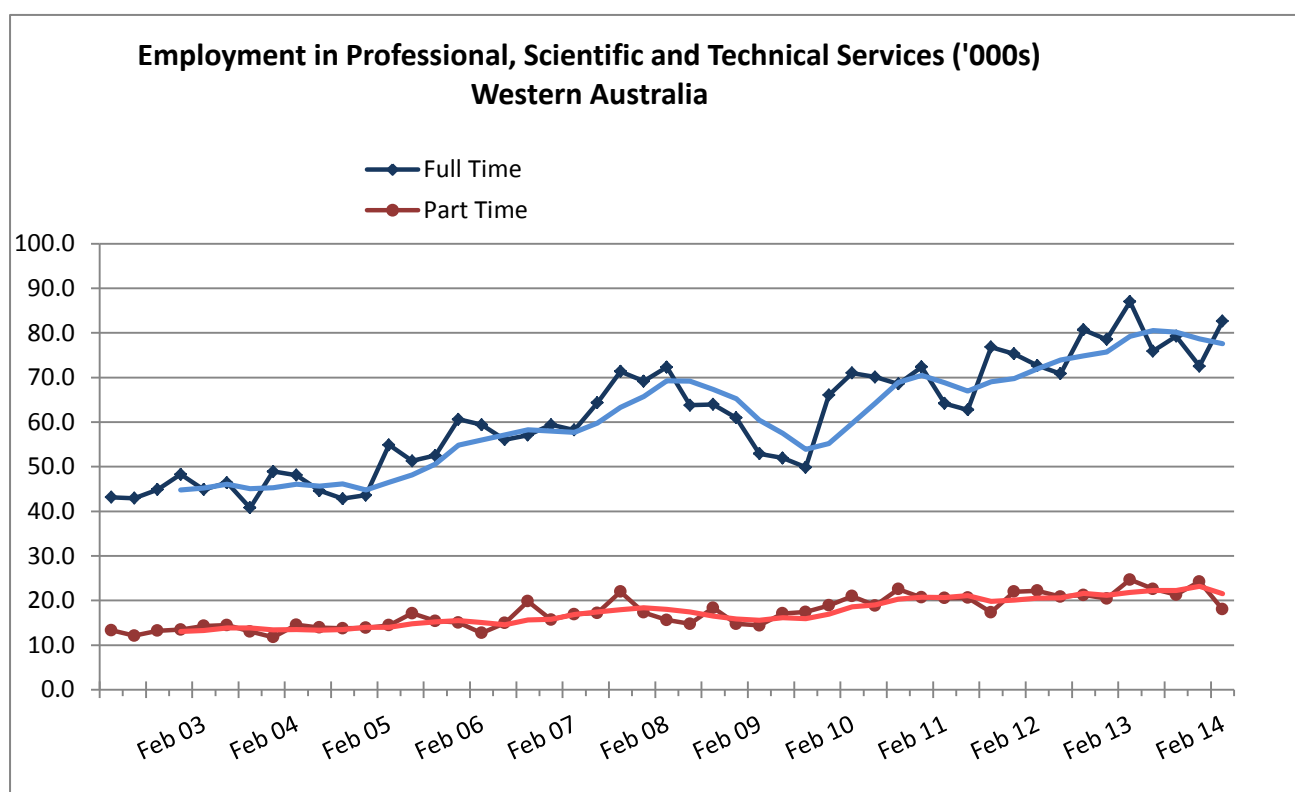


Figure 58: Employment in Professional, Scientific and Technical Services (WA)
Source data from Australian Bureau of Statistics (2014)
Labour Force, Australia, Detailed, Quarterly, Feb 2014 Cat: 6291.0.55.03

Industry employment in WA grew at 6.8 per cent over the past year – a comparison with other industry employment growth is shown following¹⁶⁶.

Continuing growth in employment is projected over the next five years and suggests an additional 13,300 West Australians will be employed in the sector in the period to 2016-17¹⁶⁷.

¹⁶² ABS (2014) *Employment by Industry, Detailed Quarterly, Feb 2014* Cat:6291.0.55.03 retrieved 26/05/14

¹⁶³ ABS (2014) *Employment by Industry, Detailed Quarterly, Feb 2014* Cat:6291.0.55.03 retrieved 26/05/14

¹⁶⁴ ABS (2014) *Employment by Industry, Detailed Quarterly, Feb 2014* Cat:6291.0.55.03 retrieved 26/05/14

¹⁶⁵ DEEWR (2012) *Industry Employment Growth since November 2007* retrieved 22/10/12 from www.deewr.gov.au

¹⁶⁶ Source: www.skillsinfo.gov.au

¹⁶⁷ DEEWR (2012) *Industry Employment Projections Report, 2012* retrieved 20/10/12 from www.deewr.gov.au



Figure 59: Employment Growth by Industry (WA) - Year to Aug 2012

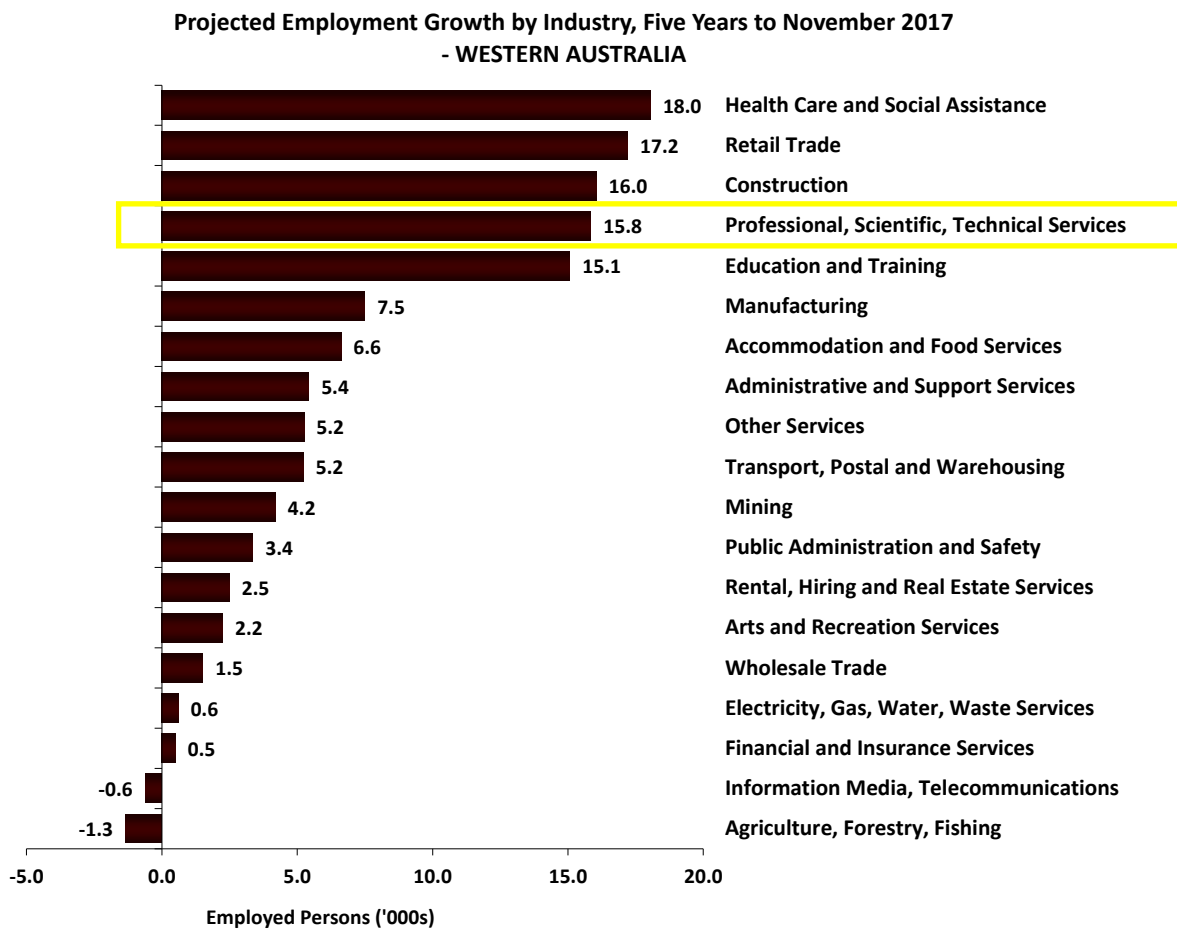


Figure 60: Employment Growth Projections by Industry (WA) - 5 Years to Nov 2017

**Professional, Scientific, Technical Services
- Top 20 Employing Occupations in 2012 ('000s)**

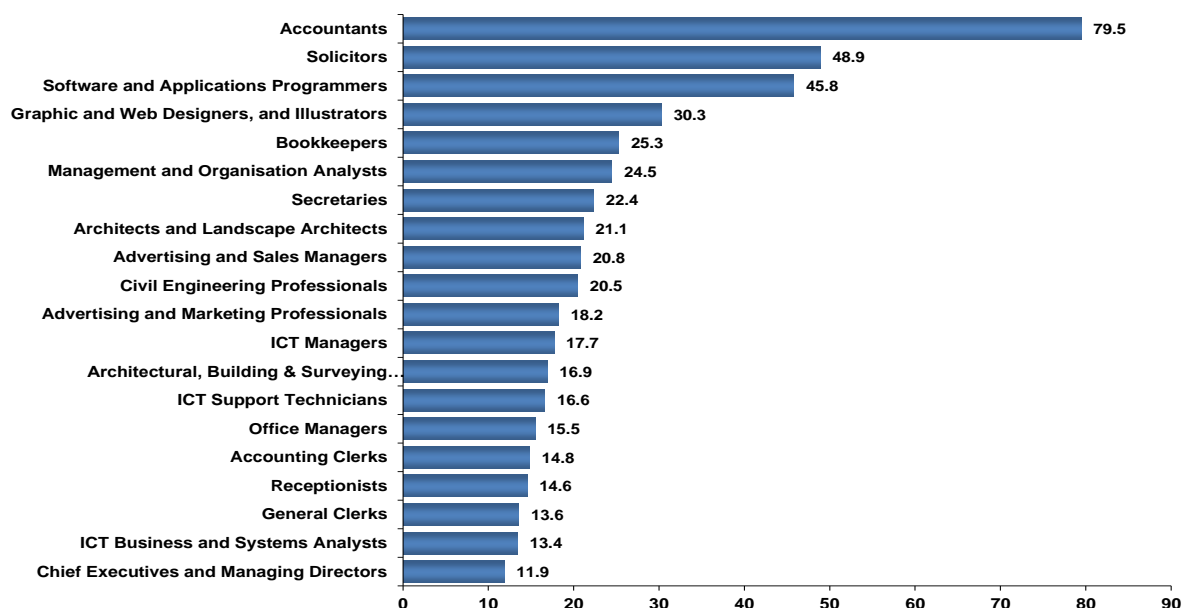


Figure 61: Top 20 Occupations - Professional, Scientific and Technical Services Industry (2012)

National data above shows the top 20 occupations in this sector ¹⁶⁸ provides an indication of the scope and range of employment within the sector. ¹⁶⁹ Employment data for selected occupations and sectors are shown below.

Table 11 Industry employment, WA (2013)¹⁷⁰

Occupation	WA employment (000s)	WA Share of national employment (%)
Finance/Economics		
Accountants	17.6	10.2%
Accounting Clerks	14.5	10.8%
Auditors & Company Secretaries	1.4	7.5%
Bookkeepers	13.6	12.7%
Economists	0.6	8.6%
Finance Managers	5.1	10.8%
Legal		
Barristers	0.4	7.4%
Conveyancers & Legal Executives	1.1	10.4%
Court & Legal Clerks	1.2	10.6%
Solicitors	6.0	7.8%
Advertising & Marketing		
Advertising & Marketing Professionals	3.6	7.5%
Advertising & Sales Managers	13.8	10.4%
Architecture & Surveying		
Architects & Landscape Architects	1.5	7.8%
Architectural, Building & Surveying Technicians	10.8	18.3%
Cartographers & Surveyors	3.6	20.8%
Corporate Management & Analysis		
Chief Executives & Managing Directors	6.1	10.2%
Management & Organisation Analysts	5.3	8.9%

¹⁶⁸ www.imip.gov.au

¹⁶⁹ www.imip.wa.gov.au Industry information/Data tools "Top 20 occupations by industry (2012)"

¹⁷⁰ www.joboutlook.gov.au – WA share data. WA employment numbers derived.

The Professional, Scientific and Professional Services Industry overall employs a relatively low proportion of part-time staff. As shown in Figure 60 previously, part-time workers make up just under 18%¹⁷¹ of the industry's workforce, lower than the average across all industries.

The median age for workers in this industry is 39 years and median earnings are around \$1300 per week (before tax) for full-time employees.¹⁷² Average adult weekly full time earnings (before tax) in WA for the year to May 2012 stood at \$1517.70¹⁷³.

The following figures (62 and 63) show Western Australian employment status by gender in the Professional, Scientific and Technical Services Industry, as at February 2014¹⁷⁴. As indicated, the workforce is dominantly male; however clerical/administrative workers are almost exclusively female, with women significantly underrepresented across all other occupation areas.

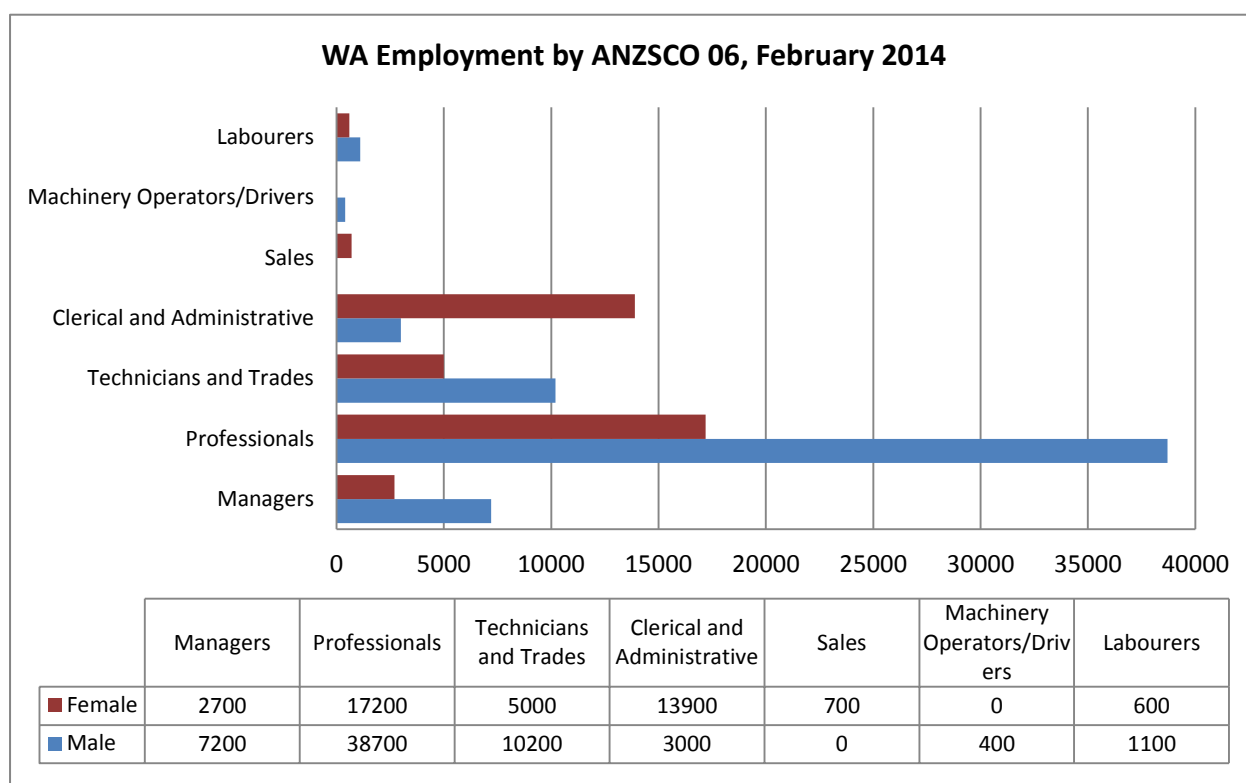


Figure 62: WA Employment by ANZSCO 06, Feb 2014
Source data from Australian Bureau of Statistics (2014)
Labour Force, Australia, Detailed, Quarterly Feb 2014 Cat: 6291.0.55.003, Data Cube E09

¹⁷¹ ABS (2014) *Employment by Industry, Detailed Quarterly, Feb 2014* Cat:6291.0.55.03 retrieved 26/05/14

¹⁷² <http://www.skillsinfo.gov.au/industry-information/professional-scientific-and-technical-services> retrieved September 2012

¹⁷³ ABS (2012) *Average Weekly Earnings, Western Australia* Cat 6302.0 Table 11E retrieved 6/10/12 from www.abs.gov.au

¹⁷⁴ ABS (2014) *Employment by Industry, Detailed Quarterly, Feb 2014* Cat:6291.0.55.03 retrieved 26/05/14

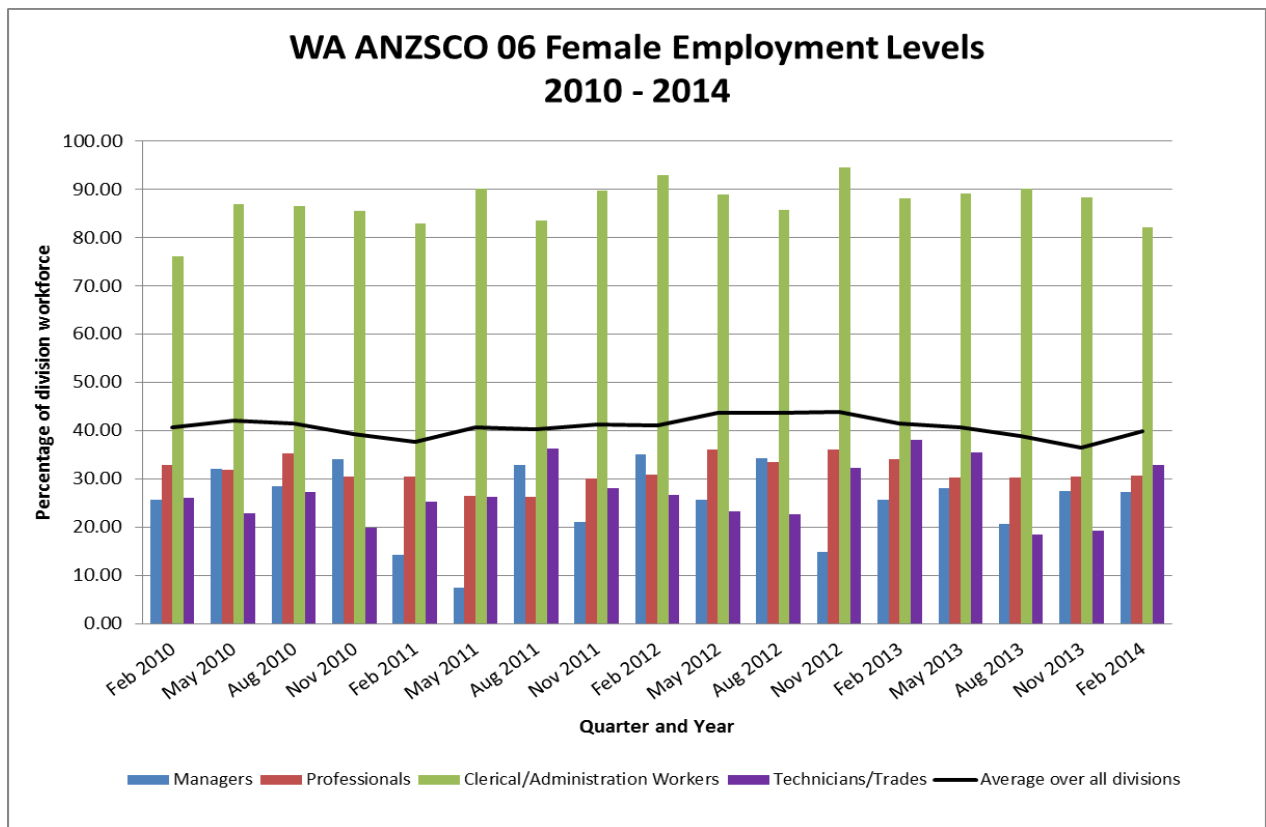


Figure 63: WA ANZSCO 06 Female Employment Levels 2010-14
 Australian Bureau of Statistics (2014)
 Labour Force, Australia, Detailed, Quarterly Feb 2014 Cat: 6291.0.55.003, Data Cube E09

Unsurprisingly, the industry is dominated by professional occupations, with managerial roles comprising only 10% of the workforce, on average for the past 5 years, as indicated in Figure 64.

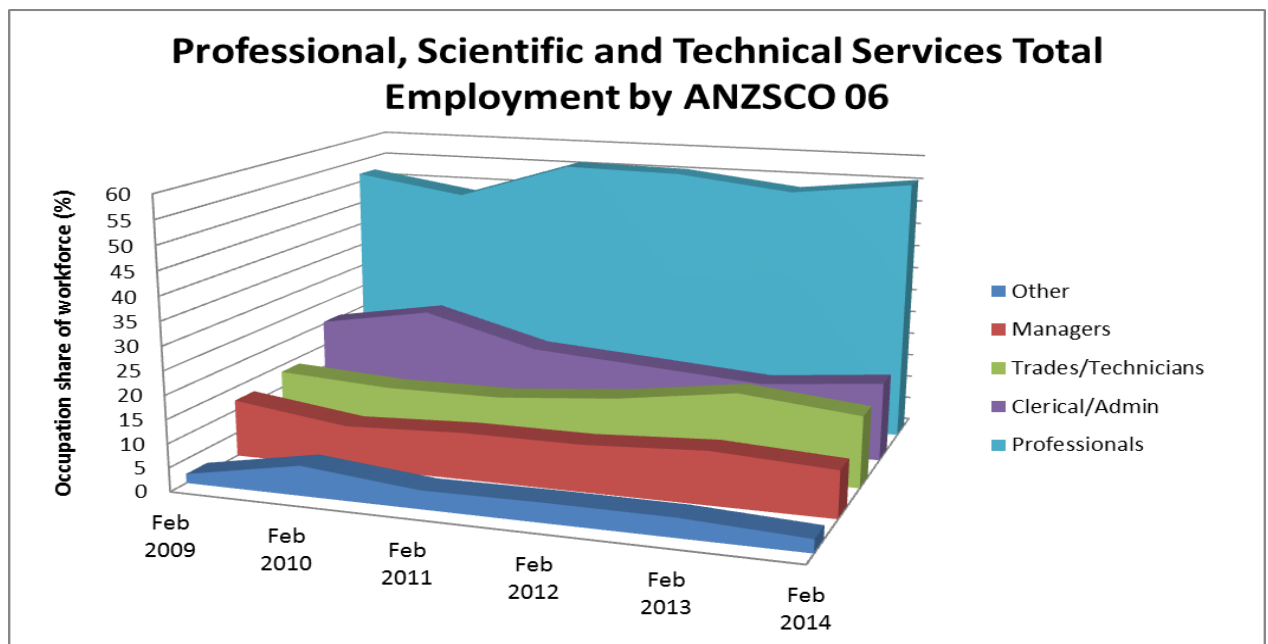


Figure 64: Professional, Scientific and Technical Services Total Employment by ANZSCO 06
 Source data from Australian Bureau of Statistics (2014)
 Labour Force, Australia, Detailed, Quarterly, Feb 2014 (by ANZSCO Major Group, State and Territory and Sex
 Cat:8291.0.55.003

The national educational attainment profile in 2011 (Figure 65) indicates a high level of skills and suitable qualifications (often a bachelor degree or higher) are typically required. A smaller proportion in WA by comparison held post-school qualifications.

In 2006, there were 15,342 professional, scientific and technical service businesses based in WA¹⁷⁵. More recent data suggests this number has grown significantly (Refer Table 12) to more than 20,000 businesses, despite a decline of almost 1000 in the 2012/13 financial year.

More than half of the businesses operating in this industry are non-employing entities, such as sole proprietors and partnerships and of the employing businesses 92% are small enterprises. There is a paucity of large operators based in Western Australia. The data indicates a decline of approximately 4.5% in the number of operating businesses in the 2012/13 financial year, with significantly affected sectors including corporate/head office management and advertising, with the notable absence at the end of the year of large WA-based surveying firms.

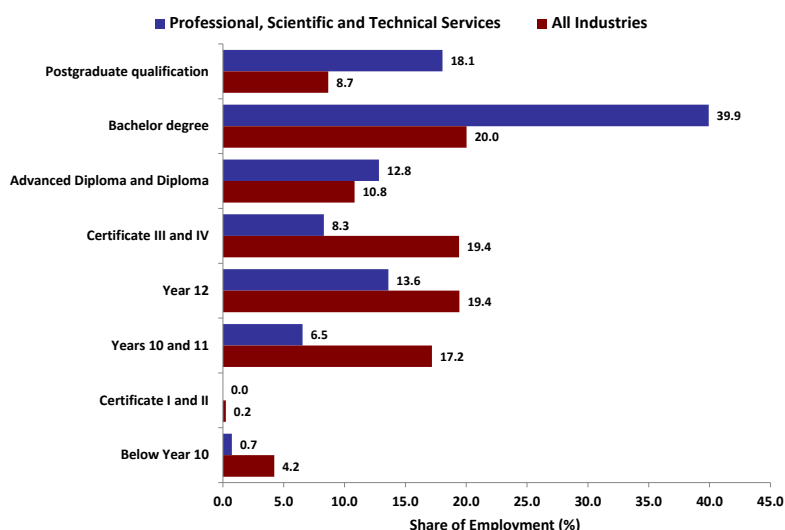


Figure 65: National Education Profile - Professional, Scientific and Technical Services. www.skillsinfo.gov.au

Table 12 Businesses by Industry Class by Main State (WA) by Employment Size Ranges 2012/13¹⁷⁶

FASPTC Portfolio Areas												
Industry Class	Start of Financial Year					End of Financial Year					Change	
	Employment Size					Employment Size						
	Micro	Sml	Med	Large	Total	Micro	Sml	Med	Large	Total	No.	%
Surveying & Mapping Services	379	334	32	3	748	353	332	39	0	724	-24	-3.2%
Legal Services	651	731	40	0	1422	627	740	47	0	1414	-8	-0.6%
Accounting Services	1858	1471	54	0	3383	1788	1446	54	3	3291	-92	-2.7%
Advertising Services	532	243	12	0	787	464	229	17	0	710	-77	-9.8%
Market Research & Statistical Services	129	65	5	0	199	116	61	7	0	184	-15	-7.5%
Corporate Head Office Management Services	14	8	4	3	29	12	7	4	3	26	-3	-10.3%
Management Advice/Related Consulting Services	3528	2103	89	4	5724	3169	2077	102	5	5353	-371	-6.5%
Total	7091	4955	236	10	12292	6529	4892	270	11	11702	-590	-4.8%

¹⁷⁵ ABS (2006) Census of Population and Housing cited in *Professional, Scientific and Technical Services in WA: 2011 labour market overview*, retrieved 21/10/12 from www.commerce.wa.gov.au

¹⁷⁶ ABS (2012) *Counts of Australian Businesses including Entries and Exits* (Cat.no.8165.0), Jun 2009 to Jun 2013 retrieved 21/07/14 from www.abs.gov.au

Other												
	Micro	Sml	Med	Large	Total	Micro	Sml	Med	Large	Total	No.	%
Scientific Research Services	248	109	8	0	365	220	106	6	0	332	-33	-9.0%
Architectural Services	1022	631	25	0	1678	987	603	21	3	1614	-64	-3.8%
Engineering Design & Consulting	2362	2363	166	10	4901	2211	2306	172	12	4701	-200	-4.1%
Other Specialised Design Services	801	371	8	0	1180	762	366	6	0	1134	-46	-3.9%
Scientific Testing & Analysis Services	345	294	29	8	676	322	287	29	6	644	-32	-4.7%
Veterinary Services	108	197	20	0	325	108	195	27	0	330	5	+1.5%
Professional Photographic Services	461	105	3	0	569	421	97	3	0	521	-48	-8.4%
Other Professional Scientific & Technical n.e.c	171	80	5	0	256	155	79	7	0	241	-15	-5.9%
Total	5518	4150	264	18	9950	5186	4039	271	21	9517	-433	-4.4%

Professional, Scientific and Technical Services Occupations dealt with in this plan include:

- Surveying and mapping services (M6922)
- Legal (M6931) and accounting services (M6932);
- Advertising services (M6940);
- Market research and statistical services (M6950);
- Management and related consulting services (M696) (including corporate head office management services M6961, and management advice and related consulting services M6962);
- Other professional, scientific and technological services (M6999).

Overview of the Surveying & Spatial Information Services Industry

- [Industry Analysis](#)

The Sector comprises people and agencies providing services in the following areas:

- Mapping science
- Remote sensing
- Surveying
- Cartography
- Town planning
- Geographic information services.

The industry is large with over 90,000¹⁷⁷ workers across the nation. Occupations and job roles include the following:

- Cartographer
- Cartographic Technician
- Geographic Information Systems Officer
- Geologist
- Geoscience Technician
- Survey Assistant
- Surveying Technician
- Surveyor.

The industry involves gathering data about a location, its environment and measuring various aspects of the terrain. This includes physical and man-made features as well as magnetic, seismic, gravitational, electrical and electromagnetic properties. The collated data is then mapped and used by many different sectors, including mining exploration, environmental monitoring, construction, land management and ownership, and in urban planning.

Spatial data in its simplest form is concerned with the identification of location or position. It also includes physical characteristics of and relationships between objects. Over 80% of the data currently used in government, commerce, and industry is spatially referenced. Examples of this spatial reference include; street address, postcode, work location, product delivery network, shopping district, local government district, customer location, and service delivery route.

The spatial information industry comprises a range of disciplines, which include remote sensing and photogrammetry, mapping and surveying, land administration and geographic information systems, together with related software development and provision of value-added services. Its major product markets and user communities include environmental monitoring, mobile location-based services, customer relationship management and the management of natural resources, assets, land and emergencies.

It contains a wide range of commercial (private sector) entities, government agencies at national, State, Territory, regional and local levels, not-for-profit bodies in the academic sector and non-governmental organisations, and bodies falling among and across these sectors such as commercialised government enterprises, joint ventures and research and development corporations.¹⁷⁸

IBIS World has reported¹⁷⁹:

- industry revenue of around \$2.95 billion in 2011-12, up 4.6% from the previous year;
- industry value added \$1.77 billion or 0.1% of Australia's GDP (about half operating profit and the balance wage costs);
- revenue growth averaging 5.0% per annum over the past five years, greatly exceeding the pace of GDP growth (2.9% per annum), which is attributed to investment into key infrastructure (particularly mining, pipeline, road, water supply and railway developments), and the stimulus of Federal Government Building the Education Revolution (BER) spending on primary school refurbishments.

¹⁷⁷ <http://www.cpsisc.com.au/resource-centre/cpp07/PSUG/ImpSIS/SISIntroduction> - October 2012

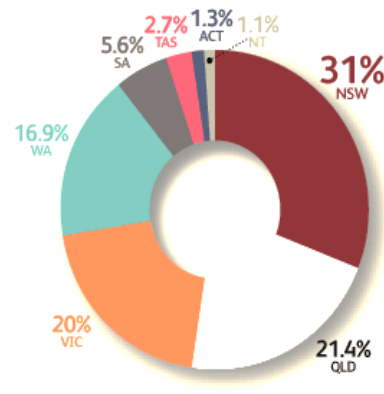
¹⁷⁸ <http://www.cpsisc.com.au/resource-centre/cpp07/PSUG/ImpSIS/SISIntroduction> - October 2012

¹⁷⁹ <http://clients1.ibisworld.com.au/reports/au/industry/atagance.aspx?entid=551> September 2012

Figure 66 indicates that Surveying Businesses in Western Australia take up 16.9% of the Australian surveying business sector.

In Western Australia there are 651 registered surveyors with 232¹⁸⁰ practising as Licensed Surveyors regulated under the Land Surveyors Licensing Board of Western Australia. The principal activities of this industry include construction services and traditional cadastral boundary surveys, which relate to land title ownership issues and measurement of the earth's surface. Surveyors provide this service to clients who include building contractors, property developers and mining companies.

Business locations



SOURCE: WWW.IBISWORLD.COM.AU

Figure 66: Business Locations – Surveying
www.ibisworld.com.au

- Industry Trends

Surveying and Spatial Sciences are rapidly growing disciplines and nearly all aspects of industry, science and society are finding an increasing need for high quality information in order to make reliable decisions.

As the industry becomes established, more people are becoming aware of the benefits of using spatial information and associated systems. New communities of practice, such as emergency managers and natural resource managers, are using spatial information as a tool to assist in the decision-making process.

Demand for surveying services is forecast to maintain strong growth over the next two years, stemming from the demand generated by the continued expansion in the infrastructure construction market and the cyclical resurgence of investment into housing and commercial building construction (particularly office and retail store development). Stronger demand for cadastral, construction and boundary surveying services in these markets and reconstruction activity in the flood-affected regions will help cushion the industry from weakening public investment into the educational and health building markets

- Labour & Skills Demand

Strong demand for qualified surveying professionals is largely due to growth in the civil and commercial construction sectors and mining in Western Australia and this indicates shortages, particularly in cadastral surveying.¹⁸¹ Surveying and spatial stand out as property services occupations with high demand and limited skilled personnel.

Highly skilled migrants with extensive overseas experience and qualifications have difficulty gaining employment in the industry due to their lack of local experience, professional networks and knowledge of the property market and workplace culture.

¹⁸⁰ Land Surveyors Licensing Board of WA – May 2014

¹⁸¹ <http://www.cpsisc.com.au/NewsArticles/environmental-scan> -2012-13

Weekly average earnings for major occupations:

- Surveying Technician - \$800
- Survey Hand - \$600
- Spatial Field Hand - \$1,100
- GIS Assistant - \$1,000
- Surveyor - \$1,200

Note regarding wages - Earnings in the Surveying Industry vary widely, depending on the industry, experience, qualification and work site location. Working within the Mining Industry can attract higher salaries for both mining and engineering surveyors, especially for fly in-fly out workers.

As indicated in the following graph women are not well represented in the surveying sector and this area should be looked at to address future labour shortages.

• Regional Impact

The Training Council has visited each of the regions of the State during 2012 and obtained first hand feedback on skilled labour and workforce development needs from business, government and education/training institutions. Although regional differences were apparent across industry sectors the lack of qualified Surveyors was consistently evident, from mining in the north to the property industry in the south of the state.

Further regional research and enquiry is needed to understand:

- the barriers to regional traineeship uptake, which may include client (trainee) awareness and information; small business employer demand/support, including through group training arrangements; and registered training organisation service/supply factors;
- the employment destination of graduates of higher education and VET, by course and location;
- the level of 'fee for service' training activity and availability in the regions.

The FAPSTC concluded the Transitions and Pathways Program (TAPP) in December 2013, which addressed these issues. The TAPP project was funded by the Australian Government Department of Industry, Innovation, Science, Research and Tertiary Education through the Australian Apprenticeships Mentoring Package.

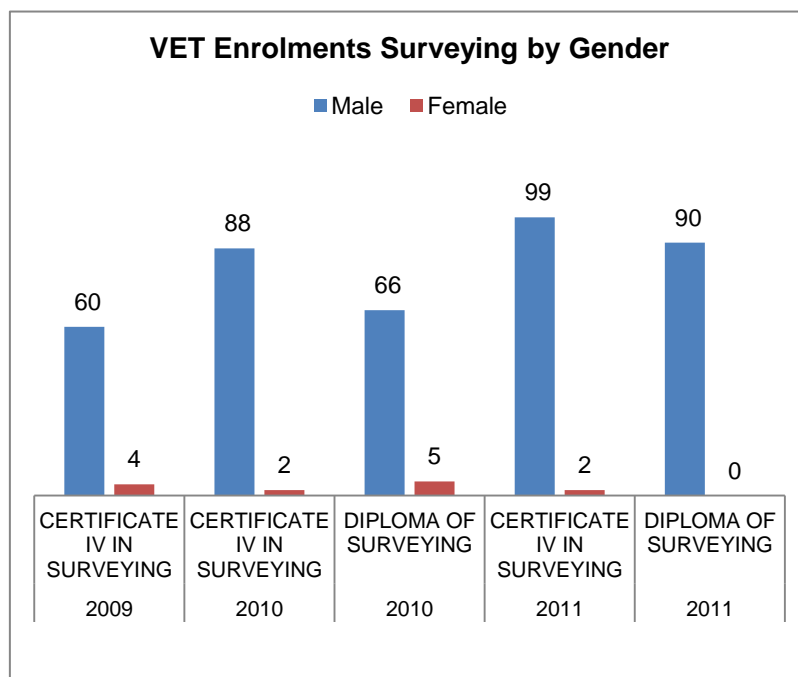


Figure 67: VET Enrolments by Gender - Surveying

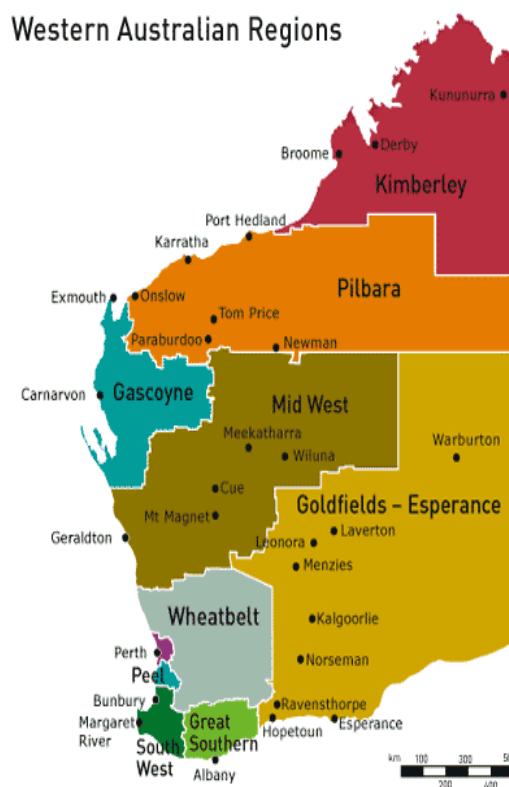


Figure 68: Western Australian Regions

- Regulatory Requirements

The Land Surveyors' Licensing Board of Western Australia regulates the Licensed Surveyors Act 1909—1976 and under the Act a Licensed Surveyor with a current Practising Certificate is the only person with the authority to carry out and authorise survey in Western Australia.¹⁸²

A Licensed Surveyor with a current Practising Certificate is the only person with the authority to carry out Authorised Surveys (cadastral) as defined under the Licensed Surveyor Act.

The requirements for Registration as a Licensed Surveyor in Western Australia are:

- Approved Degree in Surveying (Curtin Uni in WA)
- At least 18 years of age
- A Certificate of Competency
- Complies with Section 7 of the Licensed Surveyors Act 1909

Requirements for a Certificate of Competency are:

- Two years training under a Professional Training Agreement with a Licensed Surveyor.
- Application of Survey Law Examination
- Practical Examinations
- Projects
- Professional Interviews¹⁸³

- Gender / Age Participation

The age of entrants into professional training agreements is often in late twenties to early thirties and the time taken to obtain registration is increasing due to the demand in the mining and mining construction sectors. The average age for industry participation remains at 36 years of age and the ageing profile of Licensed Surveyors will see an increase in the rate of retirement and firms are increasing their training as part of succession planning.

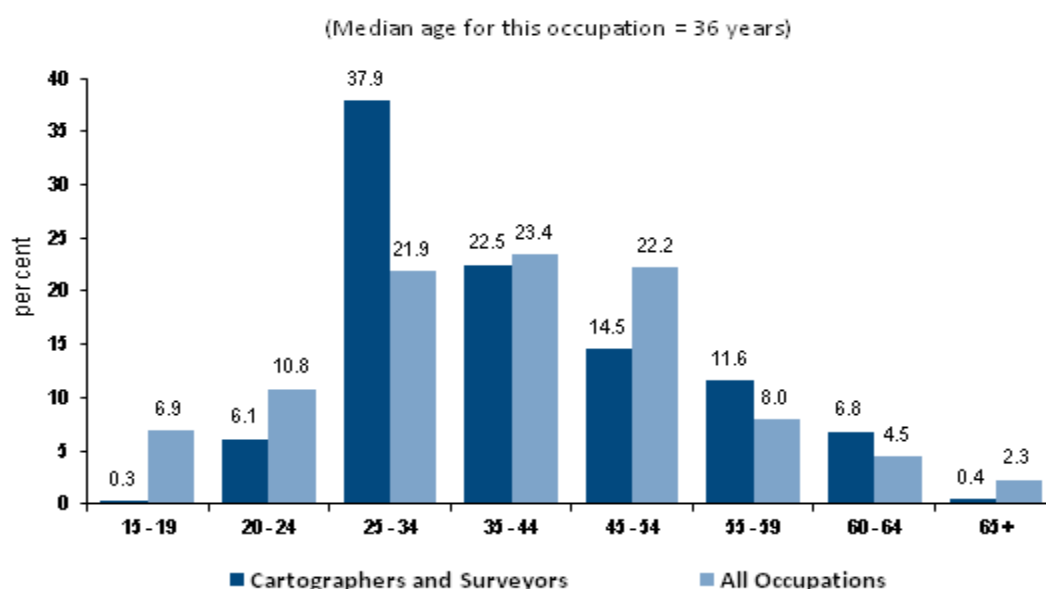


Figure 69: Age Profile - Surveying Industry¹⁸⁴

¹⁸² Land Surveyors Licensing Board of WA

¹⁸³ Land Surveyors Licensing Board of WA

¹⁸⁴ <http://joboutlook.gov.au/occupation.aspx?search=alpha&tab=stats&cluster=&code=2322&graph=AG> Source: ABS Labour Force Survey, annual average 2012.

The number of female workers still remains far less than male industry participants with more males completing surveying qualifications.

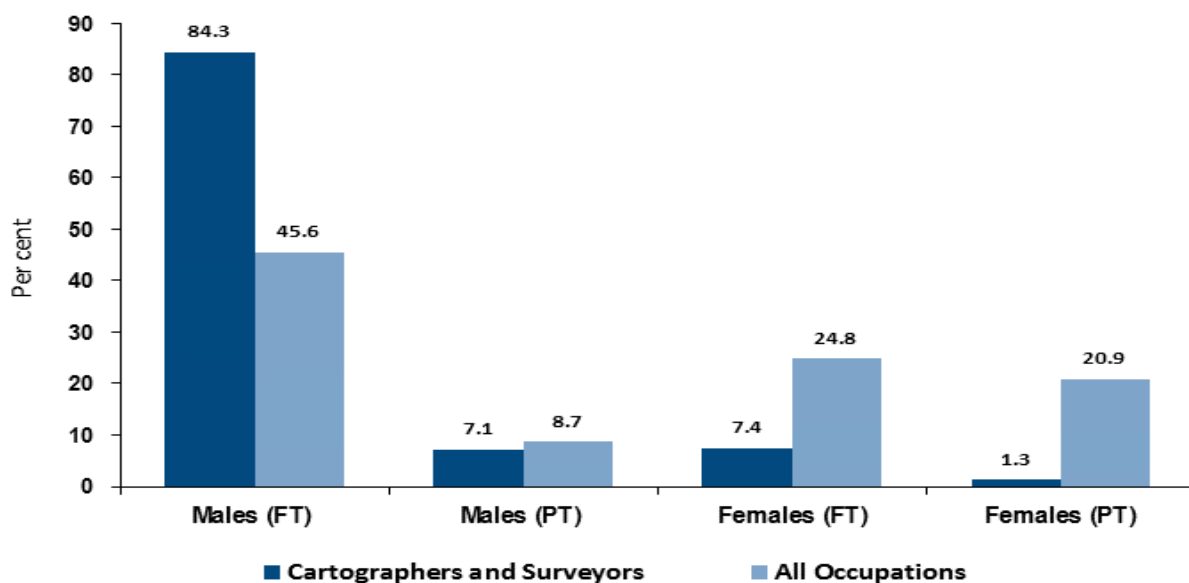


Figure 70: Gender Profile - Surveying Industry¹⁸⁵

- Under-represented Groups Participation

Under-represented groups within industry may include:

- Indigenous Australians
- People from a non-English speaking background
- People with a disability

Indigenous Australians

Some indigenous people are still finding it difficult to find employment in the surveying and spatial information industry due to the requirement for medium to high standards of literacy and numeracy.¹⁸⁶

25000 people live in the Shire of Roebourne and indigenous people make up approximately 20% of the population within the Shire. The high cost of living within the region is impacting on everyone and for Indigenous people it is creating issues with housing. The worker, when confronted with earning an income, will hesitate to take employment as they risk their 'Homeswest Home' being taken away from them and due to this they face pressure from others in their community who depend on that accommodation.

The Ashburton Aboriginal Corporation in Karratha manages 1400 Indigenous people within the region. Issues around domestic violence, drug and alcohol abuse, no driver's licenses and fine defaulters were a contributing factor to indigenous people not working or attending pre-employment programs in the region.¹⁸⁷

¹⁸⁵ <http://joboutlook.gov.au/occupation.aspx?search=alpha&tab=stats&cluster=&code=2322&graph=GE> Source: ABS Labour Force Survey, annual average 2012.

¹⁸⁶ TAPP Report August 2012

¹⁸⁷ TAPP Report August 2012

People from a Non-English Speaking Background

Language, literacy and numeracy are important assets for new entrants to the surveying and spatial information industry. Speaking a second language is an advantage when working in the industry but clear foundation skills are necessary and the lack of those skills are a barrier to entry.

Highly skilled migrants with extensive overseas experience and qualifications have difficulty gaining employment in the industry due to their qualifications not being recognised for licensing purposes. Prospective workers also lack local experience, professional networks and knowledge of the property market and workplace culture.

People with a Disability

Although tasks performed in the surveying and spatial information industry are varied, people with a disability are not represented.

Overview of the Legal Services Industry

- [Industry Analysis](#)

Legal services professionals are involved in the management of information, systems, and procedures and the implementation of a range of executive, judiciary and legislative requirements, including in relation to civil, criminal and litigious matters.

As indicated previously in Table 11, there are approximately 6000 solicitors and 400 barristers working in WA. Additionally, according to information recently released by the Law Society of NSW, based on commissioned research¹⁸⁸:

- 72.4% of WA's solicitors work in central Perth, 20.8% are in a suburban location, 3.9% work in rural/country WA and 2.7% are working interstate or overseas
- 75.5% are employed in private practice, the remainder (11.7%) in the corporate sector and in government (6.3%, of which 69.9% are female, compared to the national average of 57.5%), and
- mean age of WA solicitors is 41.2

The most current data from the Australian Bureau of Statistics indicates that there were 1414 legal services businesses in operation at the end of the 2012/13 financial year, a decrease of 8, or 0.6% over the number operating at the start of the financial year. The majority (52%) of legal businesses small enterprises employing less than 20 people. A further 44% are non-employing microbusinesses (sole proprietorships etc). There has, however, been an increase in the number of medium sized enterprises (20-199 employees), although there are no large enterprises based in the state. (Refer Table 12). However a number of large firms do maintain offices in the state with large numbers of employees, including legal clerks/secretaries and other support and ancillary staff. On average, a ratio of 1.7 (non-legal) to 1 (legal)¹⁸⁹ applies.

¹⁸⁸ Law Society of NSW (2012) *2011 National Profile Final Report*

¹⁸⁹ WA Business News *Book of Lists 2011/12* p.60-62/p.71-73

The nature of the work of barristers is captured below¹⁹⁰, showing that profession derives the majority of fee income from commercial law, followed by personal injury and criminal law.

The nature of work undertaken by other legal services providers including solicitor firms is represented below¹⁹¹. Commercial and property fee income is predominant.

In 2010 research into employee motivation and satisfaction conducted for the on-line recruitment firm Seek¹⁹², 87% of employees in the legal profession are very happy with their job – the highest rating of any occupational group. According to this research, they are also least likely to welcome an approach via social media to a job opportunity.

• Industry Trends

Nationally, the legal profession is projected to grow at the rate of 2.9% pa (solicitors) and 2.8% pa (barristers) over the next five years to 2016-17¹⁹³ while accountants and auditors have a projected growth rate of 1.4% pa and 1.5% pa respectively.

Recent employment trends in the legal and accounting services sector in WA (Figure 73 opposite¹⁹⁴) suggest an uneven growth path, with employment numbers fluctuating significantly from year to year.

In a possible sign of the immediate direction for employment growth in the legal services sector, a recent King &

Wood Mallesons (KWM) survey¹⁹⁵ of 350 in-house lawyers from 220

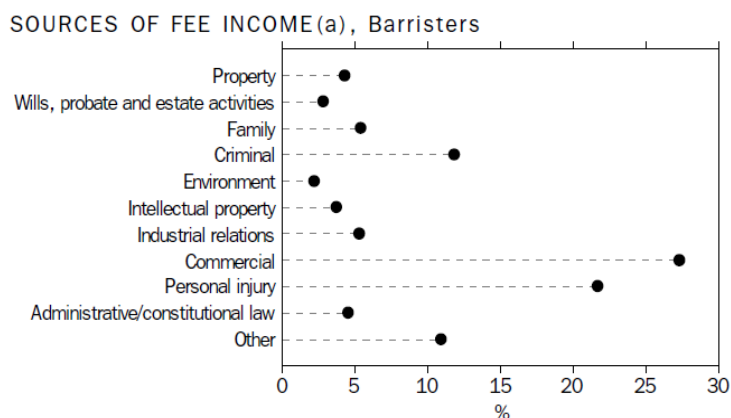


Figure 71: Sources of fee income - Barristers

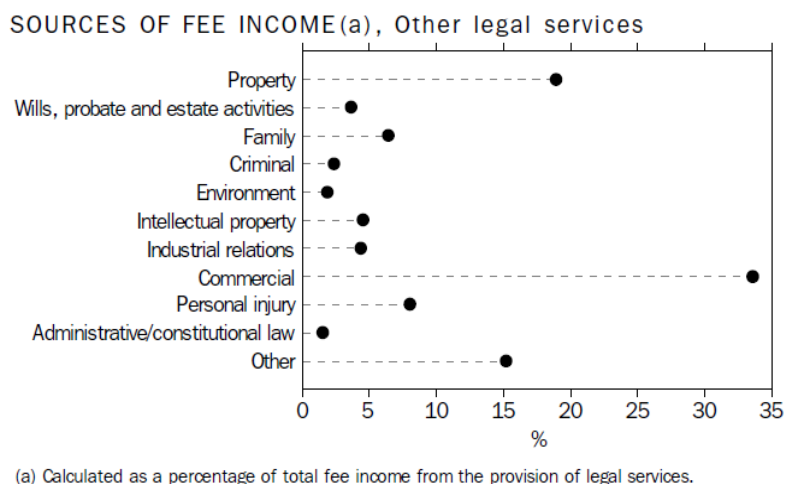


Figure 72: Sources of fee income - Other legal services

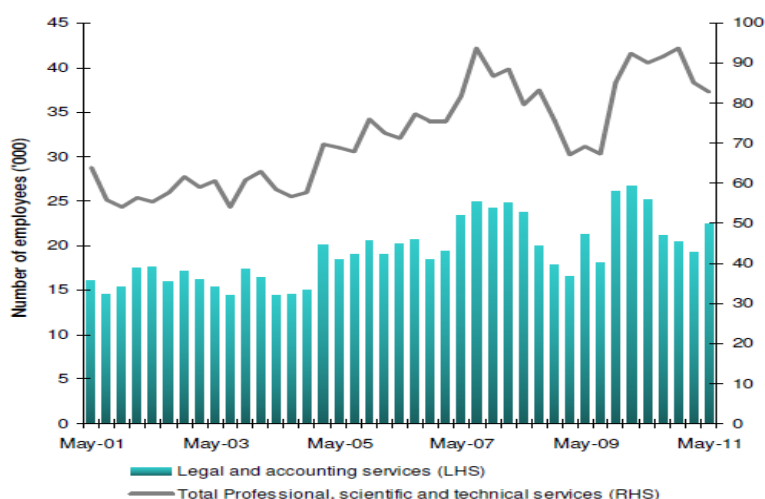


Figure 73: Employment Trends - Legal and Accounting Services
www.commerce.wa.gov.au

¹⁹⁰ ABS (2009) *Legal Services Australia* Cat.no 8667.0 retrieved 14/10/12 from www.abs.gov.au

¹⁹¹ ABS (2009) *Legal Services Australia* Cat.no 8667.0 retrieved 14/10/12 from www.abs.gov.au

¹⁹² Seek (2010) *Australian Employee Satisfaction & Motivation Study* p.41 retrieved 26/10/12 from www.seek.com.au

¹⁹³ DEEWR (2012) *Industry Employment Projections, 2012 Report* retrieved 20/10/12 from www.deewr.gov.au

¹⁹⁴ Department of Commerce (2011) *Labour Market Overview* p.2 retrieved 21/10/12 from www.commerce.wa.gov.au

¹⁹⁵ Australian Financial Review (31/8/2012) *Pie Shrinking, Firms Warned* p.36

organisations Australia-wide reported that 79 per cent of in-house lawyers expected either no substantial change to their external legal services budget in the next year (50%) or a decrease (29%). In the same survey conducted last year 53 percent of in-house lawyers predicted their team would grow in the next 3 years. That fell to 37 per cent this year. The report also noted pressure on in-house legal team budgets, likely to limit employment opportunities.

Adding to the trend of diminishing returns and resource industry dependence in this sector, WA corporate lawyers and accountants have so far advised on 157 equity capital markets transactions valued in excess of \$2,225.4 million in 2012, all but seven (7) of which are mining/resource-related. In 2011, the corresponding numbers were more than double – at 336 and \$8,207.5 million. There have been 142 mergers and acquisitions transactions so far this year (more than 100 of these have involved the resources/energy sector) totaling \$26,981.7 million whereas in 2011, a total of 142 transactions were valued at \$46,520.3 million¹⁹⁶.

- **Labour and Skill Demand**

The practice of law has long been a sought after career, for its high profile status, high earning potential and low level of unemployment. Qualifications are portable and experience is highly valued.

In 2012, the University of Western Australia (UWA) enrolled 46 undergraduates in the Bachelor of Laws degree program, with a further 445 undertaking a combined Bachelor of Laws/ Commerce undergraduate degree. In addition, a large number of students are combining law with other general and specialist fields of study such as Engineering/Science/Health/Arts. In 2011, there were approximately 40 Bachelor of Laws graduates from UWA and several hundred more who graduated with double degrees that included Law¹⁹⁷.

There are currently 57 articled clerks registered with the Legal Practice Board of Western Australia, of whom 12 are employed by government agencies, 44 are in private practice and one (1) is employed in the corporate sector¹⁹⁸.

West Australian data reported by the Law Society of NSW is shown in Table 13 and confirms that private practice firms in WA play a major role in recruiting newly qualified practitioners. Few solicitors join the corporate sector in their first year following admission while the number of government solicitors shows a wide range in years of experience.

Table 13 Legal profession, employment sector (WA, 2011)¹⁹⁹

Years since admission	Private Practice		Corporate		Government		TOTAL	%
≤ 1 year	362	11.9%	7	1.5%	25	9.8%	394	10.5%
1-5 years	755	24.8%	113	24.0	68	26.6%	936	25%
6-10 years	521	17.1%	125	2.5%	53	20.7%	699	18.5%
11-14 years	322	10.6%	78	16.6%	21	8.2%	421	11%
15+ years	1018	33.4%	130	27.6%	79	30.9%	1227	32.5%
Unknown	72	2.4%	18	3.8%	10	3.9%	100	2.5%
TOTAL	3050	100.0%	471	100.0%	256	100.0%	3777	100.0%

¹⁹⁶ WA Business News (2012) Corporate Finance (ECM/M&A 2012; 2011) retrieved 21/10/12 from www.wabusinessnews.com

¹⁹⁷ University of Western Australia (2012) *Unistats* Table 3.4;5.2 retrieved 26/10/12 from www.stats.uwa.edu.au

¹⁹⁸ Legal Practice Board of WA (2012) Articled Clerk Register retrieved 19/10/12 from www.lpbwa.org.au

¹⁹⁹ Law Society of NSW (2012) *Law Society National Profile, 2011* p.28

Starting salaries in 2011 for graduates in their first full-time employment and aged less than 25 varied from \$50,000 (in professional practice) to \$53,000 (Government) with a discrepancy of \$2,000 in favour of men, from among the 376 law graduates responding.

However the Seek Employment Index²⁰⁰ reports solicitors at a senior Associate level have been in greatest demand throughout 2012, based on the number of internet job vacancies. Figure 78 opposite shows the current advertising for legal roles across different specialisations.

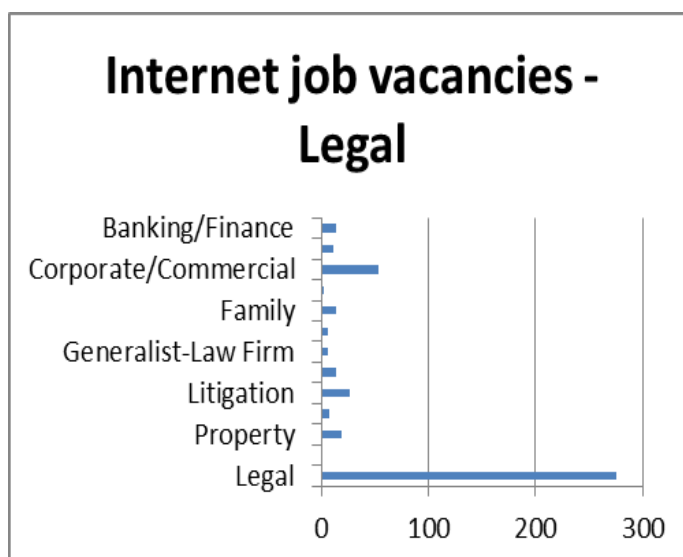


Figure 74: Internet job vacancies – Legal
FAPSTC desktop research, www.seek.com.au, April 2014

- **Regional Impact**

According to the Law Council of Australia²⁰¹ while there are arguably sufficient numbers of law graduates to meet the “skills needs” of legal professional occupations in Australia, there is a severe “recruitment difficulty” in regional, rural and remote areas. A low number of solicitors are located in rural/country WA (3.9%) (Figure 75), and a similarly low proportion (4.1%) of new entrants to the profession are choosing to work in the country.

The intention of the Law Council and the Law Society of Western Australia is to encourage both Australian and foreign graduates and lawyers to take up long term positions in these areas, via the RRR Law program²⁰². In addition, the Law Society of WA in conjunction with Legal Aid WA, the Aboriginal Legal Service of WA and Family Violence Prevention, Legal Services has introduced a Country Lawyers Program to improve the recruitment and retention of lawyers in regional and remote areas. This program is administered by Legal Aid WA with State and Commonwealth Government support.

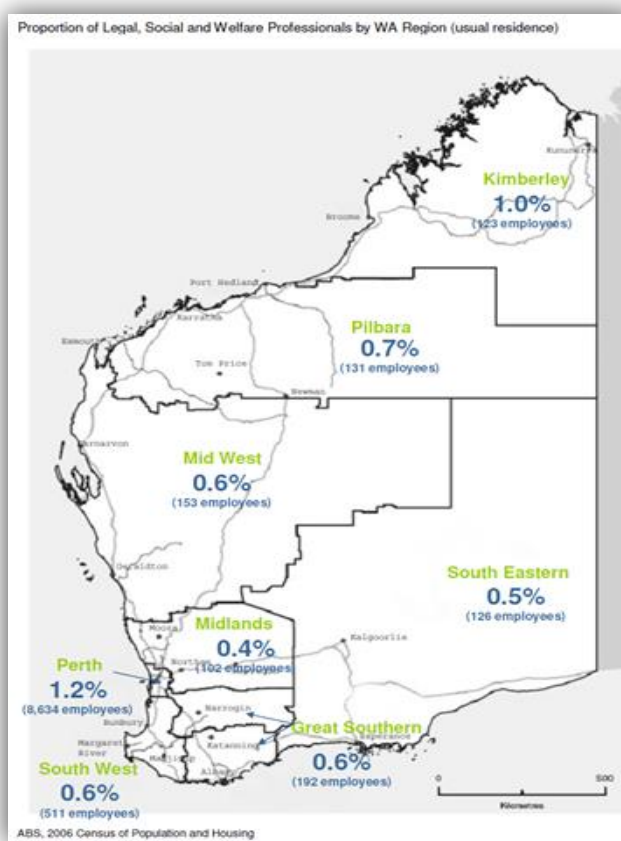


Figure 75: Proportion of Legal, Social and Welfare Professionals by WA Region
www.commerce.wa.gov.au

²⁰⁰ Seek (2012) Seek EI 'Job Seeker Odd Spot' Jan-Sept, 2012 retrieved 25/10/12 from www.seek.com.au

²⁰¹ Law Council of Australia (2012) Submission to AWP 9/12/2011 retrieve 8/10/12 from www.awpa.gov.au

²⁰² The Law Society of Western Australia (2012) *Rural, Regional and Remote Program* retrieved 8/10/12 from www.lawsocietywa.asn.au

- Regulatory Requirements

Lawyers/legal practitioners in Western Australia are regulated under the *Legal Profession Act 2008* and *Legal Profession Rules 2009* and the *Legal Profession Regulations 2009*. The Legal Practice Board is the regulator in Western Australia²⁰³.

The regulations stipulate academic, practical, personal and ongoing CPD requirements which include the following for admission:

- completion of a Bachelor of Law or Juris Doctor degree from the University of WA, Murdoch University, The University of Notre Dame, or Edith Cowan University, or an interstate University or overseas legal qualification assessed by the Board;
- complete approved Practical Legal Training (PLT) or articles of clerkship;
- a Practising Certificate issued by the Law Society of Western Australia, with a period of supervised practice; and
- Satisfy a 'fit and proper' person test.

Practitioners wishing to practice solely as barristers would generally join the WA Bar Association – a voluntary professional association, membership of which is conditional on having completed a Bar Readers' Course (BRC).

- Gender / Age Participation

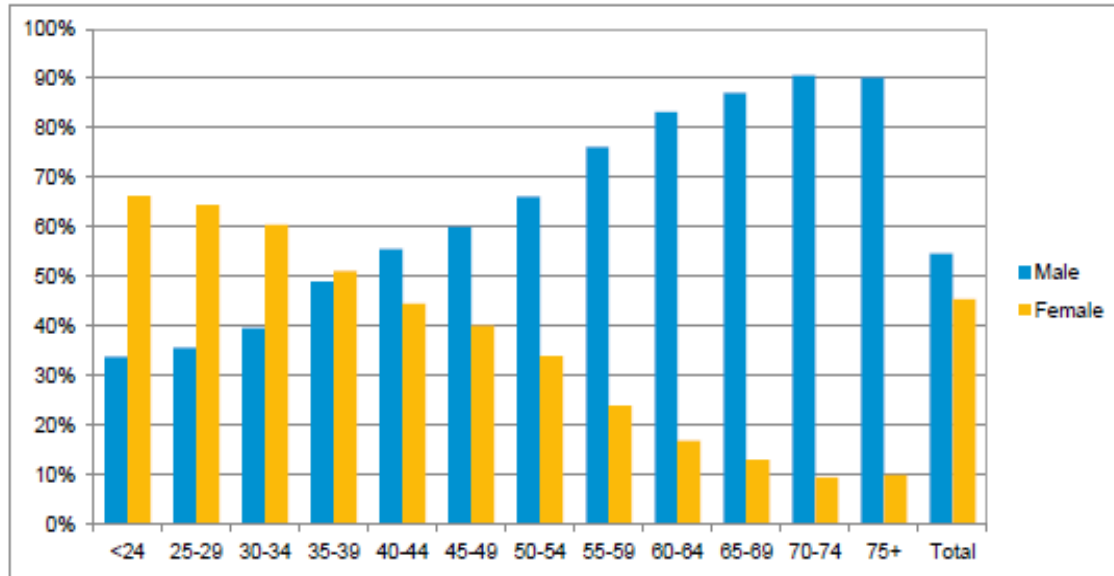
Law Society of NSW data shows a consistent pattern of gender/age participation across all states, represented in the graphic below (Figure 76²⁰⁴). In the legal profession overall, there is a greater proportion of female solicitors than male solicitors in age brackets under 35 years, gender balance for solicitors aged 35 to 39, while male solicitors outnumber females in age brackets over 40 years. WA-specific gender/age participation data from the same source (refer Table 16) mirrors the national profile. Consistent with this data, just 64 of the 808 practicing senior counsel in Australia (7.9 percent) are women²⁰⁵.

²⁰³ Legal Practice Board of Western Australia *Becoming a Lawyer* retrieved 19/10/12 from www.lpbwa.org.au

²⁰⁴ Law Society of NSW (2012) *Law Society National Profile* August 2012, p.8

²⁰⁵ The Australian Women Lawyers cited in The Australian Financial Review (7/9/12) *Few Women in Silk* p.37

FIGURE 4 – AGE PROFILE OF SOLICITORS BY GENDER (%)



Note: excludes ACT and Tasmania (missing data)

Figure 76: Age Profile - Solicitors, by Gender
Law Society of NSW

Table 14: WA legal profession, gender/age participation (2011)

Age	Male		Female		TOTAL
<24	12	0.5%	27	1.5%	39
25-29	293	13.1	471	26.2	764
30-34	246	11.0	390	21.7	636
35-39	304	13.6	234	13.0	538
40-44	315	14.1	223	12.4	538
45-49	256	11.4	145	8.1	401
50-54	260	11.6	124	6.9	384
55-59	236	10.5	80	4.4	316
60-64	154	6.9	39	2.2	193
65-69	85	3.8	17	0.9	102
70-74	23	1.0	1	0.1	24
75+	9	0.4	0	0.0	9
Unknown	46	2.1	48	2.7	94
TOTAL	2239		1799		4038

- [Under-represented Groups Participation](#)

Under-represented groups within industry may include:

- Indigenous Australians
- Mature-aged Workers
- People from a non-English speaking background
- People with a disability

Indigenous Australians

Some indigenous people are still finding it difficult to find employment in the legal services industry due to the requirement for high standards of literacy and numeracy.²⁰⁶

Mature-aged Workers

Mature people are well suited to the legal industry with mature males being well represented as against mature female workers who are not well represented. There is the possibility that women are leaving employment for family commitments, however, the persistent decline in female employment, and lack of rebound is concerning, although the reason for this trend is not clear.

People from a Non-English Speaking Background

Language, literacy and numeracy are important assets for new entrants to the legal services industry. Highly skilled migrants with extensive overseas experience and qualifications have difficulty gaining employment in the industry due to their qualifications not always being recognised. Prospective workers also lack local experience, professional networks and knowledge of the legal system and workplace culture.

People with a Disability

Although tasks performed in the legal services industry are varied and people with a disability are not represented as well as they might be.

Overview of the Accounting Services Industry

- [Industry Analysis](#)

Like the legal profession, accountants may work in private practice, in the corporate or commercial sector, or in government. Members of the profession are represented by three national professional bodies – the Institute of Chartered Accountants (designated CA) whose members are typically working in private practice, Certified Practising Accountants Australia (designated CPA) whose members are more often working in the corporate/commercial sector, and the Institute of Public Accountants (IPA) – previously the National Institute of Accountants (NIA) - whose membership tends to comprise private practitioners in small firms.

While accountant is the top ranked occupation within the Professional, Scientific and Technical Services industry with some 77,600 practitioners nationally, this is less than half the number of accountants employed across all industries (163,400²⁰⁷).

²⁰⁶ TAPP Report August 2012

²⁰⁷ ABS (2011) *Main employing occupations* retrieved 14/10/12 from www.joboutlook.gov.au

Many small and medium enterprise (SME) owner/operators cannot support an accountant and must outsource those services to para-professionals to meet increasingly rigorous reporting and taxation requirements. These may be bookkeepers, accounting clerks, or accounting technicians. Collectively, these occupations number more than 250,000 across all industries (refer Table 15 below²⁰⁸).

Table 15: Accounting services – employment (2012/13)

Occupation & Code	WA Employment (000s) ²⁰⁹	WA Share of National Employment ²¹⁰	WA Employment (000s)	WA Share of National Employment
	2012		2013	
Accountants	15.6	9.2%	17.6	10.2%
Accounting Clerks	19.6	12.6%	14.5	10.8%
Auditors & Company Secretaries	1.1	6.9%	1.4	7.5%
Bookkeepers	13.4	12.4%	13.6	12.7%

The nature of bookkeeping services varies²¹¹ but typically involves maintaining records of financial transactions for clients including the preparation of Business Activity Statements (BAS). This function differs significantly from accounting services in that it does not involve the preparation of highly complex taxation / financial statements. However in both cases practitioners are required to be qualified (refer Regulatory Requirements).

Bookkeepers may also join a professional association – such as the Institute of Certificate Bookkeepers (ICB) and/or the Association of Accounting Technicians (AAT), or join the Australian Bookkeepers Network (ABN). In addition, bookkeepers may become Certified, Accredited or Partners for a range of the accounting software packages, including MYOB, Reckon and Xero. Based on its annual national survey²¹² of practitioners (around 700 of whom are in WA), the Institute of Certified Bookkeepers describes the sector as follows:

- Over 80% female (steady), with approximately 80% aged over 40 and a growing proportion (currently 13%) aged over 60
- Growing proportion of sole traders (almost 50%) with over 90% having an ownership interest in the business they work in
- Declining recruitment activity, but active seeking of new clients by the majority of businesses, with the majority of bookkeepers having referral arrangements with accounting firms
- Just over 50% of bookkeepers currently work 31-50 hours per week, with marked declines in the number working over 50 hours per week
- Almost 25% of bookkeepers are based more than 100km from the nearest capital city, with over 75% of bookkeepers accessing at least some of their clients remotely
- Over 70% have more than one professional membership and/or accreditation
- Strong use/reliance on computerized accounting
- Strong preference for flexible, online continuous education options, such as webinars
- Strong interest in further education around relevant technologies and legislation (BAS/GST)

²⁰⁸ www.joboutlook.gov.au “Employment level (thousands) – Employment by State and Territory”

²⁰⁹ Derived from joboutlook.gov.au data

²¹⁰ www.joboutlook.gov.au, retrieved 21/07/14

²¹² Institute of Certified Bookkeepers (2013) *2009-13 Bookkeeper Comparison Survey*

- Industry Trends

Nationally, the legal profession is projected to grow at the rate of 2.9% pa (solicitors) and 2.8% pa (barristers) over the next five years to 2016-17²¹³ while accountants and auditors have a projected growth rate of 1.4% pa and 1.5% pa respectively.

Recent employment trends in the legal and accounting services sector²¹⁴ suggest an uneven growth path, with employment numbers fluctuating significantly from year to year (refer Figure 81, following).

In a possible sign of the immediate direction for employment growth in the legal services sector, a recent King & Wood Mallesons (KWM) survey²¹⁵ of 350 in-house lawyers from 220 organisations Australia-wide reported that 79 per cent of in-house lawyers expected either no substantial change to their external legal services budget in the next year (50%) or a decrease (29%). In the same survey conducted last year 53 percent of in-house lawyers predicted their team would grow in the next 3 years. That fell to 37 per cent this year. The report also noted pressure on in-house legal team budgets, likely to limit employment opportunities.

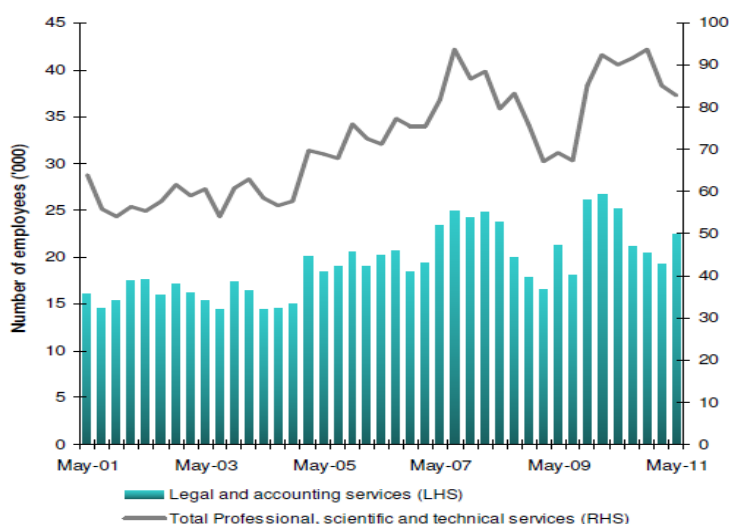


Figure 77: Employment Trends - Legal and Accounting Services
www.commerce.wa.gov.au

Adding to the trend of diminishing returns and resource industry dependence in this sector, WA corporate lawyers and accountants have so far advised on 157 equity capital markets transactions valued in excess of \$2,225.4 million in 2012, all but seven (7) of which are mining/resource-related. In 2011, the corresponding numbers were more than double – at 336 and \$8,207.5 million. There have been 142 mergers and acquisitions transactions so far this year (more than 100 of these have involved the resources/energy sector) totaling \$26,981.7 million whereas in 2011, a total of 142 transactions were valued at \$46,520.3 million²¹⁶.

Interestingly, it is noted that advertising for corporate management roles are starting to show an employer desire for accounting qualifications, potentially a risk mitigation strategy in the current economic climate, or an indication that high level management roles are starting to become more diverse in their responsibilities and job tasks. Meanwhile Bookkeepers are being given increasing responsibility by both businesses and regulators (such as the Tax Practitioners Board), and many are undertaking study to become registered BAS Agents. This reflects an increasing uptake by SMEs of bookkeepers, to oversee finances, prepare and maintain documentation and liaise with the business' accountant.

Within the bookkeeping sector, businesses have branched out their service provision into areas such as training, consulting, payroll/end of year, software installation and debt collection as well as being authorized to make payments on their client's behalf in many cases.

²¹³ DEEWR (2012) *Industry Employment Projections, 2012 Report* retrieved 20/10/12 from www.deewr.gov.au

²¹⁴ Department of Commerce (2011) *Labour Market Overview* p.2 retrieved 21/10/12 from www.commerce.wa.gov.au

²¹⁵ Australian Financial Review (31/8/2012) *Pie Shrinking, Firms Warned* p.36

²¹⁶ WA Business News (2012) Corporate Finance (ECM/M&A 2012; 2011) retrieved 21/10/12 from www.wabusinessnews.com

Increasingly, bookkeepers are unsatisfied with the financial return of their business, a sentiment shared by more than half of bookkeepers in 2013²¹⁷. The sector remains one of keen uptake of technology, with rapid changes including new software packages, new live and cloud-based platforms, mobile applications and software partner programs. The workforce demographic is typically one that has actively pursued a pathway offering flexibility and independence, so the development and subsequent uptake and enthusiasm for new technology that enables effective remote service provision is not surprising. However it is challenging given bookkeepers work between key stakeholders such as business owners and their accountants, as well as across industries, meaning many require high level skills in multiple software packages and platforms.

In addition to requiring on-going training in software packages, bookkeepers, the majority of whom go on to become BAS Agents as well, require regular education on BAS and GST legislation, and the significant numbers of bookkeepers with professional memberships to organisations like the ICB often engage with network meetings, conferences and workshops to meet the education portion of their membership requirements (more than 80% of ICB survey respondents had completed 10 – 30+ hours of education in the preceding year). Given the recognised entry level qualification is a Certificate IV in Bookkeeping, this is fast becoming a sector with high educational requirements and recognition, with almost 20% of bookkeepers holding bookkeeping or accounting qualification above Certificate IV level. It is rarely the case any longer that individuals enter the industry informally, (wives looking after their husband's books), with traditional family arrangements now typically including the obtaining of the formal qualification. Guided by the professional bodies, the professionalism, recognition and value of bookkeepers is rapidly increasing and WA has active ICB networks, hosted the recent ICB conference and has a new quality, specialist RTO servicing the sector, all positive indicators for the sector.

- Labour and Skill Demand

Accountants and bookkeepers are in high demand within the business/financial and commercial sector although industry liaison has suggested some softening in demand in professional practice, even redundancies due to restructuring within major national accounting firms seeking efficiencies from centralisation of internal support services²¹⁸. After a period of consolidation in recent years, “the Big Four” accounting firms (referring to Ernst & Young, Deloitte, Price Waterhouse Coopers and KPMG) each employs between 400 and 600 accountants, and account for more than 60% of the number of accountants employed by the top 20 firms in Perth, although more than 300 are at WA-based RSM Bird Cameron.

Michael Page (recruitment) reports Perth is home to the nation's most highly paid accountants and finance directors, with a so-called ‘war for talent’ leading to an escalation in salaries to attract mid-management accounting roles²¹⁹.

According to DEEWR research²²⁰ recruitment difficulties remain for some specialist areas in accounting such as taxation, audit, self-managed superannuation funds or working with resource sector businesses. An extract from the relevant Occupational Report appears overleaf.

²¹⁷ Institute of Certified Bookkeepers (2013) *2009-13 Bookkeeper Comparison Survey*

²¹⁸ Australian Financial Review (16/5/12) *Client-centric PwC chief axes 211 jobs*

²¹⁹ Australian Financial Review (11/7/12) *Perth tops the country's pay stakes*

²²⁰ DEEWR (2012) *Occupational reports – Accountants, WA* (May, 2012) retrieved 19/10/12 from www.deewr.gov.au

DEEWR research also confirms industry advice: those candidates with an accounting qualification (VET, higher education or international) may not necessarily meet the needs of industry, in the absence of practical skills and experience.

In a recent survey of recruitment trends in the professional services sector, 41% of employers would NOT consider employing or sponsoring a qualified overseas candidate²²¹ while one provider of internship programs has reported a 50.4% success rate (employment offer on completion) to qualified international accounting interns.

In addition, while data suggests a marked increase in the number of WA accounting services businesses in the year to June 2011²²², growth was slower to June 2012 and business numbers contracted in the year to June 2013. The rate of growth in employment in this sector in WA (14% over 5 years) while positive, has not matched the rate of growth in mining-related activity and has been attributed to 'leakage' in accounting and other consulting services to providers outside of the state.²²³

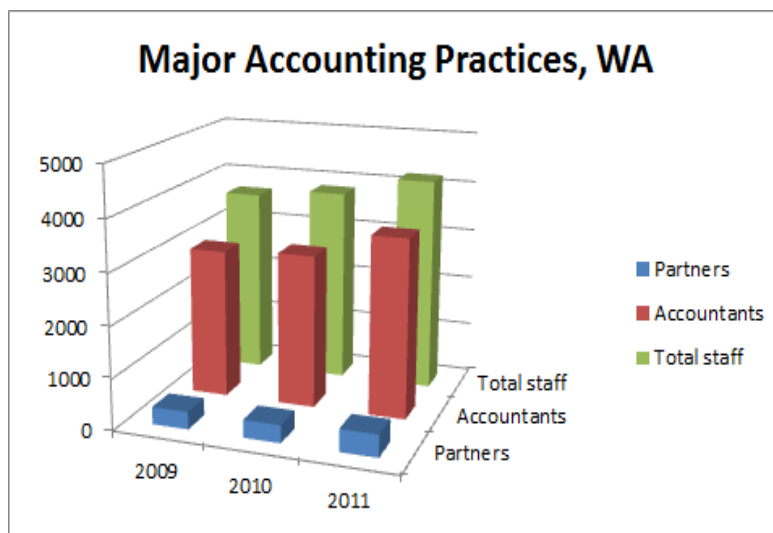


Figure 78: Major accounting practices (WA)
Source data from WA Business News, Book of Lists 2010-12

Figure 79 opposite, and the following survey results, show a snapshot of recent internet advertising of job vacancies for Accounting Services and an occupational report for accountant's positions in Western Australia.

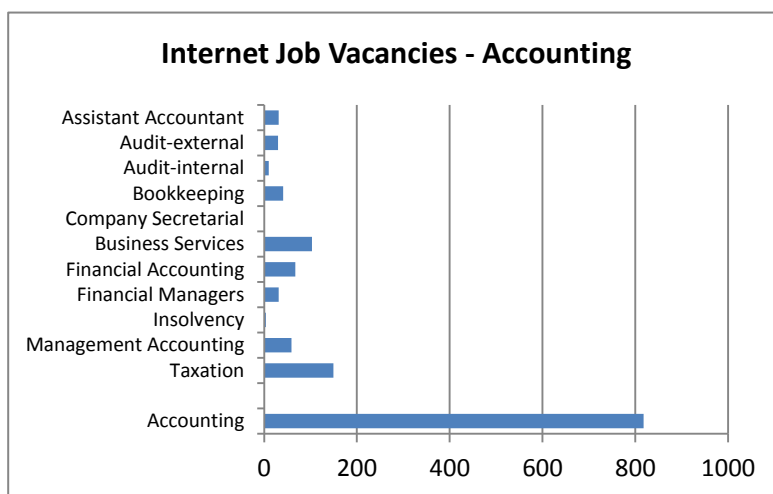


Figure 79: Internet job vacancies – Accounting
FAPSTC desktop research, www.seek.com.au, April 2014

²²¹ Hays (2012) *Hays Salary Guide* p.20 retrieved 8/10/12 from www1.hays.com.au

²²² Counts of Australian Businesses, including Entries and Exits, Jun 09 to Jun 13, Cat: 8165.0, Australian Bureau of Statistics, retrieved from www.abs.gov.au

²²³ Reserve Bank of Australia (2012) *The Recent Economic Performance of the States*, March 2012

Survey results

- About 67 per cent of positions were filled within six weeks of advertising. This was similar to the proportion of vacancies filled in 2009, which was also 67 per cent (combined result).
- There were approximately nine applicants per vacancy, with an average of two applicants considered suitable by employers.
- Employers seeking tax specialist accountants reported the highest level of difficulty and the lowest fill rates. This difficulty in sourcing tax specialists may be due to the timing of the survey which was conducted prior to the end of the financial year.
- Employers seeking accountants with large business or forensic accounting experience also reported difficulties in sourcing suitable applicants.
- Other employers surveyed seeking general accountants reported little difficulty filling their positions.
- The number of overseas applicants was high for some advertised vacancies. Employers reported that some applicants from overseas could not be considered due to a lack of experience within the Australian financial system.
- Many employers sought applicants with professional accreditation with accounting association bodies.

Reasons for rating

- There was no shortage of recently qualified or junior level accountants.
- Employers reported difficulties recruiting applicants with specialist account experience.

Why applicants were unsuitable

- Some applicants lacked specialist accounting experience within the WA business environment, in areas of taxation, audit, self-managed funds or working with resource sector businesses.
- Some applicants did not possess core employability skills such as good communication and language proficiency.
- Most junior accountants did not have a sufficient level of experience to be considered suitable for advertised positions

• Regional Impact

The Training Council has visited each of the regions of the State during 2012 and obtained first hand feedback on skilled labour and workforce development needs from business, government and education/training institutions. While regional differences were apparent across industry sectors, the lack of qualified/experienced accounting and bookkeeping practitioners, and the anticipated growth in future demand for those skills has been evident throughout.

The issue is highlighted in regional representation of bookkeeping/BAS agent services (Figure 80, opposite)²²⁵ although a slowly increasing proportion is located outside of metropolitan centres.

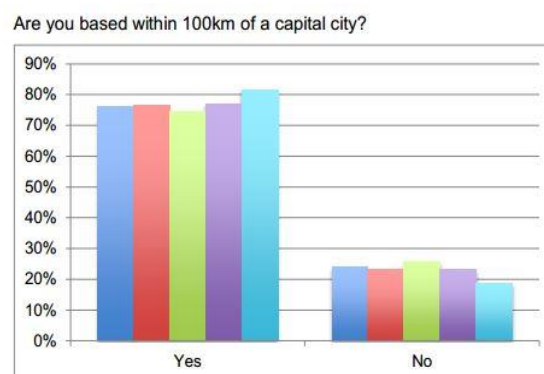


Figure 80: Regional coverage: Bookkeeping Institute of Certified Bookkeepers

²²⁴ DEEWR (2012) *Occupational reports – Accountants, WA* (May, 2012) retrieved 19/10/12 from www.deewr.gov.au

²²⁵ Institute of Certified Bookkeepers (2011) *2009-11 Bookkeeper Comparison Survey*

Following is a snapshot of VET enrolments²²⁶ in the relevant qualifications to meet this need: Certificate IV in Financial Services (Bookkeeping) and Diploma of Accounting, alongside traineeship enrolments in each of these qualifications in the regions.

Table 16 Accounting/Bookkeeping - Regional education and training, WA

Region	VET, 2011	FNS Trainees, 2013
Great Southern Population ~ 60 100	210	3
Goldfields-Esperance Population ~ 59 800	0	1
South West Population ~ 166 000	92	5
Peel: Population ~ 113 500	105	8
Wheatbelt Population ~ 76 100	2	0
Mid-West and Gascoyne Population ~ 66 900	5	0
Pilbara Population ~ 49 900	82	1
Kimberley Population ~ 36 500	12	1

Further regional research and enquiry is needed to understand:

- the barriers to relevant training which may include student awareness and information; small business employer demand/support, including through group training arrangements; and registered training organisation service/supply factors, including availability of qualified VET practitioners;
- the employment destinations of graduates of higher education and VET, by course and location;
- the level of 'fee for service' training activity and availability (including on-line) in the regions.

The FAPSTC concluded the Transitions and Pathways Program (TAPP) in December 2013, which addressed these issues. The TAPP project was funded by the Australian Government Department of Industry, Innovation, Science, Research and Tertiary Education through the Australian Apprenticeships Mentoring Package.



Figure 81: Western Australian Regions
www.businessmigration.wa.gov.au

²²⁶ DTWD (2012) VET Statistics Unit: Special data request 4322

- Regulatory Requirements

Accounting, bookkeeping and tax agents providing tax advice must do so as Registered Tax Agents under the *Income Tax Assessment Act 1936*. All tax agents need to be registered with the Tax Practitioners Board if they provide tax agent or BAS services for a fee or other reward. Significant penalties apply for non-compliance, as recent cases have illustrated²²⁷. Other compliance requirements include:

- Auditing and Assurance Standards Board (AUASB) - <http://www.auasb.gov.au>;
- Accounting Australian Standards Board (AASB),
- Financial Reporting Council (FRC), Financial Reporting Panel (FRP);
- Insolvency and Trustee Service Australia (ITSA) - <http://www.itsa.gov.au> and
- Standard Business Reporting (SBR) - <http://www.sbr.gov.au>

The nature of bookkeeping services varies²²⁸ but typically involves maintaining records of financial transactions for clients including the preparation of business activity statements (BAS). This function differs significantly from taxation agent and accounting services, however in all cases practitioners are required to be qualified and:

- Bookkeeping – minimum requirement to prepare BAS (Certificate IV FNS40210/11) together with a continuing professional education requirement
- Accounting – minimum standard for work within an accounting practice (Diploma FNS50210)

Both the CPA and CA accounting programs stipulate a university degree as the minimum entry level qualification. The IPA requires a minimum Advanced Diploma in Accounting qualification.

- Gender / Age Participation

Figure 82 opposite shows the Western Australian share of employment for accountants compared with all other states. This highlights the low number of accountants employed in Western Australia compared to New South Wales, Victoria and Queensland. ²²⁹

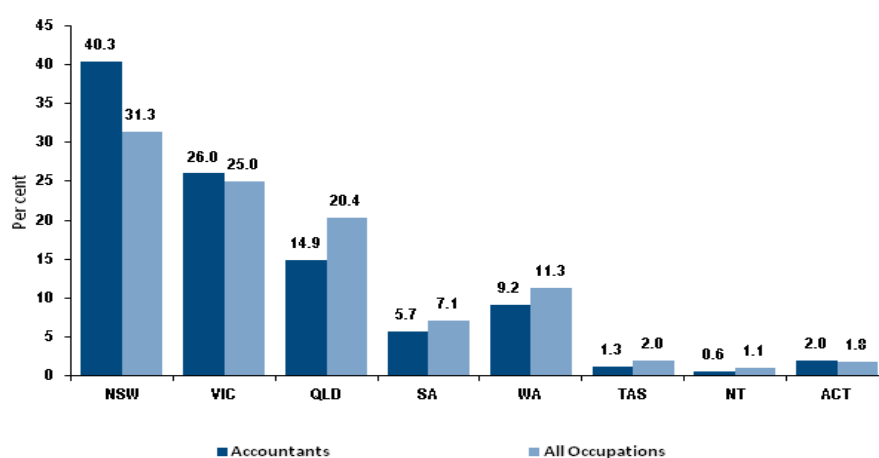


Figure 82: Share of State Employment – Accountants (2012)
Australian Bureau of Statistics (2012) Labour Force Survey – Annual Average

The information below

(Figures 87 and 88) shows the age and gender profile of those working in the accounting services throughout Australia. The information indicates that males stay in the workforce longer in the accounting sector compared to female worker. ²³⁰ Share of employment is also shown by age, for accounting services, as compared to all occupations.

²²⁷ Australian Financial Review (1-2/9/2012) *Tax Practitioners swoop* p.11

²²⁸ Institute of Certificate Bookkeepers (2011) *ICB 2009-2011 Bookkeeper Comparison Survey* p.14-17

²²⁹ Source: ABS Labour Force Survey, annual average 2012

²³⁰ Source: ABS Labour Force Survey, annual average 2012

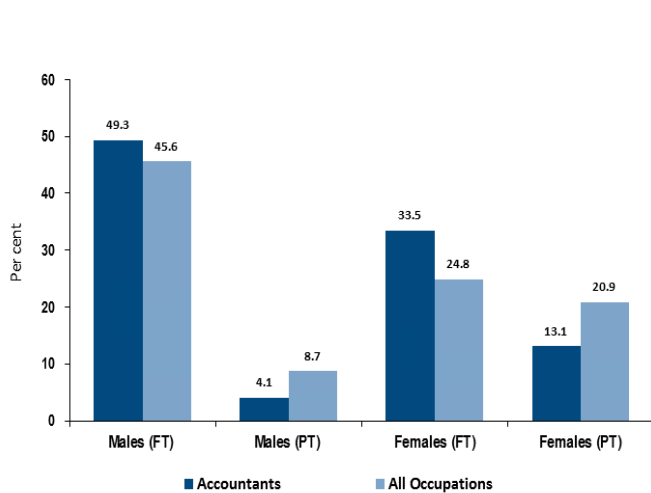


Figure 83: Gender Profile – Accountants
ABS Labour Force Survey, annual average 2012

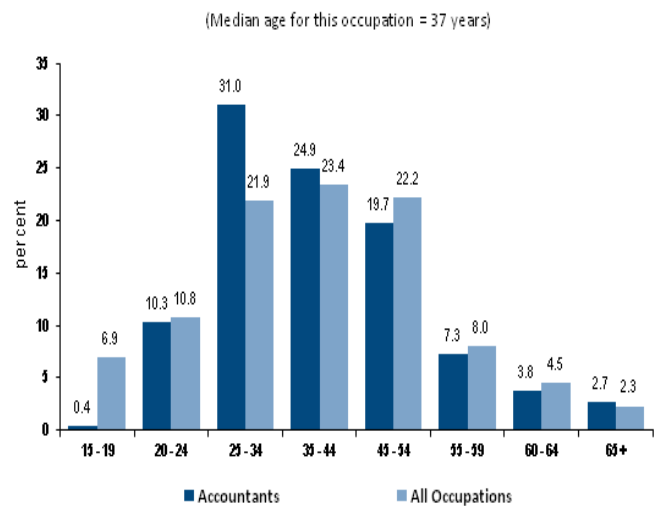


Figure 84: Age Profile – Accountants
ABS Labour Force Survey, annual average 2012

• Under-represented Groups Participation

Under-represented groups within industry may include:

- Indigenous Australians
- Mature-aged Workers
- People from a non-English speaking background
- People with a disability

Indigenous Australians

Some indigenous people are still finding it difficult to find employment in the accounting services industry due to the requirement for high standards of literacy and numeracy.²³¹ It has been acknowledged that there are cultural issues around finance within the Indigenous population, and these need to be explored and understood, in order to encourage increased participation in accounting occupations. Although there is good Indigenous enrolment levels in Certificate III level finance qualifications, there have been virtually no enrolments in Certificate IV Bookkeeping or Accounting qualifications in recent years.

Mature-aged Workers

Mature people are well suited to the accounting services industry but are not well represented, with the exception of bookkeeping, which has an older average workforce age, and is heavily dominated by women, particularly those with families who value the flexibility often available in this occupation.

People from a Non-English Speaking Background

Language, literacy and numeracy are important assets for new entrants to accounting services industry. Highly skilled migrants with extensive overseas experience and qualifications may have difficulty gaining employment in the industry due to their qualifications not always being recognised. Prospective workers also lack local experience, professional networks and knowledge of the workplace culture.

People with a Disability

Although tasks performed in the accounting services industry are varied and people with a disability are not represented as well as they might be.

²³¹ TAPP Report August 2012

Overview of the Advertising/Marketing Services Industry

- Industry Analysis

Marketing & advertising professionals are engaged in the process by which companies create value for customers, build strong customer relationships and enhance market share. Marketing and advertising agencies create and place promotional material for clients across a range of print and digital media, including TV, magazines, billboards and the internet. Many agencies also offer so-called 'below-the-line' services, which include direct mail, public relations and other sales promotion activities.

There are approximately 46,000 marketing and advertising professionals employed in this industry nationally and around 2,900 (6.3%) are in Western Australia²³². Of 795 WA-based advertising businesses²³³, around 66 per cent (528) do not employ staff.

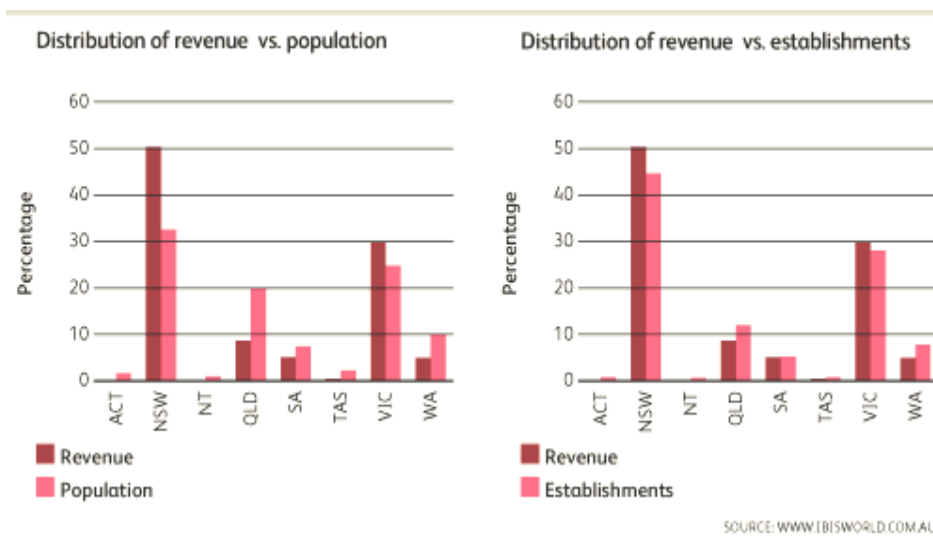


Figure 85: Market Concentration - Advertising Industry
www.ibisworld.com.au

As illustrated in Figure 85²³⁴ above there is also a small WA revenue base to support a large number of operators relative to population size, a feature which has been attributed to the low barriers to entry and is despite the slow growth in total advertising expenditure.

Data gathered from advertising/marketing agencies with WA representation suggests employment in the larger, well established firms has remained relatively stable over the period from 2009-2011 with growth coming mainly from newly established national firms which have emerged to service local clients, and the emergence of local specialist niche providers.

- Industry Trends

Advertising professionals in WA work in a highly competitive industry with a small client 'pool' relative to other states, which is nonetheless becoming increasingly attractive to national firms that face shrinking demand in their home state. Some local firms have lost major accounts in this process, while a 'buy local' policy has assisted others to recapture their WA clients.

²³² ABS (2012) *Labour Force Survey DEEWR Trend Data to November 2011* retrieved 21/10/12 from www.deewr.gov.au

²³³ ABS (2012) *Counts of Australian Businesses including Entries and Exits* (Cat.no.8165.0), Jun 2007 to Jun 2011 retrieved 3/9/12 from www.abs.gov.au

²³⁴ IBISWorld (2012) *Australia Industry Reports – Advertising Services* (Products and markets) retrieved 26/10/12 from www.ibisworld.com.au

The industry is characterised by growth in the on-line advertising market segment, which includes a marked increased use of social networking, Web 2.0 and mobile/SMS advertising as well as the more traditional direct marketing. This trend tracks an increasingly on-line sales environment and requires high level digital media skills. New specialized roles are emerging out of that trend and according to Hudson²³⁵, the most in-demand are digital marketing/social media campaign managers; on-line editors; media management and corporate communications specialists. One major WA advertising firm The Brand Agency has bought in digital expertise via a corporate acquisition, reportedly increasing their staff numbers by a third in the process.

IBIS World²³⁶ has predicted positive revenue growth for the industry over the next 5–7 years, based on a strong talent pool and proximity to growing Asian markets, although not with the same degree of confidence for WA as other states. The Australian Marketing Institute held a similarly positive view of their industry in anticipation of marketing budget growth in 2012, particularly among smaller firms²³⁷. Drivers were the anticipated pressure for increased sales and customer acquisition, particularly among the retail and not-for-profit sectors.

- Labour and Skill Demand

Advertising and marketing professionals are typically tertiary-qualified, most commonly with a bachelor degree, but higher level vocational qualifications are also represented, as shown in Figure 86, following.²³⁸

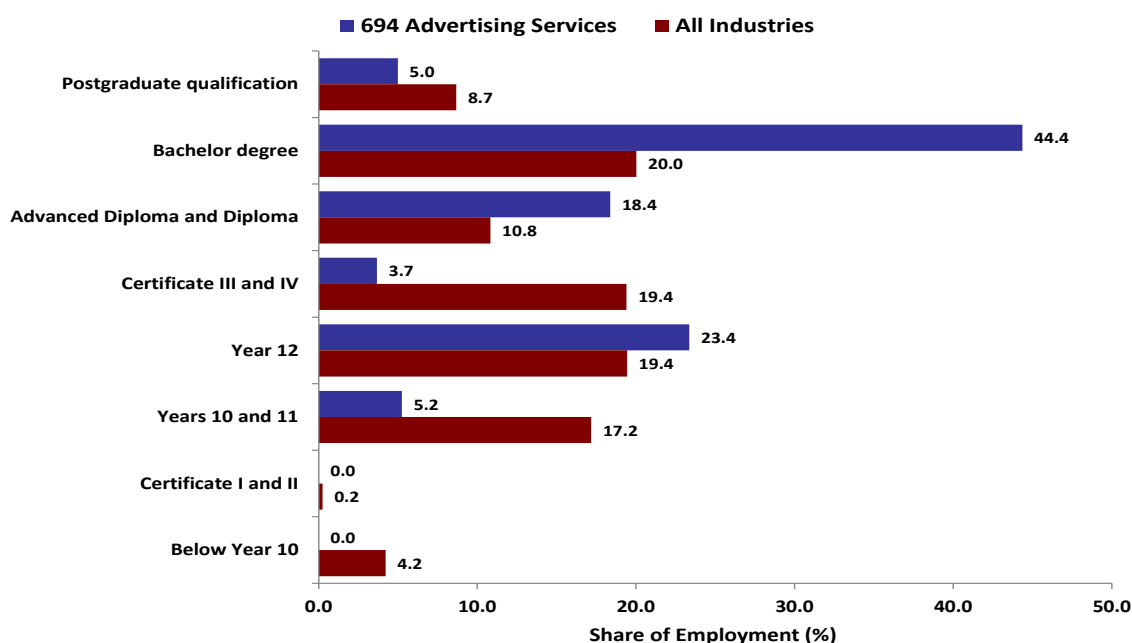


Figure 86: National Education Attainment - Advertising Services (2012)

However as noted by IBIS World²³⁹, success in the industry is based mainly on creativity together with a high dependence on the use of technology to meet clients' expectations and deadlines.

²³⁵ Hudson (2012) *Salary & Employment Insights 2012* (Sales, marketing & communications) p.9 retrieved 8/10/12 from www.hudson.com

²³⁶ IBISWorld (2012) *Australia Industry Reports – Advertising Services* (Products and markets) retrieved 26/10/12 from www.ibisworld.com.au

²³⁷ Australian Marketing Institute (2011) *Senior Marketing Monitor*, Dec 2011

²³⁸ ABS (2011) *Survey of Education and Work, May 2011* cat. no. 6227.0 retrieved 20/10/12 from joboutlook.gov.au

²³⁹ IBISWorld (2012) *Australia Industry Reports – Advertising Services* retrieved 26/10/12 from www.ibisworld.com.au

Employment nationally has shown steady growth, although projections indicate a longer term decline by 2017, as indicated in Figure 87.

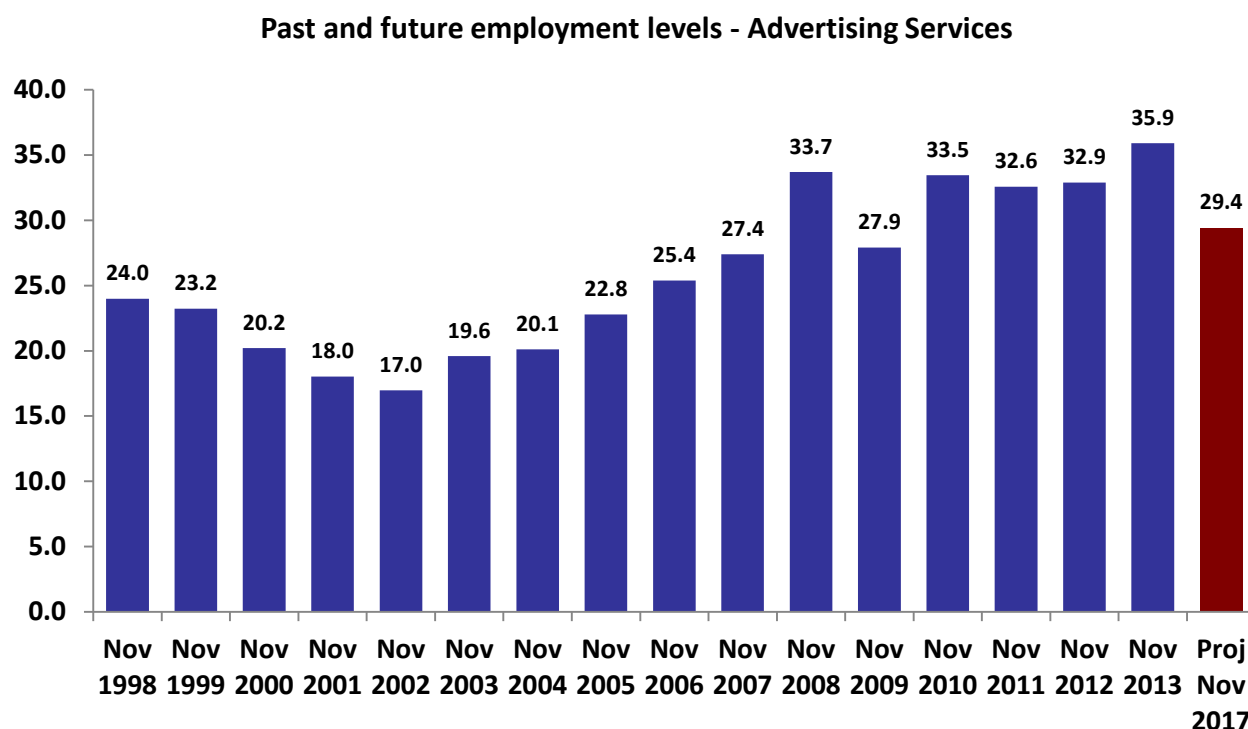


Figure 87: Employment Levels - Advertising Services
www.lmip.wa.gov.au

In WA in 2013, there were:

- 135 Certificate IV enrolments in related VET qualifications: Advertising (19) and Marketing (116);
- 73 Diploma enrolments: Advertising (14) and Marketing (59); and
- 5 Advanced Diploma of Marketing enrolments

In 2012 advertising enrolments dipped across both Certificate IV and Diploma qualifications, but rebounded in 2013. Marketing enrolments dipped at Diploma level in 2012, and remain at levels lower than 2011, as do Certificate IV enrolments. There are however, significant numbers (understood to be in excess of 1,700) of marketing undergraduates are currently enrolled at West Australian universities.

• Regional Impact

One of the major challenges facing regional areas of Western Australia is the availability of affordable housing, quality accommodation particularly for rent and this is a major challenge in attracting new labour. The availability of public housing, residential and industrial land and retirement and aged care accommodation are vital to ensure a growing community and attract new workers & families to the area.

The high cost of living in regional mining communities is impacting on everyone living in the area and the advertising & marketing sector is no exception.²⁴⁰

Further regional research and enquiry is needed to understand:

- the barriers to regional traineeship uptake, which may include client (trainee) awareness and information; small business employer demand/support, including through group training arrangements; and registered training organisation service/supply factors;
- the employment destination of graduates of higher education and VET, by course and location;
- the level of 'fee for service' training activity and availability in the regions.



Figure 88: Western Australian Regions

The FAPSTC concluded the Transitions and Pathways Program (TAPP) in December 2013, which addressed these issues. The TAPP project was funded by the Australian Government Department of Industry, Innovation, Science, Research and Tertiary Education through the Australian Apprenticeships Mentoring Package.

- Regulatory Requirements

The advertising industry is self-regulated through the Advertising Standards Bureau (ASB), by its Advertising Standards Board and Advertising Claims Board.

However the industry is governed by general advertising regulations in areas associated with tobacco, alcohol, gambling, spam advertising, along with legislation covering cold calling of households, including a no-call registration list for homeowners.

False and misleading advertising is an offence under the Commonwealth *Competition and Consumer Act 2010* (previously the Trade Practices Act 1974) and is overseen by the Australian Competition and Consumer Commission (ACCC).

- Gender / Age Participation

The information below shows the State share of employment (per cent) for advertising and marketing compared with all occupations. The information indicated that Western Australia a very low share of the workforce compared to New South Wales, Victoria & Queensland.²⁴¹

²⁴⁰ TAPP Report 2012

²⁴¹ Source: ABS Labour Force Survey, annual average 2012

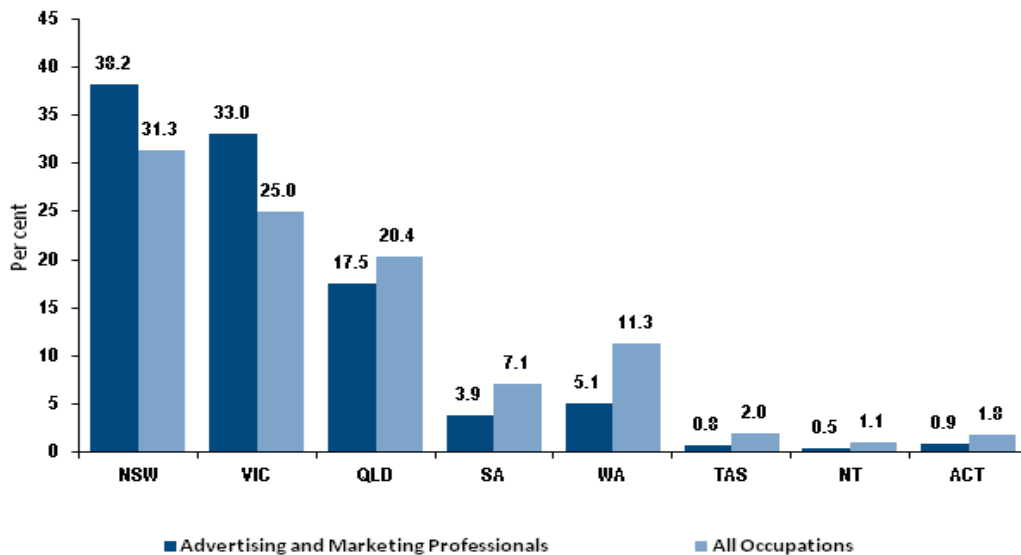


Figure 89: State Employment Share, Advertising and Marketing Professionals

The information below shows the share of employment (per cent) for males and females, employed in advertising and marketing occupations compared to other occupations. The information shows a significant acceptance of female workers in this industry.

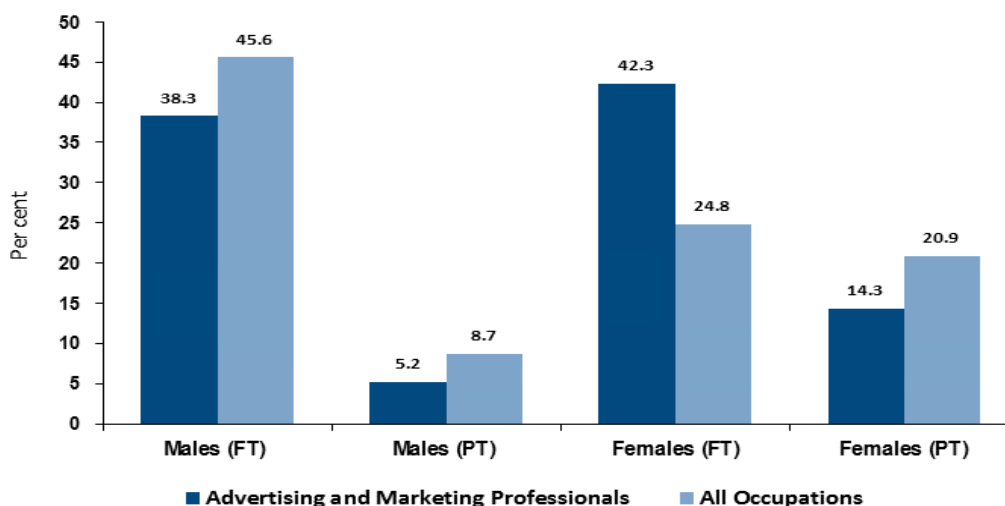


Figure 90: Gender Profile - Advertising and Marketing Professionals

The information following shows the share of employment (per cent) by age group for this occupation, compared with all occupations. The profile indicates that the industry attracts younger workers with the median age being 34 years.²⁴²

²⁴² Source: ABS Labour Force Survey, annual average 2012

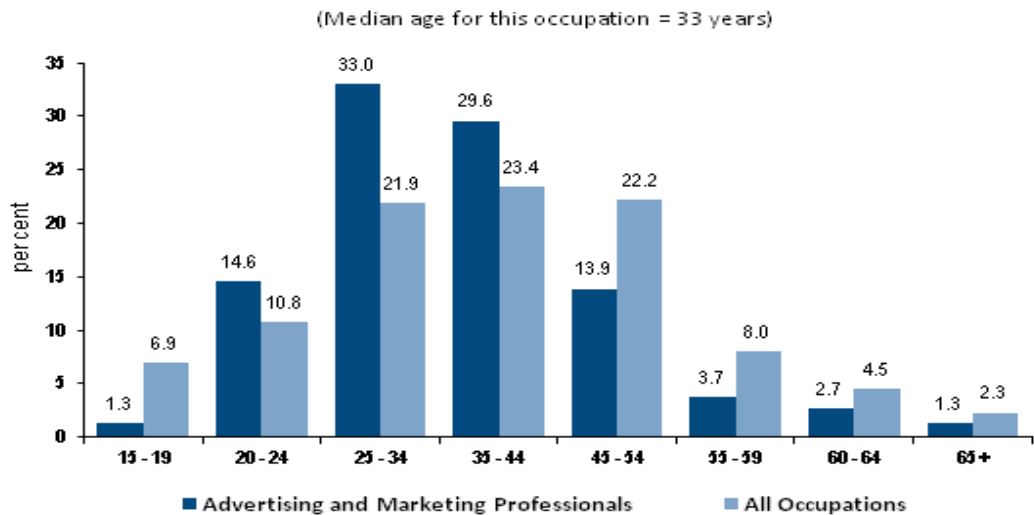


Figure 91: Age Profile - Advertising and Marketing Professionals

- Under-represented Groups Participation

Under-represented groups within industry may include:

- Indigenous Australians
- Mature-aged Workers
- People from a non-English speaking background
- People with a disability

Indigenous Australians

Some indigenous people are still finding it difficult to find employment in the advertising and marketing services industry due to the requirement for medium to high standards of literacy and numeracy.²⁴³

Mature-aged Workers

Mature people are well suited to the advertising & marketing services industry and are not well represented.

People from a Non-English Speaking Background

Language, literacy and numeracy are important assets for new entrants to advertising & marketing services industry. Highly skilled migrants with extensive overseas experience and qualifications have difficulty gaining employment in the industry due to their qualifications not always being recognised. Prospective workers also lack local experience, professional networks and knowledge of the workplace culture.

People with a Disability

Although tasks performed in the advertising and marketing services industry are varied and people with a disability are not represented as well as they might be.

²⁴³ TAPP Report August 2012

Overview of the Management Advice/Related Consulting Services Industry

• Industry Analysis

There are a number of sectors in the Management Advice and Related Consulting Services industry. Business is one of the largest. Primary activities include:

- Business management service
- Management consulting service
- Personnel management consulting service

As an external organisation, a Management Consultant in the business sector provides an objective analysis of a client's business practices, offering suggestions to improve performance.

While Management Consultants may work in a number of different areas, the type of services they offer are often very similar. Some of the larger consultancy companies have experts in a variety of fields, and offer services to improve any and all aspects of a business's performance, in any field.

Smaller consultancy companies however, often don't have the resources to offer a wide range of services, so tend to form boutique companies, specialising in one or two areas. These specialised companies may offer services in land management, more specifically in how to achieve the best performances in agriculture. Others advise on forestry and environmental management and financial management, including advice on sales and tariff issues.²⁴⁴

• Industry Trends

The consultancy business is increasingly playing a role in new and emerging industry areas such as energy conservation and environmental management, quality assurance and consulting for business improvement, as well as in the more traditional areas of change management and information technology²⁴⁵.

The WA employment trend depicted in Figure 92, opposite,²⁴⁶ and is expected to show an upturn in the year to May 2012, based on the arrival of new entrants into a crowded market.

This has tended to involve a shift in personnel from one firm to another, rather than growth as such.

From a workforce development perspective, industry participants have raised questions about the sustainability of the outsourcing model of corporate expertise, especially by large organisations which have long term project development portfolios and could be better served developing in-house expertise.

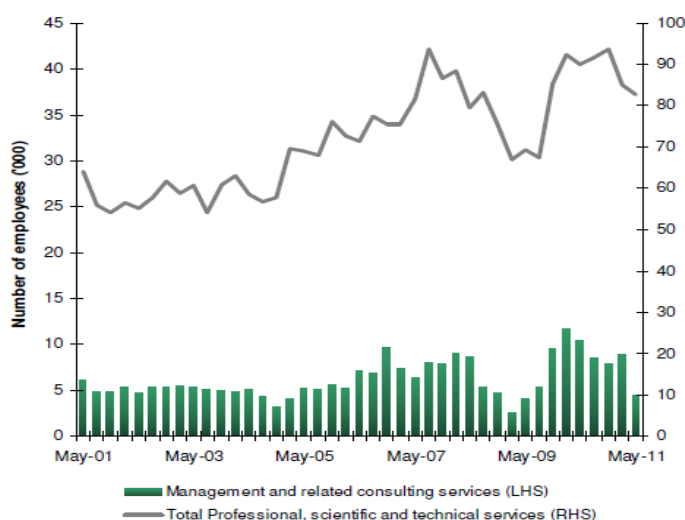


Figure 92: Employment Trend- Management Advice/Consulting (WA)

²⁴⁴ <http://www.myfuture.edu.au/the%20Facts/Work%20and%20Employment/Industries/Details/Class%20Details.aspx?Anzsic=6962> – December 2012

²⁴⁵ IBISWorld (2012) *Australian Industry Reports – Management Consulting* retrieved 29/10/12 from www.ibisworld.com.au

²⁴⁶ Department of Commerce (2011) *Labour Market Overview* p.2 retrieved 21/10/12 from www.commerce.wa.gov.au

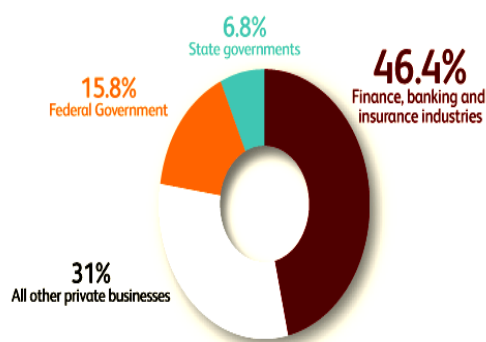
- Labour and Skill Demand

The growth in the management consulting business has been described as ‘an explosion’ and the WA market as ‘crowded’ with new firms established in Western Australia, including local firms which now number in excess of 5,400. There is a mix of small, independent firms and large national and international organisations the latest of which to open its doors in WA is McKinsey & Co²⁴⁷. Employment in management consulting nationally is estimated at 76,900 with WA having a 9.3% of the national market share, in terms of number of establishments.

Much of the work of consultancy firms in WA is, as elsewhere, linked to public sector agencies and organisations which have come to rely on ‘outsourcing’ of specialist knowledge and expertise, including the provision of research, advice and recommendations that are seen to be authoritative and independent – a function that used to be fulfilled by agencies internally.

The private sector is also an important client group for management advice and consultancy services (refer Figure 93²⁴⁸). The resources industry in WA in particular draws on the expertise of corporate advisory and consultancy firms to guide their public relations, risk management, asset acquisitions/divestments, capital raisings and project development and management. Hence, the influx of international consulting firms in 2012 to compete with established WA-based firms.

Major market segmentation (2011-12)



Total \$7.7bn

SOURCE: WWW.IBISWORLD.COM.AU

Figure 93: Market Segmentation - Management Consultancy
www.ibisworld.com.au

- Regional Impact

One of the major challenges facing regional areas of Western Australia is the availability of affordable housing, quality accommodation particularly for rent and this is a major challenge in attracting new labour. The availability of public housing, residential and industrial land and retirement and aged care accommodation are vital to ensure a growing community and attract new workers & families to the area.

The high cost of living in regional mining communities is impacting on everyone living in the area and the Management Advice and Related Consulting Services industry is no exception. .²⁴⁹

²⁴⁷ WA Business News (17/10/12) *McKinsey Steps Up to Perth's global stage* retrieved 20/10/12 from wabusinessnews.com.au

²⁴⁸ IBISWorld (2012) *Australian Industry Reports – Management Consulting* retrieved 29/10/12 from www.ibisworld.com.au

²⁴⁹ TAPP Report 2012

Further regional research and enquiry is needed to understand:

- the barriers to regional traineeship uptake, which may include client (trainee) awareness and information; small business employer demand/support, including through group training arrangements; and registered training organisation service/supply factors;
- the employment destination of graduates of higher education and VET, by course and location;
- the level of 'fee for service' training activity and availability in the regions.

The FAPSTC concluded the Transitions and Pathways Program (TAPP) in December 2013, which addressed these issues. The TAPP project was funded by the Australian Government Department of Industry, Innovation, Science, Research and Tertiary Education through the Australian Apprenticeships Mentoring Package.

Western Australian Regions



Figure 94: Western Australian Regions

- Gender / Age Participation

Figure 95 shows the State share of employment for this occupation, compared with all occupations.²⁵⁰

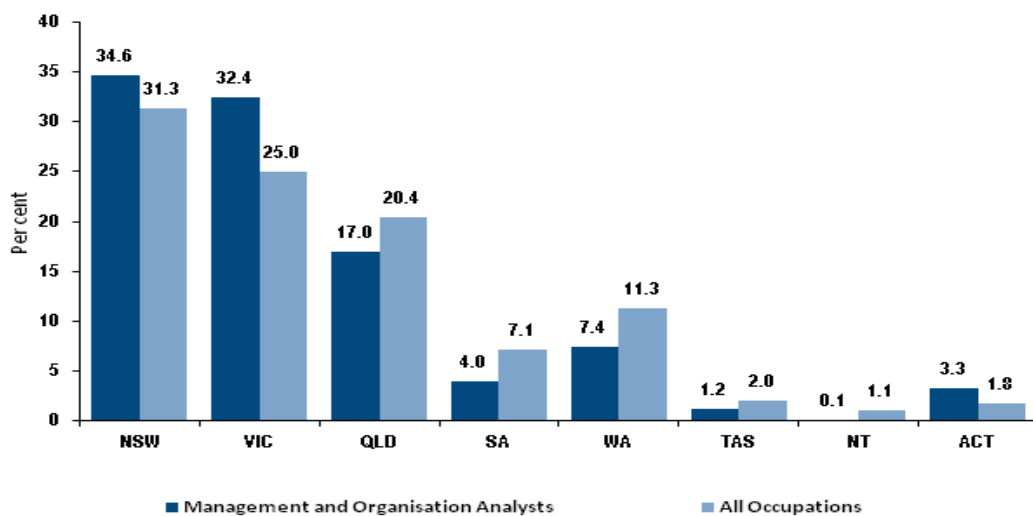


Figure 95: State Employment Share - Management and Organisation Analysis

Figure 96 shows the share of employment for males and females, compared with all occupations.²⁵¹

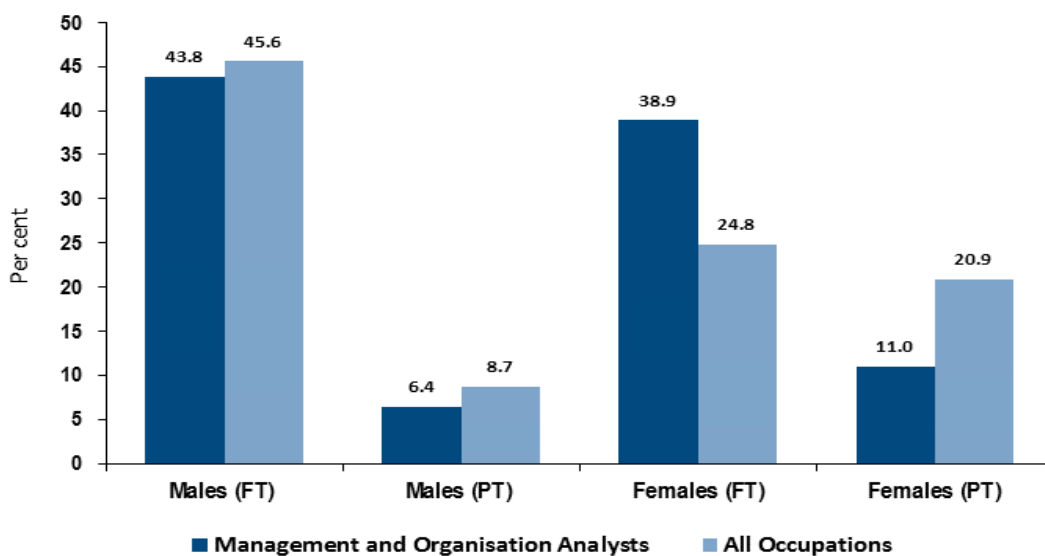


Figure 96: Gender Profile - Management and Organisation Analysis

²⁵⁰ Source: ABS Labour Force Survey, annual average 2012.

²⁵¹ Source: ABS Labour Force Survey, annual average 2012.

Figure 97 shows the share of employment (per cent) by age group for this occupation, compared with all occupations.²⁵²

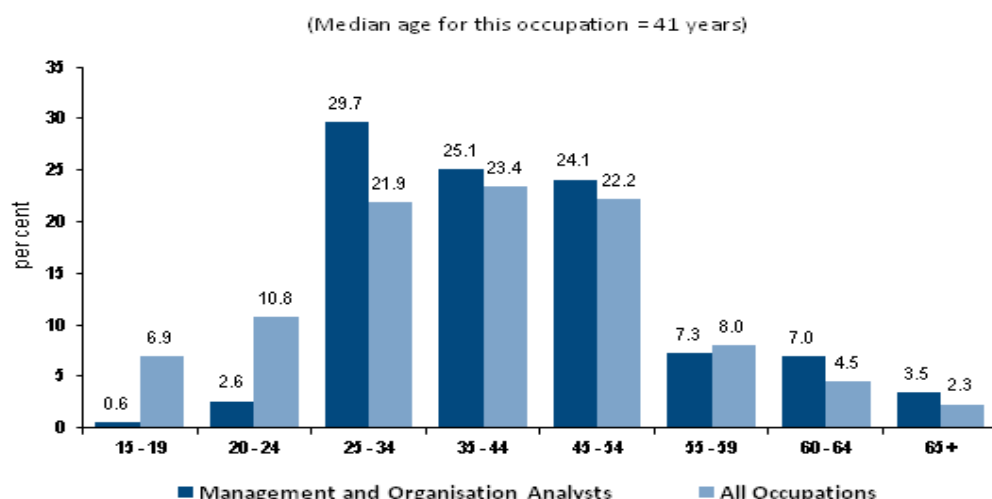


Figure 97: Age Profile - Management and Organisation Analysis

- Under-represented Groups Participation

Under-represented groups within industry may include:

- Indigenous Australians
- Mature-aged Workers
- People from a non-English speaking background
- People with a disability

Indigenous Australians

Some indigenous people are still finding it difficult to find employment in the management consulting services industry due to the requirement for medium to high standards of literacy and numeracy.²⁵³

Mature-aged Workers

Mature people are well suited to the management consulting services industry and are not well represented.

People from a Non-English Speaking Background

Language, literacy and numeracy are important assets for new entrants to the management consulting services industry. Speaking a second language is an advantage when working in the industry but clear foundation skills are necessary and the lack of those skills are a barrier to entry. Highly skilled migrants with extensive overseas experience and qualifications have difficulty gaining employment in the industry due to their qualifications not always being recognised. Prospective workers also lack local experience, professional networks and knowledge of the workplace culture.

People with a Disability

Tasks performed in the management consulting services industry are varied, however people with a disability are not represented as well as they might be.

²⁵² Source: ABS Labour Force Survey, annual average 2012.

²⁵³ TAPP Report August 2012

MAJOR CHALLENGES AND BARRIERS

Surveying & Spatial Information Services

There are no significant barriers to entry into the Surveying Services industry once qualified as a surveyor. New entrants must satisfy the state-based registration and licensing requirements in order to practice. Licensing typically requires a four-year, degree-level university qualification and supervised field experience under a qualified surveyor for a period of between six and 12 months. The highly competitive nature of this industry across many relatively narrow regional markets may restrict the capacity of new entrants to obtain a foothold in the market. Existing surveyors may be advantaged by their proven track record and established links with potential clients.

The trend towards the adoption of new technologies (such as GIS, total stations and GPS equipment) may restrict the capacity of new entrants to bid for contracts. Equipment purchases may be too expensive and high-risk for a new entrant. At the smaller end of the market (local cadastral surveying), new entrants may compete at a very low start-up cost using traditional rudimentary survey equipment and by basing operations from low-cost accommodation such as small or home offices.

Legal Services

In terms of potential labour and skills demand, the recent Legal Australia Wide (LAW) survey found a significant unmet legal need in Australia and Western Australia which appears particularly concentrated among vulnerable and disadvantaged people in the community²⁵⁴. That research identified clusters of legal problems which, in WA, were based around consumer/crime/government/housing, credit/debt/family/money and employment/personal injury/rights. The nature of policy response to this challenge will determine the impact on actual demand for legal skills arising out of this research.

Accounting Services

An initial period of supervision prior to registration as a BAS agent is a challenge for an industry dominated by sole practitioners. Continuing legislative changes also provide significant challenges to micro and small enterprises, where compliance against a variety of qualifications, professional memberships and in adherence to a raft of legislation can be complex and time-consuming. While FAPSTC is driving increased awareness of the FNS training package to VET Coordinators, and working with peak bodies, there remains limited uptake of entry level qualifications. In addition, industry consultation suggests employers are finding significant gaps in the knowledge and skills of tertiary accounting graduates, with some indicating that they go through several candidates before identifying one that they feel they can train up in their business. This may indicate a potential area for increased traineeship activity, particularly in accounting and specialist finance qualifications.

²⁵⁴ Retrieved 19/10/12 from www.lawfoundation.net.au

Advertising Services

For the advertising industry, the capacity to demonstrate and communicate return on investment at a Board, organisational and industry level is a barrier to business growth.

In addition, the limited capacity of the small, niche advertising/marketing operator to maintain currency with technology-based advertising/marketing solutions is an ongoing challenge.

In 2010 research into employee motivation and satisfaction conducted for the on-line recruitment firm Seek²⁵⁵, advertising/arts/media industry personnel were among those most disaffected by bad management (33%), a lack of appreciation (42%), stress (26%) and most likely to be actively job-seeking (marketing - 32%; advertising - 29%). Industry liaison has suggested this remains a challenge for the profession.

NEW AND EMERGING SKILLS

Surveying & Spatial Information Services

An integral part of the Surveying and Spatial Information Service industry is for industry participants to keep up to date with new instrumentation and computer software. The rapid progression of technology indicates that industry participants need to be at the forefront of the latest technology using software to capture and analyse data to create digital maps of areas. The high-tech software is used to create programs such as Google maps, used by over 100 million people a month.

Training in advanced technology means Surveyors can now take measurements and report data with increasing speed and accuracy. They use equipment worth thousands of dollars to electronically calculate distances 100's of metres away, to centimetre accuracy. Robotic versions are available, allowing Surveyors to single-handedly operate a total station by remote control. Professionals working in the industry need to stay ahead of their competition with the latest 3D laser scanners allowing them to understand and interpret the shape of things such as buildings or land by collecting clouds of points to create digital 3-D models. These instruments are used by surveyors to provide data to architects to accurately visualise the land they are going to build or design on.

Satellite positioning systems are continually changing to allow industry to measure features or points anywhere in the world, from space. The data collected by these systems can be used to control large infrastructure projects or provide the information for In-car navigation systems.

²⁵⁵ Seek (2010) *Australian Employee Satisfaction & Motivation Study* p.30 retrieved 26/10/12 from www.seek.com.au

OCCUPATIONS IN DEMAND

ANZSCO6	Occupation	Priority_Memo
251312	Occupational Health and Safety Adviser <i>"Training Council identified occupation"</i> SPOL	<p>Safety is of prime concern for all workplaces, and this is no different for the upstream resources sector and downstream process manufacturing. To ensure that every workplace is a safe environment for its staff an adequate supply of experienced WHS professionals is fundamental.</p> <p>Establishment and Variation of Apprenticeship Committee (EVAC) process undertaken in 2011 by FAPS Training Council supported by the Resource Industry Training Council (RITC) identified high demand.</p> <p>To ensure that every workplace is a safe environment for its staff an adequate supply of experienced Workplace Health & Safety professionals.</p> <p>When employers across Australia have become more effective at giving clear directions and implementing them, a reduction in workplace deaths and injuries will follow. As processes for directing and monitoring WHS policies and procedures become more efficient, the effectiveness of the smaller employers to provide safe systems of work will improve also.</p>
ANZSCO6	Occupation	Priority_Memo
221111	Accountant (general) <i>"Training Council identified occupation"</i> SPOL	<p>Industry and the profession is experiencing a shortage of skilled and experienced personnel to fill accounting/auditing roles (FAPSTC); however accounting graduates have little practical experience and therefore industry is reluctant to employ. The profession employs top tier (higher education) graduates. The FAPSTC Workforce Development Plan includes VET graduate internships to deliver and offer stable, well paid, lifelong career opportunities and skills for new entrants that are transportable across industry, including self-employment, part time and contract employment. The occupation is important at all points of the economic cycle and resilient during any downturn.</p> <p>Numbers of students studying accounting at secondary school have declined significantly, with University entry requirements driving subject selection. This is a matter of concern to FAPSTC and the profession in the long term.</p>
223111	Human Resource Adviser <i>"Training Council identified occupation"</i> SPOL	<p>Skilled labour shortages are driving demand for human resource professionals and advisers with the ability to design and implement successful attraction, recruitment and retention strategies for large project developments and their support services personnel across the state (FAPSTC 2011</p>

		<p>job advertisement survey)</p> <p>A crowding out effect, where competition for skilled personnel from the resources and mining sectors depletes the pool of talent available to provide HR expertise within other industry sectors.</p>
132311	<p>Human Resource Manager</p> <p><i>"Training Council identified occupation"</i></p> <p>SPOL</p>	<p>Skilled labour shortages are driving demand for human resource professionals able to design and implement attraction, recruitment and retention strategies for large project and support service personnel across the state. (FAPSTC job advertisement survey, 2011)</p> <p>A crowding out effect, where competition for skilled personnel from the resources and mining sector is depleting this sector of valuable Human Resource expertise.</p>
ANZSCO6	Occupation	Priority Memo
551211	<p>Bookkeeper</p> <p><i>"Training Council identified occupation"</i></p> <p>SPOL</p>	<p>Increasingly rigorous reporting and taxation requirements are driving the small and medium enterprise (SME) sector to outsource specialist functions such as accounting and bookkeeping services. FAPSTC proposes promoting training and traineeships through financial and accounting industry associations as a strategy for their members to attract, train and retain quality staff. Bookkeepers need to become increasingly knowledgeable about relevant technology, electronic and software systems and procedures. Bookkeeping – minimum requirement to prepare BAS = Certificate IV FNS 40210.</p> <p>Relative to other occupations in the FAPSTC industry sector, bookkeeping has a higher proportion of part time workers at around 30% (FAPSTC/DEEWR).</p>
599411	<p>Human Resource Clerk</p> <p><i>"Training Council identified occupation"</i></p>	<p>This occupation offers genuine entry level opportunities for career development in the field of human resources and is supported by related VET qualifications at Certificate IV, Diploma and Advanced Diploma levels. Performing a clerical</p>

		role in HR can satisfy the need to demonstrate experience to an employer before moving into a consultant or adviser role.
232212	Surveyor <i>"Training Council identified occupation"</i> SPOL	Strong demand for qualified surveying professionals is largely due to growth in the civil and commercial construction sectors and mining in Western Australia and this indicates shortages, particularly in cadastral surveying. The rapid progression of technology indicates that Land Surveying industry participants need to be at the forefront of the latest technology using software to capture and analyses data to create digital maps of areas.

WORKFORCE DEVELOPMENT OPPORTUNITIES

Spatial Information & Surveying Services

FAPSTC is keen to encourage women to pursue a career in the Spatial Information & Surveying Services sector. As indicated in the following VET Enrolments for both the Spatial and Surveying Services industries women are not well represented in this sector. One potential option would be to introduce a 'Women in Spatial Information & Surveying Services Scholarship'.

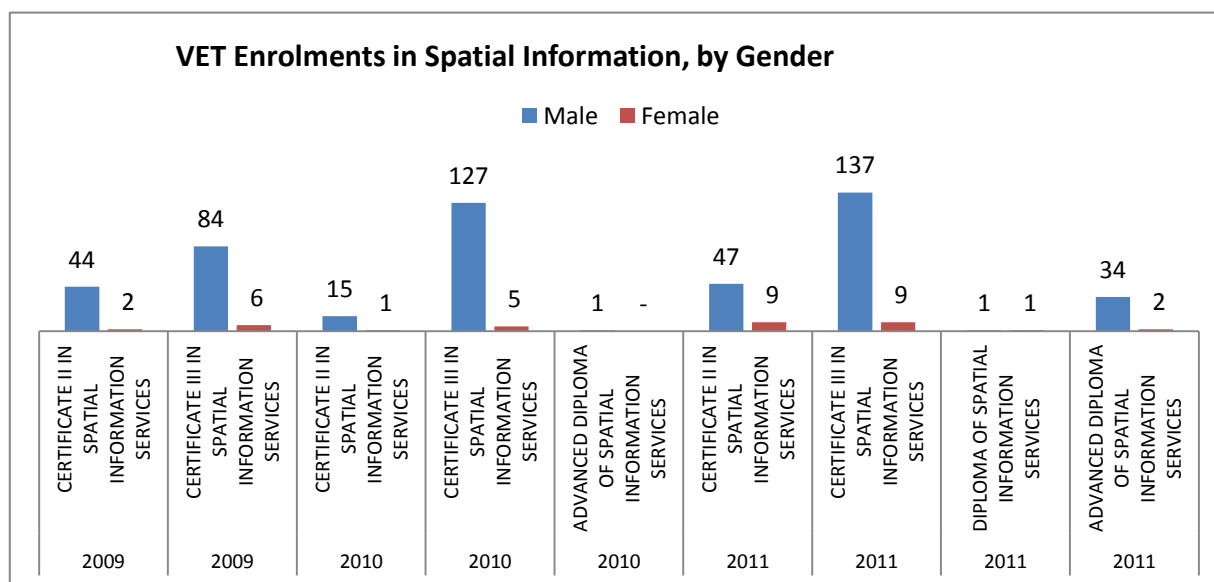


Figure 98: VET Enrolments in Spatial Information, by Gender

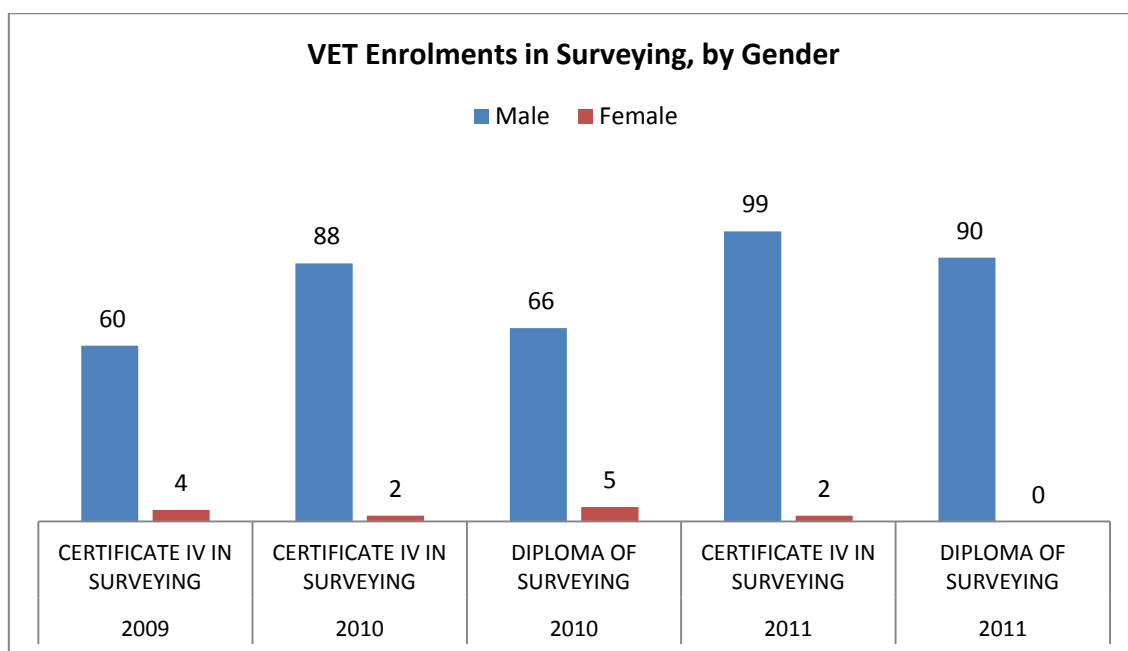


Figure 99: VET Enrolments in Surveying, by Gender

VET TRAINING DATA BY QUALIFICATION – ENROLMENTS AND COMPLETION

Surveying & Spatial Information Services

The Surveying qualifications range from the Certificate II in Surveying through to the Advanced Diploma of Surveying and Spatial Information Services.

The Spatial Information Services qualifications range from the Certificate III in Surveying and Spatial Information Services through to the Advanced Diploma of Surveying and Spatial Information Services.

- Certificate II in Spatial Information Services
- Certificate III in Spatial Information Services
- Certificate IV in Surveying
- Diploma of Surveying
- Diploma of Spatial Information Services
- Advanced Diploma of Spatial Information Services

Proposed New Qualification - CPP40144 Certificate IV in Building Design Drafting

FAPSTC is currently working with industry, the Department and training providers to ensure the proposed new qualification CPP40144 Certificate IV in Building Design Drafting meets industry needs in Western Australia.

Table 17: VET enrolments and completions - Accounting Services

	VETiS		Traineeship		Institutional based training	
	Enrolled	Completed	Enrolled	Completed	Enrolled	Completed
Certificate III in Financial Services (Accounts Clerical) (FNS 30304)	28	No data available	104	No data available	1048	No data available
Certificate III in Accounts Administration (FNS 30310/FNS30311)	0		20		2	
Certificate IV in Bookkeeping (FNS40207/FNS40210/40211)	0		221		973	
Certificate IV in Financial Services (Accounting) (FNS40604/FNS40610/FNS40611)	0		138		1133	
Diploma of Accounting (FNS50204/FNS 50210)	0		0		406	
FNS60210 Advanced Diploma of Accounting	0		0		142	

Table 18: VET enrolments and completions - Legal Services

	VETiS		Traineeship		Institutional based training	
	Enrolled	Completed	Enrolled	Completed	Enrolled	Completed
BSB31007 Certificate III in Business Administration (Legal)	18	No data available	0	No data available	60	No data available
BSB40110 Certificate IV in Legal Services	0		0		1	
BSB50110 Diploma of Legal Services	0		0		0	
BSB40907 Certificate IV in Governance	0		0		0	
BSB50710 Diploma of Business (Governance)	0		0		0	

Table 19: VET enrolments and completions - Marketing & Advertising Services

	VETiS		Traineeship		Institutional based training	
	Enrolled	Completed	Enrolled	Completed	Enrolled	Completed
BSB40107 Certificate IV in Advertising	0	No data available	0	No data available	16	No data available
BSB50107 Diploma of Advertising	0		0		17	
BSB60110 Advanced Diploma of Advertising	0		0		0	
BSB41307 Certificate IV in Marketing	0		0		105	
BSB51207 Diploma of Marketing	0		0		67	
BSB60507 Advanced Diploma of Marketing	0		0		1	

Apprenticeships and Traineeships

The Property Services Training Package (CPP07) has endorsed traineeships offered in the Surveying & Spatial Industry sectors in Western Australia.

These include:

CPP40109 Certificate IV in Surveying

CPP50107 Diploma of Surveying

CPP50211 Diploma of Spatial Information Services

Surveying & Spatial Traineeship Enrolments

Qualification	2007 - 2012	2013
Certificate IV in Surveying (CPP40107 & updated qualification code CPP40109)	18	12
Diploma of Surveying CPP50107	17	9
Diploma of Spatial Information Services CPP50207	2	0

VETiS

Not applicable to Surveying and Spatial

HIGHER EDUCATION PATHWAYS (where applicable)

Higher education is well supported by all subdivisions within the professional, scientific and technical services industry and often forms an entry requirement for membership into a relevant professional industry association/body.

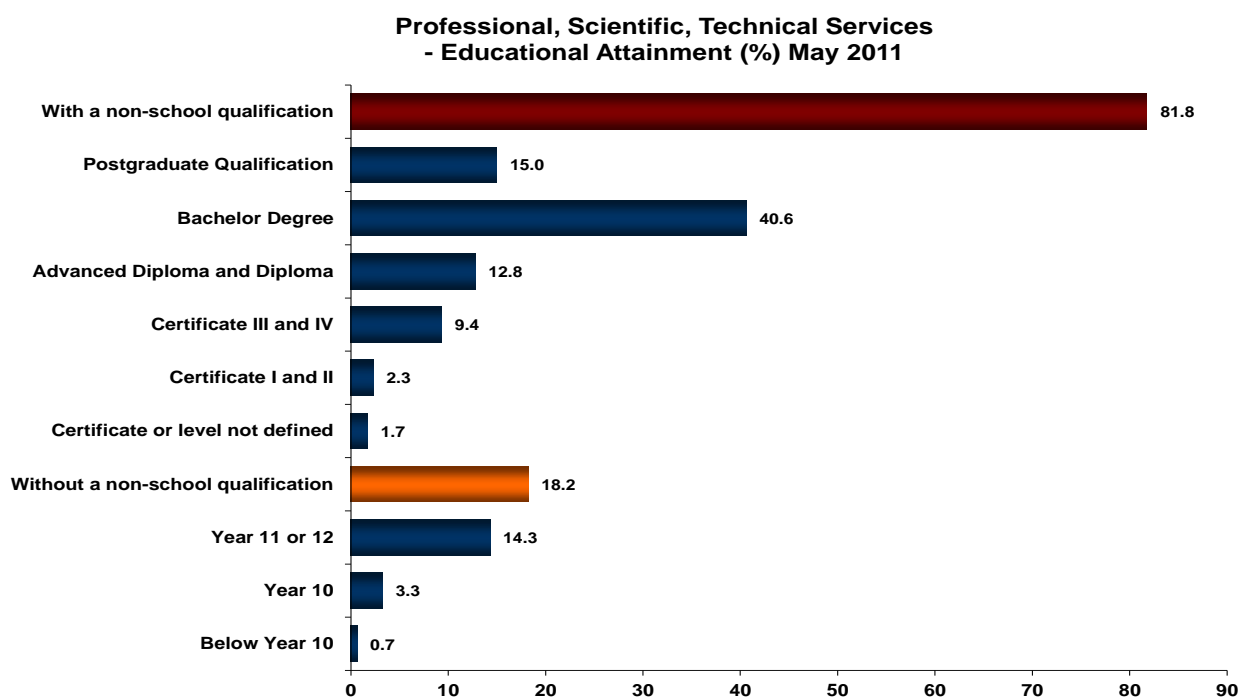


Figure 100: National Education Profile - Professional, Scientific and Technical Services
www.skillinfo.gov.au

Surveying & Spatial Information Services

Education outcomes at degree level are available in land surveying, geodetic surveying, mining surveying, engineering surveying and geographic information science (GIS). University qualifications can range from Diploma of Surveying to a Bachelor of Spatial Science through to a Master of Surveying and Master of GeoSpatial Science, and on to Doctor of Philosophy (PhD).

Out of graduates from all degree levels in the field of surveying, 77.1% were male and 22.9% were female. The median age of graduates from all degree levels in the field of surveying was 27 years. Overall, 83.3% of graduates from all degree levels in the field of surveying were available for full-time employment after graduation, with a further 6.8% in full-time study, 2.6% in part-time or casual employment, and 6.8% unavailable for full-time study or work. Out of graduates from all degree levels in the field of surveying who were available for full-time employment, 93.8% were in full-time employment. The median salary for graduates from all degree levels in the field of surveying was \$56,400.²⁵⁶

²⁵⁶ <http://www.graduatecareers.com.au/> - October 2012

Legal Services

The academic requirements for admission as a lawyer or legal practitioner in Western Australia currently include the following qualifications, or a corresponding academic qualification issued outside of Western Australia and assessed as meeting the prescribed areas of knowledge²⁵⁷: In most cases, a Bachelor of Laws may also be studied as part of a double degree, with Arts or Commerce, for example.

University of WA	Bachelor of Laws, Juris Doctor
Edith Cowan University	Bachelor of Laws
Murdoch University	Bachelor of Laws, Juris Doctor Master of Laws (by research)
University of Notre Dame	Bachelor of Laws, Juris Doctor
Curtin University	Bachelor of Laws

The University of Western Australia (UWA) has recently launched an Advanced Diploma in Indigenous Legal Studies as an alternative pathway to the Juris Doctor Degree program.

In addition several universities offer majors in Business Law for those seeking to work in the legal field, but not as solicitors or barristers. University of WA, Curtin University and Murdoch University all offer this option, typically as part of a Bachelor of Commerce or Business. IN addition ECU offers a degree program in criminology and justice, focused on career outcomes in research or academia and Murdoch offer a Bachelor of Arts program with a major in Legal Studies that is suited to individuals seeking to work in support roles in legal organisations, justice or policing and other similar related fields.

Data below, extracted from the 2012 annual survey by Graduate Careers Australia, is based on responses from 2590 Law graduates nationally (all degree levels) and incorporates data from all West Australian universities²⁵⁸.

Table 20 Law - All degree levels, national data

	Male		Female		Total	
Law graduates, 2010	988	38.3%	1589	61.7%	2577	100.0%
Median age	27		25		26	
In full time employment	85.1		85.3		85.2	
Median salary	57,000		53,000		55,000	

²⁵⁷ Legal Practice Board of Western Australia (2012) *Academic Requirements for Admission* retrieved 19/10/12 from www.admittance.lpbwa.org.au

²⁵⁸ Graduate Careers Australia (2012) *Graduate Destinations Report 2011*, Table A1 retrieved 19/10/12 from www.graduatecareers.com.au

Of those completing a bachelor degree in law and legal studies in 2010 who were in full time employment in 2011 (82.7% and 77.0% respectively, as a proportion of those available for full time employment²⁵⁹) 47.7 per cent of the 1390 survey respondents held professional positions while 41.7 per cent were in occupations classified as clerical, sales and service²⁶⁰. Of those who completed a bachelor degree in legal studies, 91.3 per cent were working in a legal studies related occupation, while 68.6 per cent of law graduates were working in law (legal fields) while 25.5 per cent had work in law (business and related fields)²⁶¹.

Accounting Services

A variety of degree programs are offered by universities that lead to a career in the accounting profession. For example:

University of WA	Bachelor of Commerce (Accounting major) Master of Commerce Master of Professional Accounting
Edith Cowan University	Bachelor of Business (Accounting major) Master of Professional Accounting
Murdoch University	Bachelor of Business (Accounting major)
University of Notre Dame	Bachelor of Commerce (Accounting major)
Curtin University	Bachelor of Commerce (Accounting major)

A number of RTOs have entered into articulation arrangements with the major universities whereby VET qualifications satisfy University minimum entry requirements (MER) and, in some cases, provide advanced standing into bachelor degree courses for VET graduates. For example:

- a Certificate IV in Accounting satisfies the MER for entry into a University of Notre Dame Bachelor of Commerce (Major: Accounting) degree program;
- a Certificate IV level qualification satisfies the MER for most bachelor degree programs at Murdoch University;
- a Diploma of Accounting graduate may be entitled to claim up to four (4) units, and an Advanced Diploma of Accounting up to six (6) units advanced standing toward a University of Notre Dame Bachelor of Commerce degree; and up to 125 credit points and 225 credit points respectively, toward a Curtin University Bachelor of Commerce program;

²⁵⁹ Graduate Careers Australia (2012) *Graduate Destinations Report 2011*, Table 5 retrieved 19/10/12 from www.graduatecareers.com.au

²⁶⁰ Graduate Careers Australia (2012) *Graduate Destinations Report 2011*, Table 22 retrieved 19/10/12 from www.graduatecareers.com.au

²⁶¹ Graduate Careers Australia (2012) *Graduate Destinations Report 2011*, Table 23 retrieved 19/10/12 from www.graduatecareers.com.au

FAPSTC is concerned some RTOs have also been promoting Certificate IV programs to school students as an alternative University entrance pathway. The use of VETiS programs as university entry options is something that needs to be better explored, to fully understand how and why these level qualifications are being offered to secondary students. Industry is also not supportive of Certificate IV delivery in schools, particularly where units of competency around frontline management and supervisory skills are included. Further consultation, in particular with relevant universities is required in this area.

Marketing/Advertising Services

Articulation arrangements between Central Institute and Curtin University provide advanced standing for graduates of the Diploma of Marketing or Diploma of Public Relations in the Bachelor of Commerce program at Curtin University.

INDUSTRY ISSUES

- Compliance within the finance sector - Significant numbers of contracted bookkeepers are believed to be operating without meeting BAS agent registration requirements for training/supervision.
- Barriers to uptake of industry based education and training.

SECTION 3.4 INDUSTRY PROFILE

Overview of the Administrative & Support Services Industry ANZSIC N

The Administrative and Support Services industry employs approximately 402,000 persons nationally, full time and part time, which is around 3.5% of the total workforce²⁶².

In Western Australia, industry employment stands at some 48,900²⁶³ which is around 10.5% of the national total.

Classifications included in this industry are:

- N720 Administrative Services
- N721 Employment services
- N729 Other Administrative Services which includes Office Administrative Services
- N730 Building Cleaning, Pest Control and Other Support Services

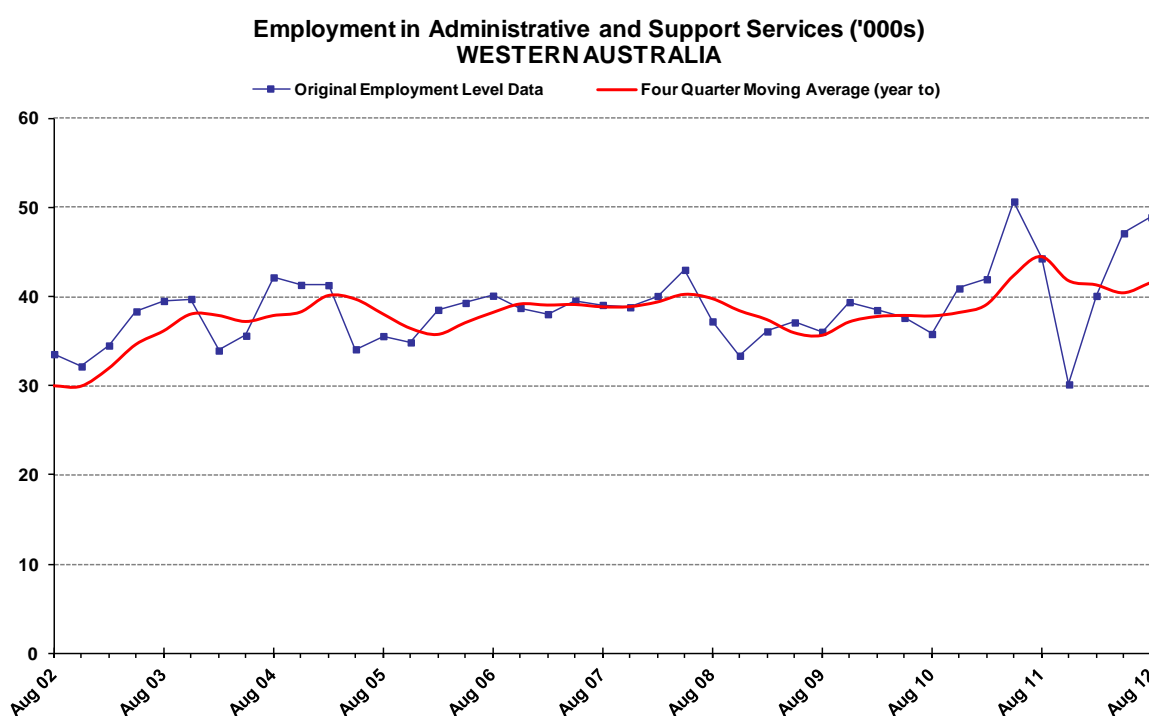


Figure 101: Employment in Administrative and Support Services (WA)
www.skillsinfo.gov.au

Over the past five years, employment in the industry has increased at a rate of 2.3% per annum and in WA is projected to grow by a further 2,900 over the next five years to 2016-17, predominantly in the Perth metropolitan area²⁶⁴. The median age for workers in this industry is 41 years and median earnings are at a comparatively low \$950 per week (before tax) for full-time employees.

²⁶² <http://www.skillsinfo.gov.au/industry-information/administrative-and-support-services> - September 2012

²⁶³ Australian Bureau of Statistics (2012) *ABS Labour Force data, August 2012* retrieved 13/10/12 from www.abs.gov.au

²⁶⁴ DEEWR (2012) *Projected Regional Employment Growth by Industry*, retrieved 22/10/12 from www.deewr.gov.au

Although the Administrative & Support Services industry represents a comparatively small share of the WA workforce when compared to the mining, construction, retail trade, professional scientific and technical services and health care sectors (refer Figure 102²⁶⁵ below); many more administrative positions are found across all industry sectors.

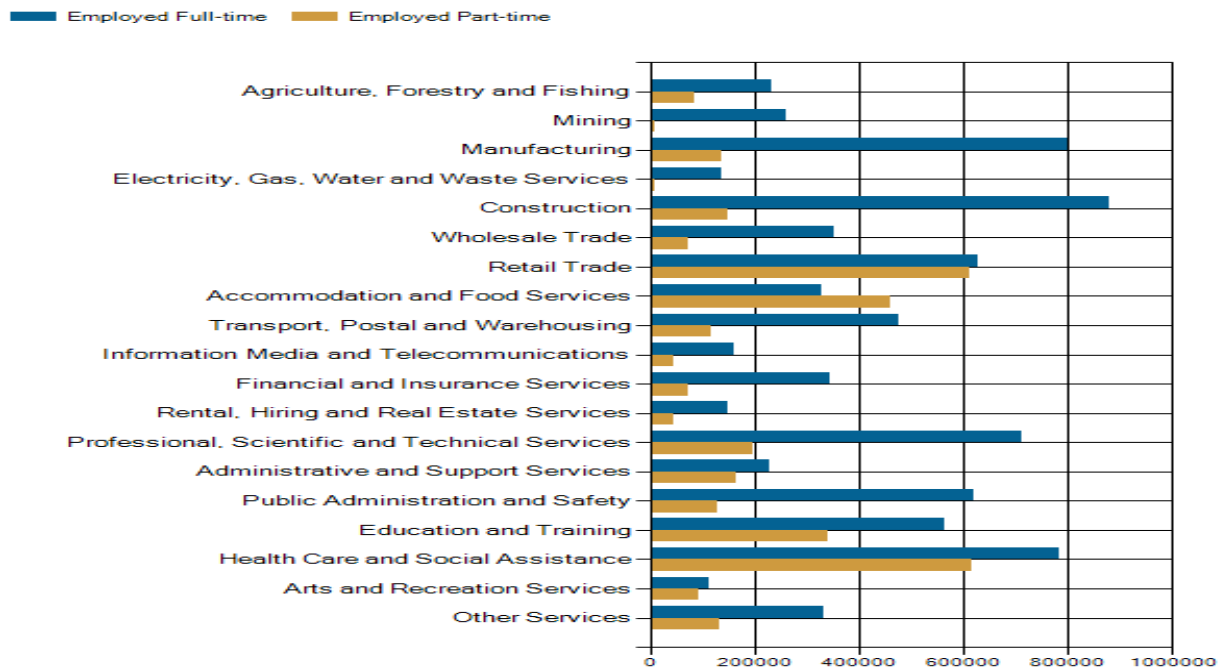


Figure 102: Employment Status by Industry (WA)

As shown in Figure 103, the industry is evenly divided between men and women in Western Australia²⁶⁶.



Figure 103: Employment - Administration and Support Services, by Gender (WA)

²⁶⁵ http://lmip.gov.au/default.aspx?LMIP/LFR_LFR_Industry_byStatus - November 2013

²⁶⁶ ABS Cat 6291.0.55.003 Data Cube E06 retrieved 10/3/14

As at May 2011 around half of those employed in the industry nationally held a post-school qualification, leaving a large number without any qualification to recognise or reflect their occupational skills. Of those who hold qualifications, these are predominantly at or below Certificate IV level.

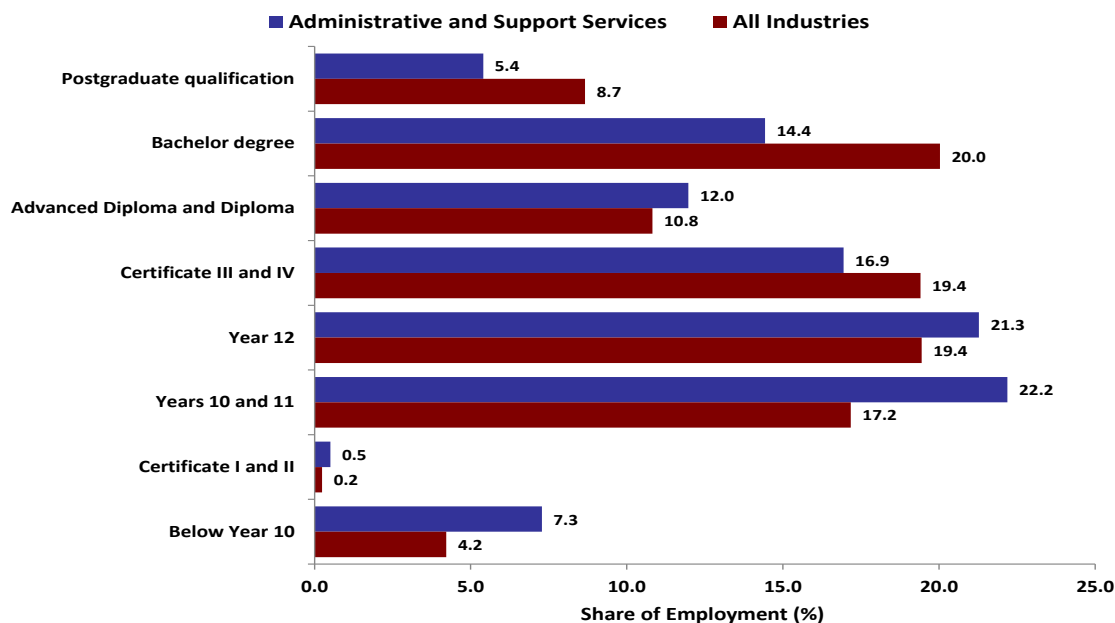


Figure 104: National Education Profile - Administrative and Support Services
Labour Market Information Portal – Industry Information/Data Tools

As indicated in Figure 105 below, administrative and support services occupations are spread across all sectors in this diverse industry, but with the largest number employed in commercial cleaning, both at a state and national level. ²⁶⁷

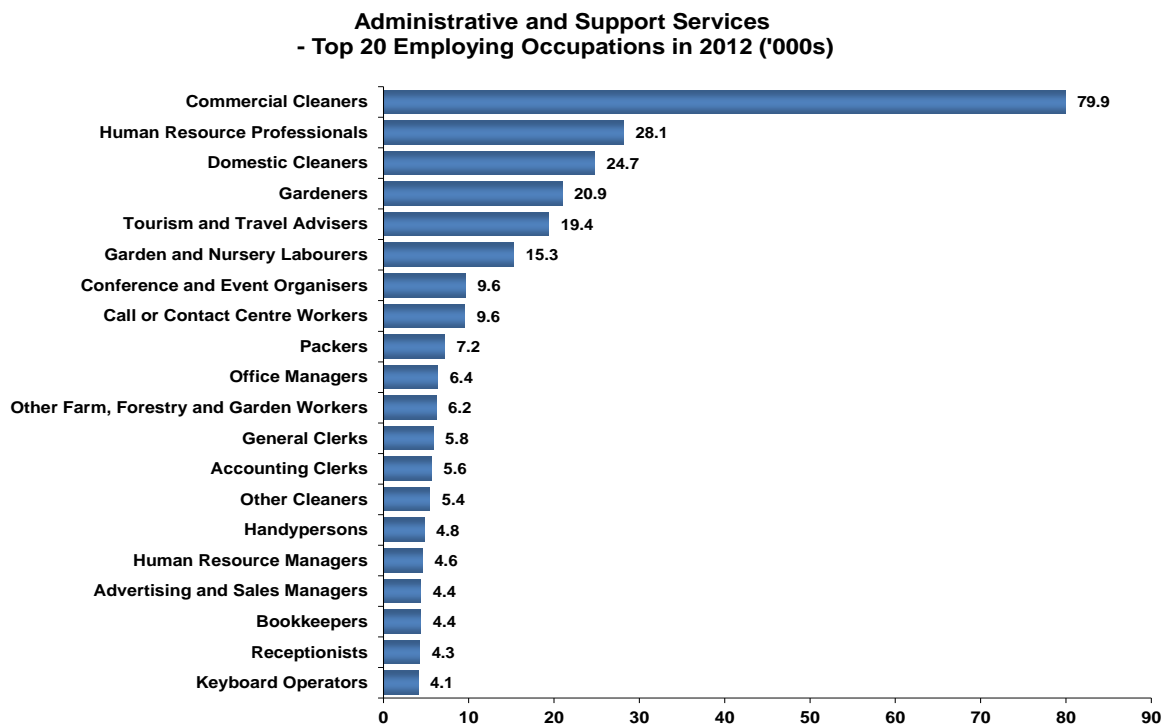


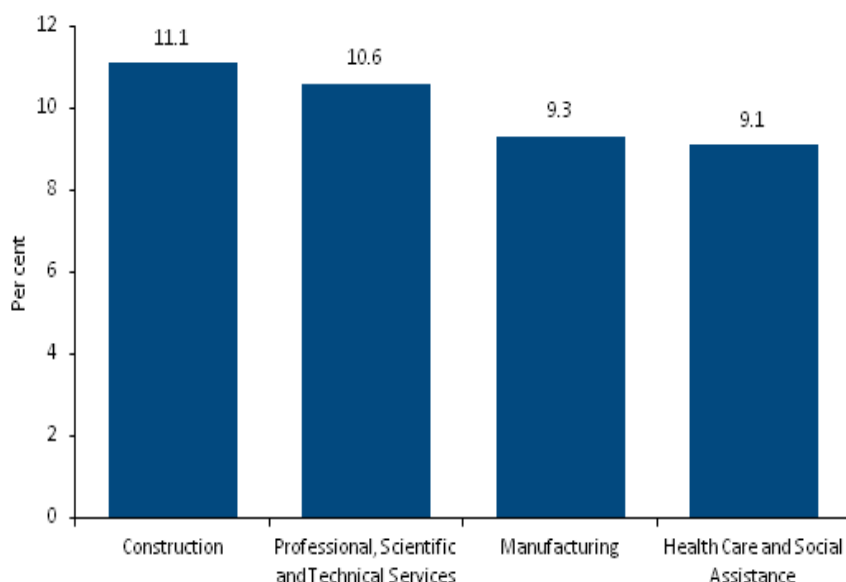
Figure 105: Top 20 Occupations - Administrative and Support Services (2012)

²⁶⁷ Source: www.lmip.gov.au "Industry information/Data tools" "Employment by Occupation"

Overview of the Administrative Service/Office Administrative Services

- Industry Analysis

Administrative services are sometimes considered auxiliary in nature, that is, they comprise occupations that facilitate but do not engage directly in the primary activity of the organisations. Such occupations can range from clerks, secretaries, office and practice managers, assistants, and receptionists through to high level administrative and operational roles in the public and corporate sector.²⁶⁸



At approximately 8,000 people, the clerical and administrative sector accounts for around a quarter of the total employed in this industry in WA, however there are more than 157,000 people in a variety of office administration roles across a range of industries²⁶⁹, across the state. An example of this is the spread of representation of office managers, who occupy around 10% of those employed in a number of industries²⁷⁰.

Figure 106: Top 4 Industries Employing Office Managers (2012)

There are a range of vocational qualifications available in business. Excluding specialized qualifications, such as human resources, marketing and management, business traineeships made up 4.3% of all traineeships in WA in 2013. In the first quarter of 2014, they made up 6.4%. Increasingly, Certificate II level qualifications are being abandoned in favour of Certificate III and IV. Data is shown in the following figures (106 and 107)²⁷¹, and as indicated, there has been a significant decrease in the number of people undertaking business traineeships, with a concurrent decline in the proportion of traineeships in the state being undertaken in business. This is particularly evident at Certificate III level, where business traineeships made up over 30% of all Certificate III traineeship contracts in 2008, and only 2.5% in 2013. This may change if more schools and students elect to take up the Certificate II as a school-based traineeship, rather than a classroom based program (both can now contribute to a student's WACE), however reported issues with industry-specific currency requirements for teachers may see schools removing, or not offering work placement or traineeships, favoring school-based delivery.

In terms of numbers, there are far less people taking up Business traineeships now than in the previous five years, as shown in Figure 107²⁷². Using past quarterly contract patterns²⁷³, the

²⁶⁸ "Office and administrative support occupations" (<http://www.bls.gov/oco/oco1005.htm>), Bureau of Labour Statistics (2011).

²⁶⁹ WA Department of Commerce (2011) *Clerical and Administrative Workers in WA: 2011 Labour market overview*, retrieved 24/10/12 from www.commerce.wa.gov.au

²⁷⁰ Source: <http://joboutlook.gov.au/occupation.aspx?search=alpha&tab=stats&cluster=&code=5121&graph=LN> Annual average 2012

²⁷¹ Source data from DTWD TRS Datacube, current period Feb 2014

²⁷² Source data from DTWD TRS Datacube, current period Feb 2014

number of contract commencements in the first quarter of 2014 indicates another small decline in traineeship uptake for the current year.

The number of people enrolling in business qualifications at public training providers remained relatively steady between 2010 and 2012, however there was a sizeable decrease in 2013, (-23.6% over the previous year) as indicated in Figure 111²⁷⁴.

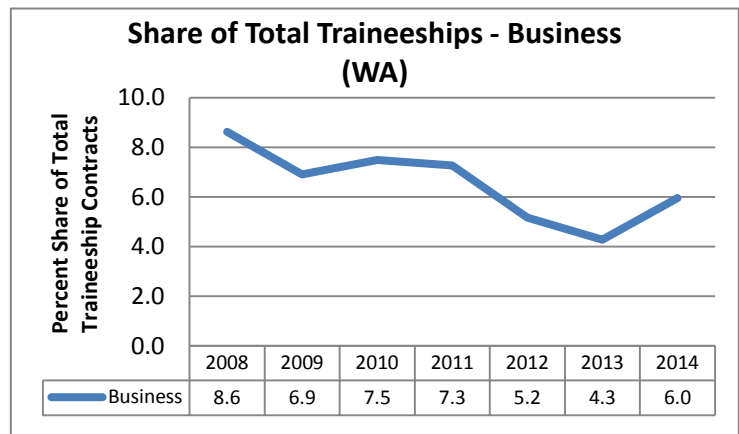


Figure 107: Share of Total Traineeships - Business (WA)

The same trend away from entry level qualifications is seen with public course enrolments; however this included Certificate III level enrolments which declined to 18%, in favour of Certificate IV and Diploma level qualifications, as shown in Figure 112²⁷⁵.

Given the use of Certificate I – III in schools, this may indicate a preference by individuals to obtain the Certificate IV, either due to their own perceptions of the value of the lower level qualifications, or as the market becomes saturated with the Certificate II qualification in particular, a potential lessening value of the qualification in the eyes of employers.

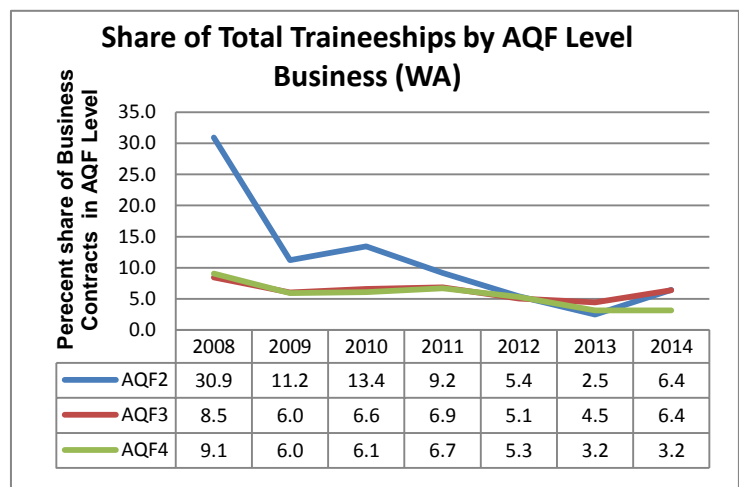


Figure 108: Share of Total Traineeships by AQF Level - BSB (WA)

²⁷³ Data source: DTWD TRS Datacube, current period Feb 2014

²⁷⁴ Source data from DTWD TRS Datacube, current period Feb 2014

²⁷⁵ Source data from DTWD TRS Datacube, current period Feb 2014

Business Traineeship Contracts by AQF Level

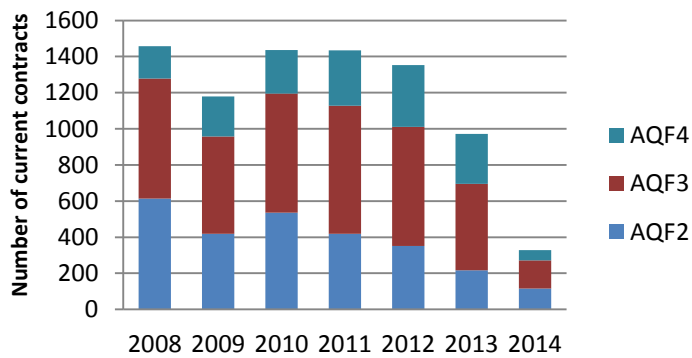


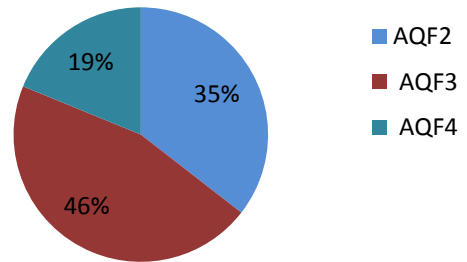
Figure 111: Business Traineeships by AQF Level (TOP)

Figure 110: Business Enrolments by AQF Level - 2009 and 2013 (BOTTOM RIGHT)

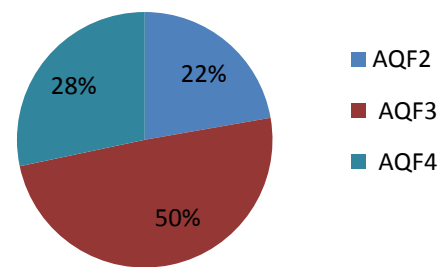
Figure 112: Enrolments in Business Qualifications (BOTTOM)

Figure 109: Business Traineeship Contracts by AQF Level – 2009 and 2013 (TOP RIGHT)

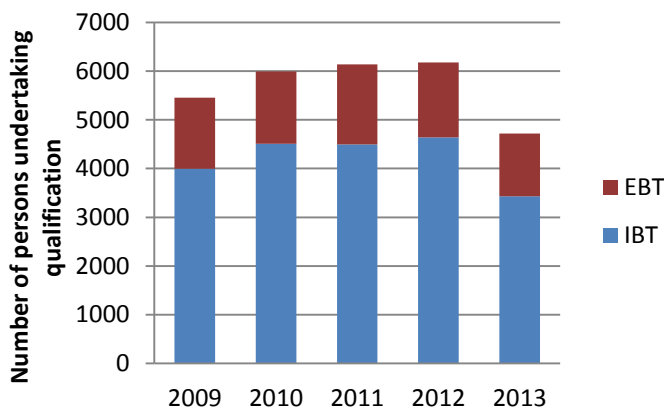
Business Traineeships by AQF Level 2009



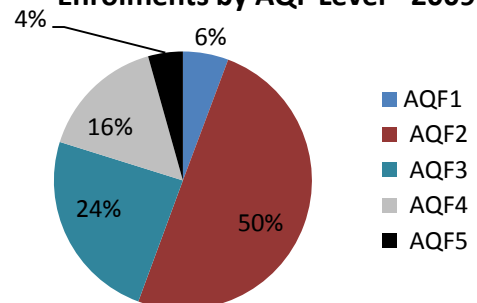
Business Traineeships by AQF Level 2013



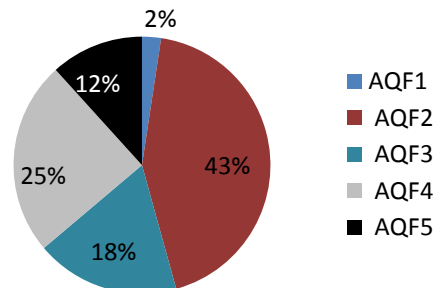
Enrolments in Business Qualifications



Institution-Based Business Enrolments by AQF Level - 2009



Institution-Based Business Enrolments by AQF Level - 2013



- Industry Trends

Over the past ten years, the number of clerical and administrative workers has increased at an average of 2.1% per year.²⁷⁶

The nature and estimated employment level in administrative roles is shown below. Industry trends

are evident in, for example, the shrinking number of switchboard operators compared to the growing number of contract and project administrators servicing the resources industry in particular, to the large number now employed as office managers.

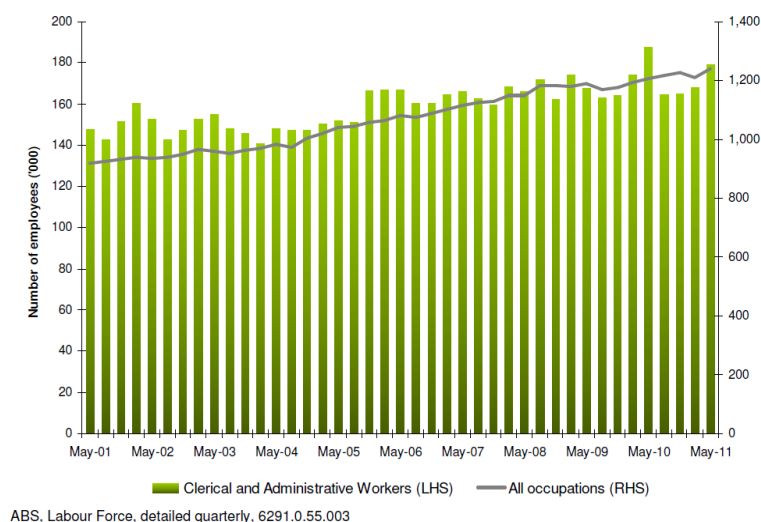


Figure 113: Employment Levels - Clerical & Admin Workers

Table 21: Clerical and Administrative Employment, 2013

Occupation	WA employment (000s)	WA Share of national employment (%)
Office Managers, Administrators & Secretaries		
Contract, Program & Project Administrators	13.7	10.8%
Office Managers	15.9	12.0%
Practice Managers	2.9	15.6%
Personal Assistants	4.6	8.6%
Secretaries	6.1	9.4%
General-Inquiry Clerks, Call Centre, Receptionists		
General Clerks	18.8	8.5%
Keyboard Operators	6.7	9.8%
Call or Contact Centre Workers	1.7	4.8%
Inquiry Clerks	7.3	10.8%
Receptionists	22.7	13.3%
Numerical Clerks		
Accounting Clerks	14.5	10.8%
Payroll Clerks	3.5	9.7%
Clerical & Office Support Workers, Couriers		
Betting Clerks	0.3	21.0%
Filing & Registry Clerks	3.0	16.1%
Switchboard Operators	0.6	16.2%
Other Clerical & Office Support Workers	0.7	12.2%
Other Clerical & Administrative Workers		
Conveyancers & Legal Executives	1.1	10.4%
Court & Legal Clerks	1.2	10.6%
Debt Collectors	1.1	10.7%
Human Resource Clerks	1.1	11.2%
Inspectors & Regulatory Officers	4.3	12.3%
Other Clerical & Administrative Workers	2.0	8.6%

²⁷⁶ WA Department of Commerce (2011) *Clerical and Administrative Workers in WA: 2011 Labour market overview*, retrieved 24/10/12 from www.commerce.wa.gov.au

- Labour and Skill Demand

As previously noted, people employed in administrative/office administration roles are spread across a range of industries that extend beyond the Administrative and Support Services industry itself. The largest numbers in this group in WA are employed as receptionists, general clerks and office managers.

In 2011 demand for high level management, administrative and operational skills were rated as 'Extreme' among Top Ten Skill Shortage occupations nationally²⁷⁷. A significant number of clerical job vacancies have been consistently reported, and demand remains strong in certain regional centres.

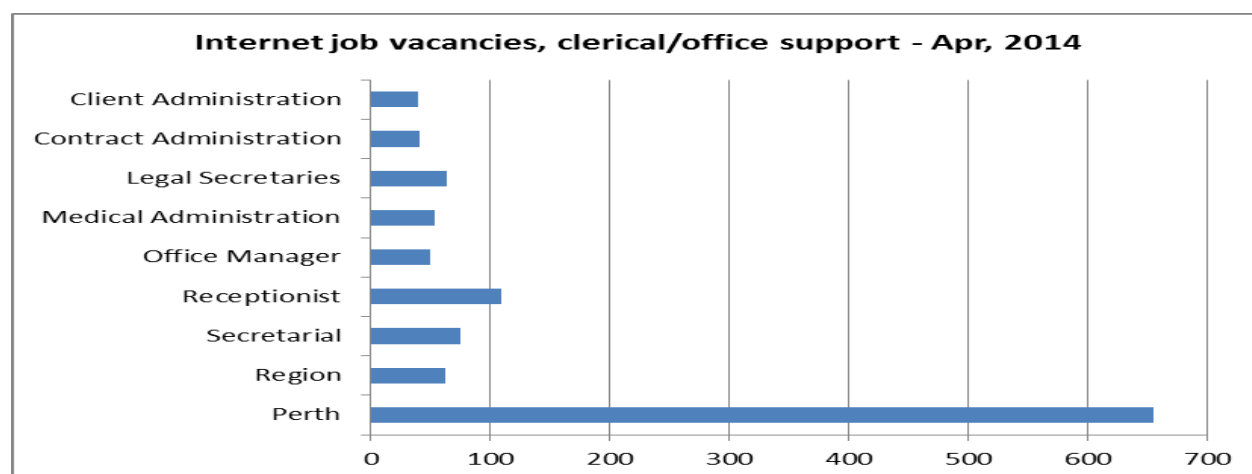


Figure 114: Internet job vacancies - Clerical/Office Support
FAPSTC desktop research, www.seek.com.au, April 2014

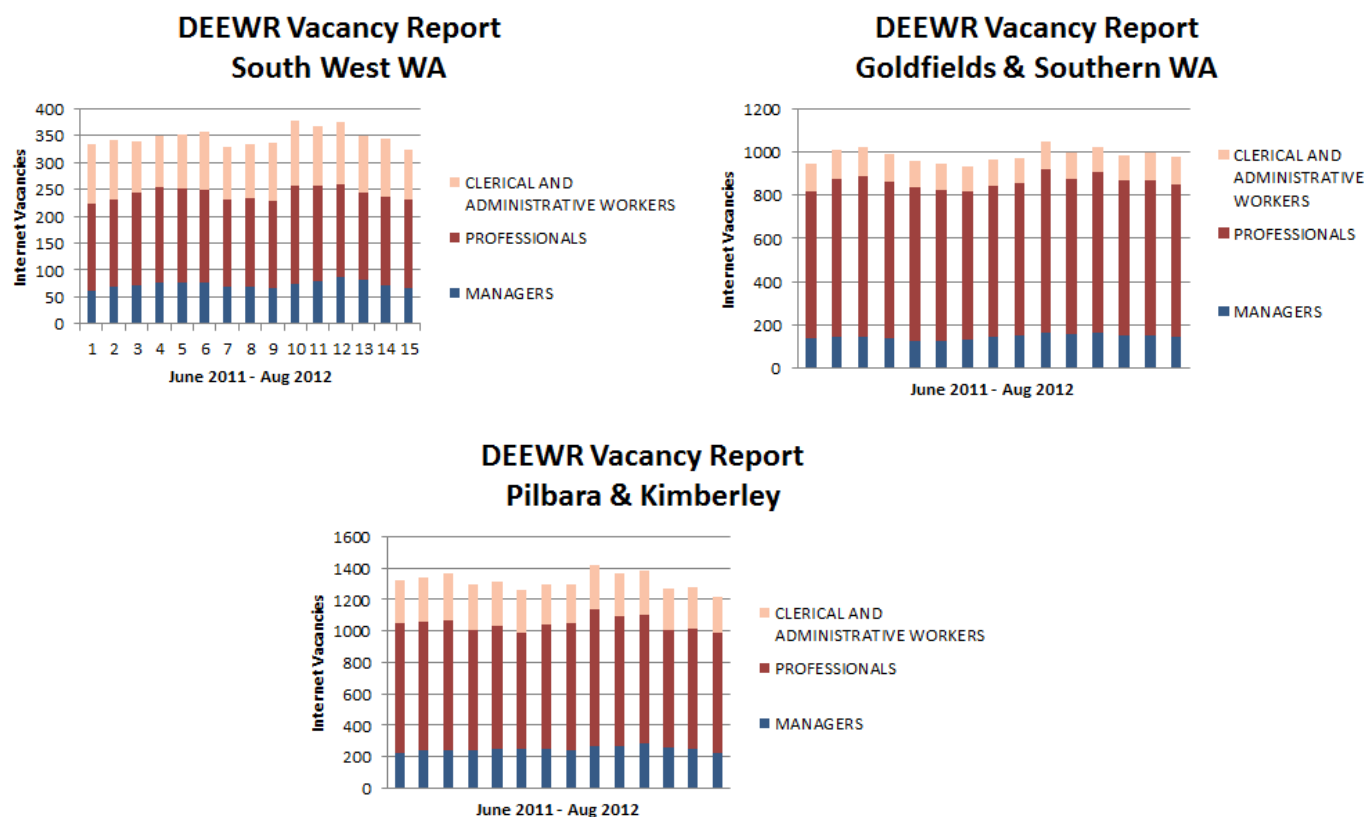


Figure 115: Regional job vacancies (WA)

²⁷⁷ Clarius Group Index Dec 2011 cited in DFP *Employment Market overview*, Dec 2011.

At a recent address to a meeting of business services training providers, an insight was given by two senior office managers into the skills required by their staff in contemporary office environments. While technology is playing an increasing role in many administrative functions, emphasis was placed on the following attributes ahead of technical proficiency when appointing new staff members:

- organizational, communication and time management skills
- the importance of contributing to a cohesive work environment and 'cultural fit'

The importance of efficient and reliable office administration was the focus, and key to the success of the organisations in which the speakers themselves are employed. In a survey conducted of those present, the ability to manage stress and attention to detail were seen as common characteristics in high performing individuals in office and administrative roles. However industry liaison suggests employers are finding it difficult to find candidates who combine those attributes with the required technical and administrative competencies. It is also reported by registered training organisations that there is growing difficulty in accessing work experience opportunities as part of a structured vocational education and training program.

- [Regional Impact](#)

One of the major challenges facing regional areas of Western Australia is the availability of affordable housing, quality accommodation particularly for rent and this is a major challenge in attracting new labour. The availability of public housing, residential and industrial land and retirement and aged care accommodation are vital to ensure a growing community and attract new workers & families to the area.

The high cost of living in regional mining communities is impacting on everyone living in the area and the administrative services industry is no exception.²⁷⁸

Further regional research and enquiry is needed to understand:

- the barriers to regional traineeship uptake, which may include client (trainee) awareness and information; small business employer demand/support, including through group training arrangements; and registered training organisation service/supply factors;
- the employment destination of graduates of higher education and VET, by course and location;
- the level of 'fee for service' training activity and availability in the regions.

The FAPSTC concluded the Transitions and Pathways Program (TAPP) in December 2013, which addressed these issues. The TAPP project was funded by the Australian Government Department of Industry, Innovation, Science, Research and Tertiary Education through the Australian Apprenticeships Mentoring Package.

²⁷⁸ TAPP Report 2012

- Gender / Age Participation

Figure 117²⁷⁹ below shows the State share of employment for receptionists, compared with all occupations.

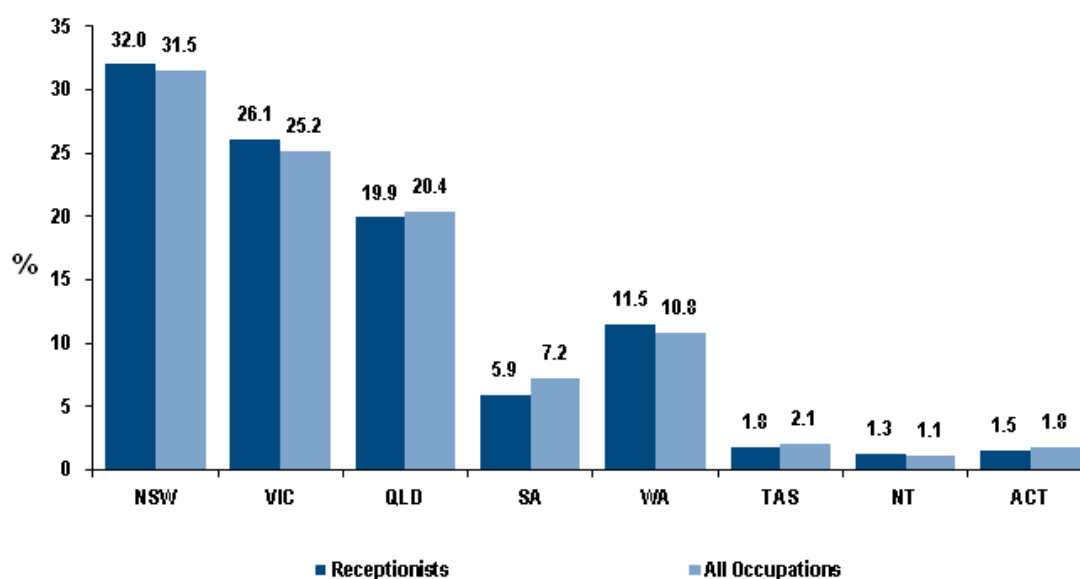


Figure 116: Share of State Employment - Receptionists (2011)
ABS Labour Force Survey, annual average

Figure 118 below shows the share of receptionist employment for males and females, employed full and part-time, compared with all occupations.

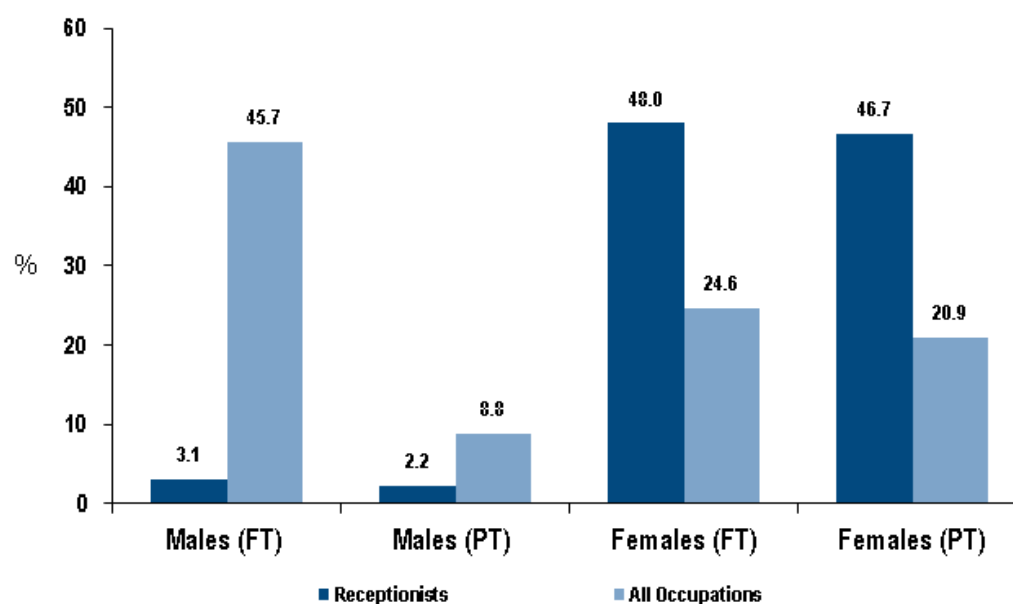


Figure 117: Gender Profile - Receptionists (2011)
ABS Labour Force Survey, annual average

²⁷⁹ Source: ABS Labour Force Survey, annual average 2011

Figure 119 below shows the share of receptionist employment by age, compared with all occupations.

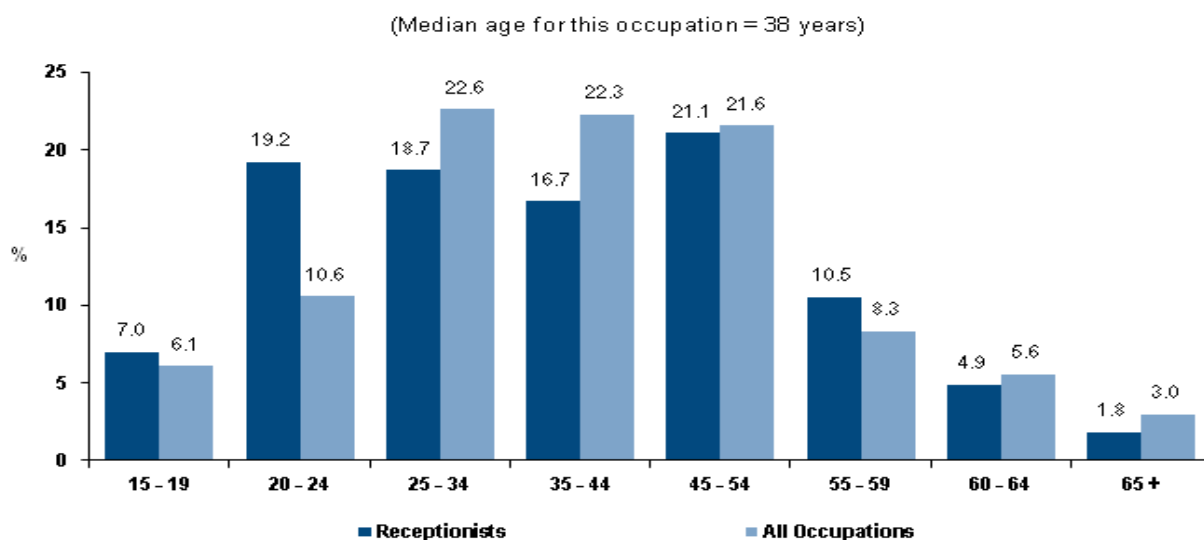


Figure 118: Age Profile - Receptionists (2011)ABS Labour Force Survey, annual average

- Under-represented Groups Participation

Under-represented groups within industry may include:

- Indigenous Australians
- Mature-aged Workers
- People from a non-English speaking background
- People with a disability

Indigenous Australians

Some indigenous people are still finding it difficult to find employment in the administrative services industry due to the requirement for medium to high standards of literacy and numeracy.²⁸⁰

Mature-aged Workers

Mature people are well suited to the administrative services industry and are not well represented.

People from a Non-English Speaking Background

Language, literacy and numeracy are important assets for new entrants to the administrative services industry. Speaking a second language is an advantage when working in the industry but clear foundation skills are necessary and the lack of those skills are a barrier to entry.

Highly skilled migrants with extensive overseas experience and qualifications have difficulty gaining employment in the industry due to their qualifications not always being recognised. Prospective workers also lack local experience, professional networks and knowledge of the workplace culture.

People with a Disability

Although tasks performed in the administrative services industry are varied and people with a disability are not represented as well as they might be.

²⁸⁰ TAPP Report August 2012

Overview of the Employment Services Industry

- Industry Analysis

Employment services include professionals involved in the management of an organisation's workforce, or human resources either internally as an employee or externally as a consultant/adviser. The profession is responsible for the design, implementation and evaluation of attraction, selection, training, assessment, performance and reward structures of employees, and overseeing organisational leadership and culture, while ensuring compliance with employment legislation. Roles encompass workplace relations, recruitment and clerical/support functions.

Drivers for growth in this occupation have included the state's strong economic performance, business investment and low unemployment which are driving competition and staff movement. WA now represents between 10-14% of those employed in this sector. However, the slowing investment and economic growth currently being experienced may have a detrimental effect on employment within this sector. Human resources still suffer from the perception of being a 'nice to have' rather than a 'need to have'. Working in the current climate, internal human resource professionals are increasingly required to have a strong understanding of the core function of their organisation, and the economic environment in which they operate. As well as the traditional 'transactional' and administrative job tasks, those working in this sector are needing to develop strong analytical skills, high level communication and interpersonal skills and knowledge across an array of adjacent fields such as training and WH&S. Creating talent pipelines, succession plans, retention and development strategies, internal leadership development and similar, all within shrinking budgets and with a long-term return on investment make the role of human resource professionals increasingly complex, with employers routinely seeking recognised HR qualifications, industry-specific experience and qualifications and experience in related areas, such as Certificate IV Training and Assessment or WH&S. In addition, the changing demographics of workforces, resulting from an aging population and the need for flexible and sometimes remote working arrangements add to the complexity and required knowledge and skill set for those working in this field.

For those working as external recruiters, high level networking skills with established networks, strong communication (including written communication skills) are crucial, along with high level client service skills. The economic slowdown and transition period has resulted in an increase in the number of organisations reporting intentions to either shed staff or not increase their recruitment activities, which will invariably flow on to those employed in external recruiting roles particularly²⁸¹.

²⁸¹ CCI HR Conference: The changing face of HR, June 2014

Table 22: Human Resource Employment, 2013

Occupation	WA employment (000s)	WA Share of national employment (%)
Human Resources		
Human Resource Managers	5.8	12.5%
Human Resource Professionals	7.9	12.8%
Human Resource Clerks	1.1	11.2%

The national education profile for the employment services sector is shown below²⁸², indicating industry acceptance of both university degree and vocational qualifications. Certificate III and IV qualifications are strongly represented.

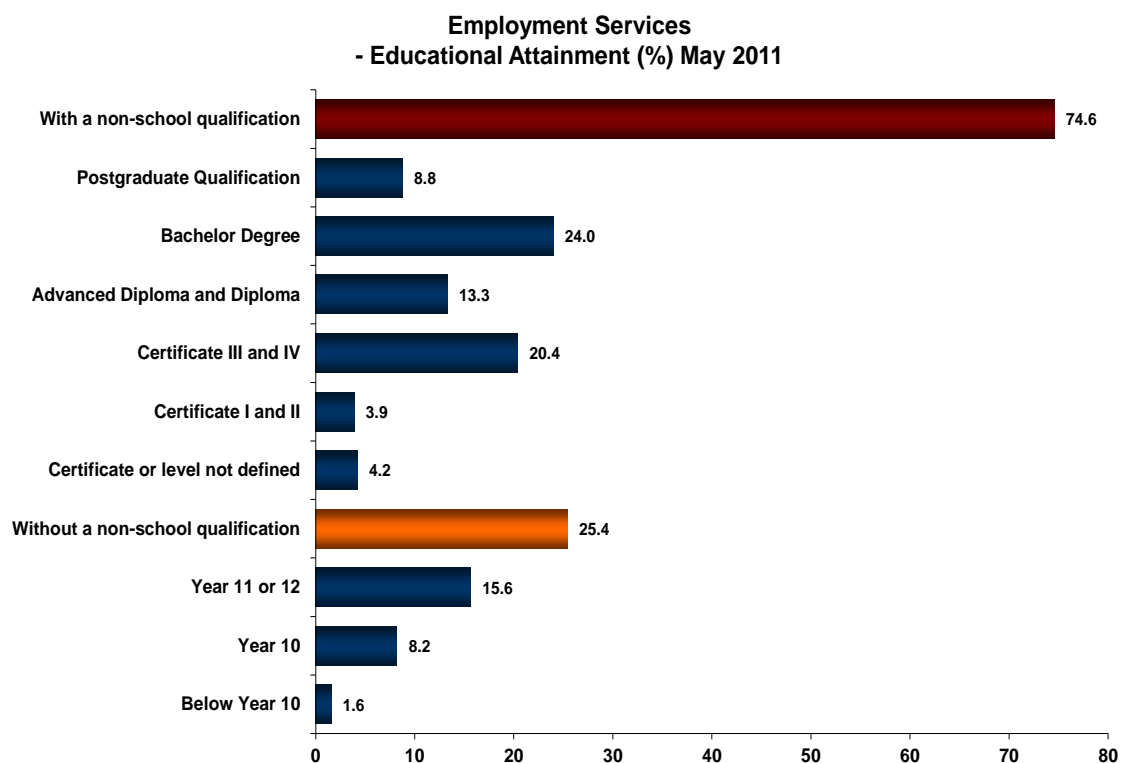


Figure 119: National Education Profile - Employment Services
www.skillsinfo.gov.au

- Industry Trends**

As at 30 June 2011, there were 643 WA-based “Employment Placement and Recruitment Services” businesses (6% of the national total of 11,170)²⁸³. There were a similar number of “Labour Supply Services” businesses, however this number represents over 12% of the national total which is indicative of the growth that has taken place in the sector, primarily to service the needs of the resources industry in WA.

²⁸² Source: www.skillsinfo.gov.au

²⁸³ ABS (2011) *Counts of Australian Business by industry class* Cat.No.8165.0 retrieved 28/9/2012 from www.abs.gov.au

Research into multi-national organisations (MNO) operating in Australia²⁸⁴ has found engineers, business development employees, sales personnel and research and development staff as typically the most commonly cited 'key categories' of employees among these. Interestingly, in response to the GFC, the main response among MNOs was to reduce training and recruitment (and international travel) which suggests sensitivity in this sector to any economic downturn.

On-line recruitment services are increasingly a feature of the employment services sector, adding to the competitive nature of the industry in an environment where job vacancies can be advertised, interviews arranged, reference checks carried out and short listing for employers can all be undertaken electronically, or through a virtual office arrangement.

- Labour and Skill Demand

Skilled labour shortages, low unemployment and business investment activity have all been driving demand for human resource professionals able to design and implement attraction, recruitment and retention strategies for large project and support service personnel across the state. This includes Indigenous workforce strategies. This is expected to soften as the economy softens.

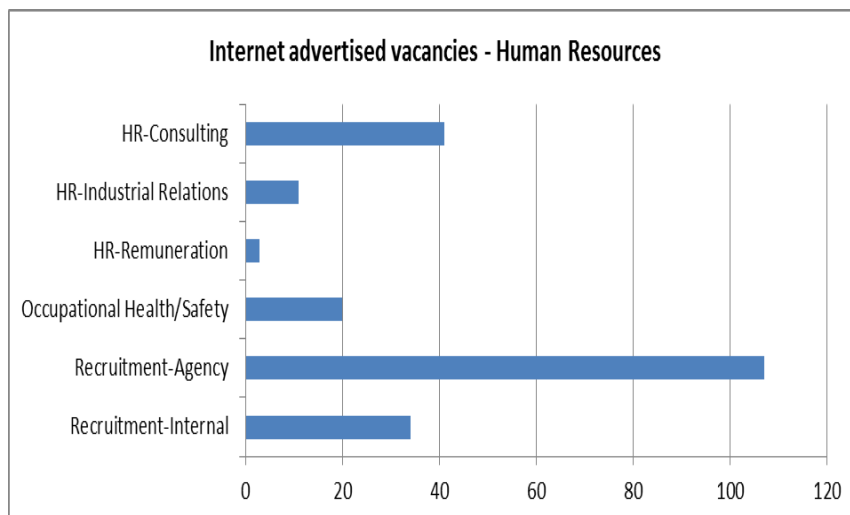


Figure 120: : Internet job vacancies - Human Resources
FAPSTC desktop research, www.seek.com.au, April 2014

Most positions advertised for human resources professionals call for experienced personnel, with relevant qualifications also highly regarded.

- Gender / Age Participation

The following figure shows the State share of employment for this occupation, compared with all occupations.

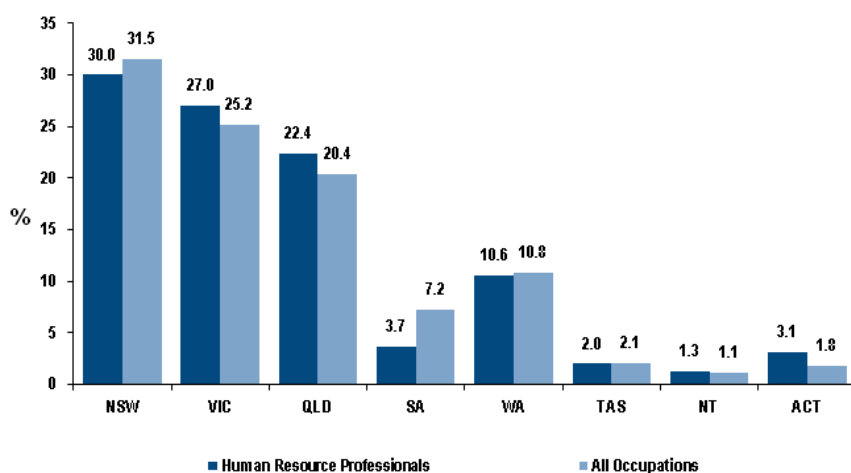


Figure 121: Share of State Employment - Human Resource Professionals (2011)
ABS Labour Force Survey, annual average

²⁸⁴ McDonnell, M et al *A Profile of Human Resource Management in Multinational Enterprises Operating in Australia* retrieved 30/10/12 from www.ahri.com.au

The graph shows the share of employment (per cent) for males and females, employed full and part-time, compared with all occupations.

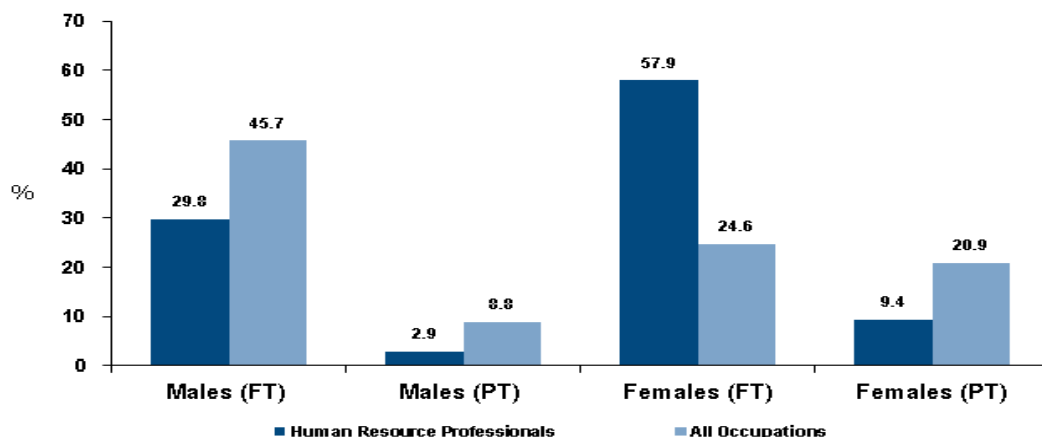


Figure 122: Gender Profile - Human Resource Professionals (2011)
ABS Labour Force Survey, annual average

Figure 124 shows the share of employment by age group for this occupation, compared with all occupations.

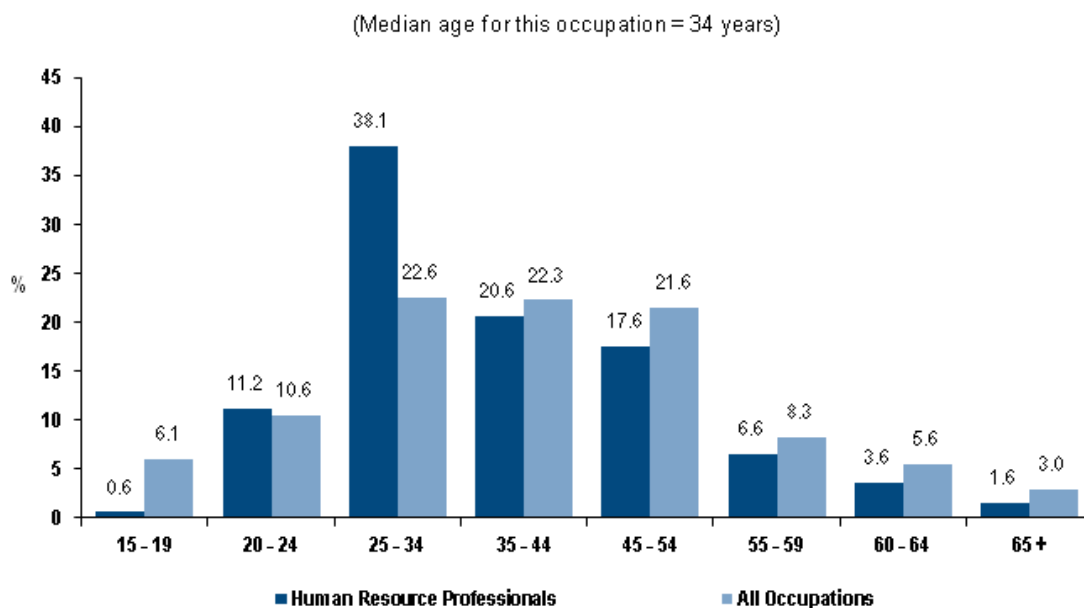


Figure 123: Age Profile - Human Resource Professionals (2011)
ABS Labour Force Survey, annual average

- Under-represented Groups Participation

Under-represented groups within industry may include:

- Indigenous Australians
- People from a non-English speaking background
- People with a disability

Indigenous Australians

Some indigenous people are still finding it difficult to find employment in the employment services industry due to the requirement for medium to high standards of literacy and numeracy.²⁸⁵ However, given the disproportionate number of Indigenous Australians requiring and accessing (external) employment services such as JSAs, cultural awareness of the unique barriers faced by many Indigenous people is required within the industry. This need would provide an ideal growth area for the employment of Indigenous workers. In addition, many large corporations have active Indigenous workforce plans, traineeship and apprenticeship programs and similar activists that would lend themselves to the training and employment of Indigenous employment/HR staff.

People from a Non-English Speaking Background

Language, literacy and numeracy are important assets for new entrants to the employment services industry. Speaking a second language is an advantage when working in the industry but clear foundation skills are necessary and the lack of those skills are a barrier to entry.

Highly skilled migrants with extensive overseas experience and qualifications have difficulty gaining employment in the industry due to their qualifications not always being recognised. Prospective workers also lack local experience, professional networks and knowledge of the workplace culture and relevant legislation.

People with a Disability

Tasks performed in the employment services industry are varied, however people with a disability are not represented as well as they might be. This sector should be an ideal environment for workers with a disability, given there are a number of organisations specializing in assisting those with a disability into employment, as well as larger businesses with programs aimed at increasing employment of those with disabilities.

Overview of the Commercial Cleaning Services Industry

• Industry Analysis

The Cleaning Services Industry can be categorised into:

- Office;
- Industrial;
- Commercial and institutional cleaners; and
- Domestic and residential cleaners.

The majority of commercial cleaners operate under short-term contracts, with short notice and contract termination periods. Growth in the Cleaning Services Industry has occurred due to the outsourcing of cleaning services and infrastructure investment.

Marketing is of paramount importance in the Cleaning Services Industry due significant competition. This competition is bought about by a number of factors including light regulation, low capital intensity and low barriers to entry (which includes no licensing or training requirements). As a result, profit margins are low, and customer retention is critical. Labor costs generally represent about 80% of total operational costs. Costs are often the most critical factor for clients when choosing a provider in this industry.

²⁸⁵ TAPP Report August 2012

Non-residential demand for commercial cleaning services is motivated by both cost reductions achieved through outsourcing of services and businesses' need to focus on their objectives. Demand from the institutional side is driven by budgetary restrictions.

Analysis of complaints received by Fair Work Ombudsman between July 2009 and April 2010 revealed that the Building and Cleaning Services Industry was ranked third in terms of the total number of complaints received. An audit of specific cleaning service providers identified the most common contraventions related to underpayment of hourly rates of pay, inadequate record keeping practices and minimum shift engagements.

As per the Australian Business Register, the Australian Cleaning Services sector comprises approximately 15,000 businesses ranging from sole traders to large national public companies. According to the Australian Bureau of Statistics (Labour Market statistics April 2010) the cleaning industry had a workforce of 273,700 individuals, equating to 2.5% of the Australian workforce. Cleaning Council WA is the peak industry body in Western Australia encouraging high standards and training for the sustainability of the labour force. Currently the cleaning industry is not regulated by government other than the requirements under workplace health and safety and the disposal of chemicals, the requirements of minimum wage requirements for workers and visa laws due to the large number of foreign works operating in the industry.

Cleaning industry working groups, including representation from the Building Services Contractors Association of Australia (BSCAA), have expressed interest in seeing workers licensed in order to lift the reputation and professional status of those employed in the cleaning industry. Cleaners often enter homes and office facilities alone and reports of unethical activity could adversely affect the reputation of the industry.

The domestic cleaning market has expanded with the establishment of many franchised and professional operators. These operators provide either specialist services like window cleaning, or a broad range of domestic cleaning services. The franchised element of the industry now covers both the domestic and the commercial markets.

As most cleaning activities need to occur after business hours, the industry has a significant component of casual and part-time employees. However, there is an associated high staff turnover rate due to the unsociable hours and low pay. Within the contract cleaning market, there are opportunities for the smaller operator and for the larger companies that might want to expand by merging or taking over other companies. The smaller operators have an opportunity to develop and service niche markets, emphasis can be placed on the quality aspect if the operator wants to make an above-average return. Some are able to charge \$20 to \$30 per hour.

The government sector cleaning segment is estimated to account for about 23% of total industry revenue. Government contracts generally require a lower standard of work, but at a cheaper price. As with local council work, the job inevitably goes to the lowest tender. The advantage of government contracts is that they usually last for up to three years. With local councils, however, the term is normally 12 months. It was estimated that, where the public sector employs its own cleaners, a minimal 30% cost saving is achieved by using an outside contractor. There has been increased liberalisation in the government cleaning services market as governments sought to reduce expenditure in this area.²⁸⁶

²⁸⁶ <http://clients1.ibisworld.com.au/reports/au/industry/currentperformance.aspx?entid=574>

- Industry Trends

Several major cleaning companies are now offering additional services or are forming strategic alliances with other business services operators. This is because clients are increasingly seeking to bundle cleaning, catering, security, maintenance and other related services under a single, multi-service contract arrangement. Both ISS Facility Services and Spotless Group have modified their strategies and operations to further develop this trend. As a result, these companies generally benefited from an expansion in revenue and profit. The franchised cleaning operators segment is rising steadily and providing increased competition to existing major players.

A bright future is expected for the Cleaning Services industry. Trends in non-dwelling construction activity and the outsourcing of cleaning services drive demand for cleaning services. Governments and businesses outsource cleaning in order to concentrate on their core activities and services, and seek out further cost efficiencies in operations. The rise in demand for domestic cleaning services results from high and dual-income households, and the progressive ageing of the population. Several major cleaning companies now offer additional services or are forming strategic alliances with other business services operators.

Green cleaning products and service procedures are a developing trend in the market. Market consciousness of environmentalism and the introduction of new environmental regulations create both risks and opportunities for the Cleaning Services Industry. The Cleaning Council WA, in conjunction with BSCAA and the Department of Environment and Conservation has introduced the Green Stamp Program. The program acknowledges a business' commitment to minimizing environmental impacts associated with operations and supporting environmental sustainability. The initiative has seen an improvement in occupational health and safety conditions, reduction in energy consumption, a reduction in general waste disposal costs for accredited businesses.

Innovation is a key essential for business development and the market will favor those businesses which use new technology to improve service levels. In this regard, the use of technology to communicate with both clients and employees and track task progress will become industry standards in future.

Industry growth is also being assisted by the rise in franchised operators. Franchising lowers associated business management and operation training costs, and these cost savings can be passed on to clients. Franchisers can also offer clients assurance on meeting cleaning specifications and standards.

For 2012-13, the Cleaning Services Industry is projected to generate revenue of \$4.21 billion, up 1.9% for the year, with annualised growth of 1.1% over the five years through to 2012-13. Recent growth has been due to stronger economic and non-residential construction growth. A pickup in demand for cleaning services for offices is expected from renewed service-industry employee growth. The industry is also expected to continue to grow steadily in the future, with a rise in revenue at an annualised 1.6% in the five years through 2017-18 to \$4.57 billion.²⁸⁷

Some larger companies in the industry are expected to diversify into other areas of business services (such as catering, security and facilities management) either on their own or through strategic alliances with other companies. This is in line with demand by major clients for a single contract covering all outsourced business service's needs. Employment will remain solid, but mostly for part-time or casual employees.

²⁸⁷ <http://clients1.ibisworld.com.au/reports/au/industry/ata glance.aspx?entid=574>

- Labour and Skill Demand

The Cleaning Services Industry has a history of underpayment, exploitation and unsafe work practices. However, the Fair Work Act 2009 and the modernised Cleaning Services Award 2010 have greatly contributed to reduce these practices.

Cleaning jobs tend to be low paying, have unsociable hours and can subject employees to dangerous chemicals which may have adverse health effects. These factors result in high employee turnover which can be a serious issue for businesses. To retain and improve the quality of staff, a large number of companies invest in and rely on training programs. Training programs provide a tailored package equipping employees with the required skills to maintain a successful career within the industry. Employers look for trained and skilled staff that will provide greater efficiency in the services being delivered which is vital in a small margin industry.

Staff turnover continues to be a challenge to the sector due to the low wages and transient nature of workers attracted to the industry. Retention of staff is a challenge to the cleaning industry and may be attributed to the workers' lack of understanding of industry and the skills required. With roles available in both commercial and residential fields, participants may be required to display very different qualities. Commercial cleaning may relate more to the speed and efficiency of workers who need the right personality to handle a number of difficult, demanding customers while undertaking, at times, tedious repetitive tasks. Alternatively residential cleaners may be dealing with older people or disabled clients and the worker would need to possess the qualities of compassion and patience.

The Cleaning Services Industry attracts a high rate of foreign workers to Australia who are able to work on temporary visas. The most notable of these are workers on student visas, who are able to work only 20hrs per week and working holiday visa holders, who are only able to work for a company for a 6 month period. This contributes to the transient nature of the industry.

Shortage of skilled labour is an ongoing issue due to competition from higher paying unskilled or semi-skilled occupations in the mining sector.

- Regional Impact

The large increase in global commodity prices since the mid 2000's has resulted in significant growth in Australia's infrastructure spending and export values. This has been most distinct in Western Australia and Queensland, the states with the highest concentration of mining resources. As a result, spending on consumption and investments across household, business and government sectors in these resource-rich states has exceeded that of the other states. This increase in spending has resulted in an increased demand for cleaning services.

Due to these higher commodity prices, the mining sector is able to attract cleaners to work for them. Salaries for unskilled mining jobs with no experience, average \$1,200 - \$2,000 a week. With the average salary in the mining industry at approximately \$90,000 per year currently, Western Australia is experiencing a high level of staff turnover as people are leaving their jobs and seeking to take advantage of these higher wages. The ability to retain skilled and experienced staff is a major challenge for all organisations in Western Australia.

Based on these figures cleaning companies in regional areas find it harder to attract and retain staff. To attract staff in these areas employers are required to pay well above the award (well above what their metropolitan counterparts might pay) and try to pass this back onto the customer.²⁸⁸

Tourism in the south west of Western Australia is suffering from the loss of cleaning staff due to the high rewards offered in the mining industry. Small towns, such as Denmark, that rely on tourism find it difficult to attract and retain full time cleaners during this downturn forcing them to rely on transient workers.

Further regional research and enquiry is needed to understand:

- the barriers to regional traineeship uptake, which may include client (trainee) awareness and information; small business employer demand/support, including through group training arrangements; and registered training organisation service/supply factors;
- the employment destination of graduates of higher education and VET, by course and location;
- the level of 'fee for service' training activity and availability in the regions.

The FAPSTC concluded the Transitions and Pathways Program (TAPP) in December 2013, which addressed these issues. The TAPP project was funded by the Australian Government Department of Industry, Innovation, Science, Research and Tertiary Education through the Australian Apprenticeships Mentoring Package.

- [Gender / Age Participation](#)

Larger commercial cleaning organisations employ predominantly part-time employees and a large proportion of students; domestic cleaning organisations employ predominantly full-time employees. Surveys conducted indicate most domestic cleaning organisations have been in business for over 10 years. Most Cleaning Services industry workers are between the ages of 35 and 55 years with 60% being female.²⁸⁹

- [Under-represented Group Participation](#)

Under-represented groups within industry may include:

- Indigenous Australians
- People with a disability

Western Australian Regions



Figure 124: Western Australian Regions

²⁸⁸ *Cleaning Council October 2012*

²⁸⁹ *Cleaning Council WA October 2012*

Indigenous Australians

Indigenous people have minimal representation in the cleaning industry, particularly in regional areas.

25000 people live in the Shire of Roebourne and Indigenous people make up approximately 20% of the population within the Shire. The high cost of living within the region is impacting on everyone and for Indigenous people it is creating issues with housing. The worker, when confronted with earning an income, will hesitate to take employment as they risk their 'Homeswest Home' being taken away from them and due to this they face pressure from others in their community who depend on that accommodation.

The Ashburton Aboriginal Corporation in Karratha manages 1400 Indigenous people within the region. Issues around domestic violence, drug and alcohol abuse, no driver's licenses and fine defaulters were a contributing factor to indigenous people not working or attending pre-employment programs in the region.²⁹⁰

People with a Disability

Tasks performed in the cleaning industry can be very physical and repetitive which does limit the scope for people with some disabilities to gain employment.

Overview of the Conveyancing Services Industry

- [Industry Analysis](#)

Conveyancers provide specialist services to those selling or purchasing real estate or similarly related transactions. The Australian Institute of Conveyancers (AIC) is the peak national body representing and supporting the Conveyancing profession in Australia with branch offices in each state due to differing legislative requirements. The primary objectives of the AIC is to provide a high level of ongoing education and personal development through the Certified Practicing Conveyancer (CPC) program and assist those entering the property market to find a professional Conveyancer to facilitate their transaction.

This industry is responsible for providing property and business settlement services to the whole of Western Australia. The majority of settlement agencies are small to medium size businesses ranging from sole operators up to 15 staff. There are a few larger businesses with settlement services offered by law firms operating under the control of lawyers or licensed settlement agents.²⁹¹

While property transactions were down by 0.2% in the financial year 2011/12 compared to 2010/11 they reflected increased stability in the State's property settlement activity.

- January to June 2012: Property settlements increased by 4.1% compared to January to June 2011.
- January to June 2012: Property settlements increased 3.5% compared to the previous six months from July to December 2011.
- Final quarter 2011/12: Property settlements increased 1.5% compared to the same fourth quarter figures in 2010/11.²⁹²

²⁹⁰ TAPP Report August 2012

²⁹¹ A/CWA

²⁹² www.landgate.wa.gov.au – September 2012

The transaction statistics above reflect the settlement of property but are not broken down into dwellings and vacant land. It is believed that with the large number of new land subdivisions in the past 12 months that a large percentage of property settlements were vacant land.

A major change to the conveyancing industry was expected to be Proposed National Licensing for Property Occupations and the introduction of the National Occupational Licensing Authority under the direction of COAG however; this was abolished in December 2013. This was a great relief to the industry in Western Australia who saw the proposed national licensing as a lowering of standards

- Industry Trends

Due to the global financial crisis and restructuring of lending criteria by banks and other financial institutions in the years leading up to 2012, there had been a significant reduction in the number of property sales and related settlements. This led to downsizing of some settlement agencies and even some business closures. However, since this time the real estate market showed increased sales and settlements and conveyancers were now looking for new staff as a result of increased business.

The industry is moving towards electronic conveyancing which aims to provide an electronic business environment for completing property transactions including electronic lodgement with Land Registries and the settlement of funds.

This will include providing an electron environment to:

- Lodge the Land Title dealing documents and related instruments needed to register changes in property ownership and interests.
- Allow the different and accredited parties involved in the transaction to view and complete the documents to conclude the property exchange or transaction.
- Allow for the electronic settlement of all financial transactions at a nominated date including settlement monies, duties, taxes and any disbursements.
- Lodge electronically Land Title instruments for registration with the relevant State or Territory Land Registry for electronic processing.²⁹³

- Labour and Skill Demand

The real estate market showed increased sales and settlements and conveyancers are now looking for new staff as a result of increased business and created a renewed interest in training in conveyancing. The training requirement for new staff will include the introduction of an electronic conveyancing system which will transform the business operations significantly.

- Regional Impact

All other regional towns and locations appear to service their locations without difficulty. Regional settlement agents do the same work as a city agent apart from the actual settlement which must take place in Perth, so regional agents will use city settlement agents to attend settlement.

²⁹³ <http://www.nationaleconveyancing.com.au/>

- **Regulatory Requirements**

To operate as a Conveyancer (Settlement Agent) in Western Australia the participant must meet minimum requirements to conduct business which includes 2 years' experience in the industry.

Currently in Western Australia there are two ways a person may arrange settlements or carry on business as a real estate settlement agent (individual, company, or partnership), or a business settlement agent.

- The first is to be licensed and hold a current triennial certificate granted by Consumer Protection.
- The second is to be a certified legal practitioner under the Legal Practice Act 2003.

The licensing system administered by Consumer Protection ensures only suitably qualified people are allowed to operate in the settlement industry.

As part of the licensing system, people are required to have certain qualifications, experience, sufficient material and financial resources, and be a person of good character and repute.

Education Qualifications

Applicants for a real estate or business settlement agent's licence must have passed the examinations which are required by a public training provider or registered training provider in order to complete:

- A. A Diploma of Financial Services (Conveyancing); and
- B. The following units -
 - 1. FNSCONV601B: Obtain and analyse information;
 - 2. FNSICORG603B: Negotiate to achieve goals and manage disputes.

A person wishing to obtain a business settlement licence must have passed the examinations which are required to complete a unit covering the settlement of business transactions.²⁹⁴

Changes to Real Estate & Conveyancing Regulations

The Western Australian real estate sector was rocked by two scams in 2010-2011 whereby homes were sold without the knowledge of the owners. Although these scams were not attributed to a breach of conduct by real estate industry members it was of great concern to the sector. The incidents drew the public's attention to the professionalism & training of residential real estate agents and as result amendments were made to the Codes of Conduct for both Real Estate and Settlement Agents in Western Australia.

²⁹⁴ http://www.commerce.wa.gov.au/ConsumerProtection/Content/Licences/Settlement_Industry/Settlement_Industry.html - September 2012

- [Gender / Age Participation](#)

The age of people working in the industry ranges from 16 to 60+. Trainees or new employees tend to be in the 16-20 year age bracket and conveyancers tend to be more mature. We are in the third generation of licensees' since the Act first came out in 1981 and the age range of these licensees tends to be 30+. It takes at least 5 years of practical experience to be ready, willing and able (competent) to apply for a licence and run a Settlement Agency.

Highly skilled migrants with extensive overseas experience and qualifications have difficulty gaining employment in the industry due to their qualifications not being recognised for licensing purposes. Prospective workers also lack local experience, professional networks and knowledge of the property market and workplace culture.

- [Under-represented Groups Participation](#)

Under-represented groups within industry include:

- Indigenous Australians
- People from a non-English speaking background

Indigenous Australians

Some indigenous people are still finding it difficult to find employment in the conveyancing industry due to the requirement for medium to high standards of literacy and numeracy.²⁹⁵

People from a Non-English Speaking Background

Language, literacy and numeracy are important assets for new entrants to the conveyancing industry. Speaking a second language is an advantage when working in the industry but clear foundation skills are necessary and the lack of those skills are a barrier to entry.

Highly skilled migrants with extensive overseas experience and qualifications have difficulty gaining employment in the industry due to their qualifications not being recognised for licensing purposes. Prospective workers also lack local experience, professional networks and knowledge of the property market and workplace culture.

Overview of the Pest Management Services Industry

- [Industry Analysis](#)

Pest management technicians identify pests, assess pest problems, consider pest management options, liaise with customers and implement pest management strategies. Technicians deal with the eradication of ants, borers, cockroaches, flies, fleas, bed bugs, rodents, rats, mice, spiders, termites, timber pests, bird control, bees, wasps, fabric pest and pantry pests. Technicians also deal with feral vertebrate control, dieback protection in bush land with weed control being the industry growth area.

²⁹⁵ TAPP Report August 2012

The industry faces tight controls on its operations from stringent environmental regulations. Consumers are also wary about applying pest control chemicals around the home and are seeking alternatives. However, stricter health regulations now require regular monitoring and control of pests across business and commercial properties, particularly in the food and hospitality industries, which boosts demand for pest control services.

As indicated in Figure 126, the Pest Management business in WA is estimated to represent 8.6% of the national total of pest control companies, and this relates in real terms to an estimated 850 Pest Management Business Registrations and 2,400 Pest Management Technician's licenced in Western Australia, with 150 of these being Provisional licence holders.²⁹⁶

There has been significant growth over the last 5 years in environmental weed management, particularly in the mining sector, with this sector now making up approximately 40% of the licensed industry in WA.²⁹⁷

Advances in technology are assisting the industry, particularly in termite control. These processes are improving pest control outcomes, although they are subsequently resulting in customers requiring less frequent visits and treatments or applications. The industry will have to contend with ongoing strict regulations relating to the storage, handling and use of chemicals. The future of this industry is in providing an integrated pest control service and forming strategic alliances with major property service companies to tender for total building management service contracts.

- Industry Trends

Fumigation of quarantinable goods is now growing in importance due to the gas and mining industry generally and steady growth is expected to continue across most sectors of the industry. With the mining sector driving the need for higher performance and better trained technicians, industry will need to embrace these changes if they are to successfully compete.

The agriculture spray contracting industry has leveled off with many farms becoming larger and high tech machinery now being used by a number of contractors, enabling them to cover larger areas.

Pest control providers are sensitive to trends in both residential and non-residential construction. These markets have experienced a difficult time recently which has particularly affected demand for pre-purchased pest inspections and reports, especially for housing, with industry clients reviewing the frequency and level of service required.

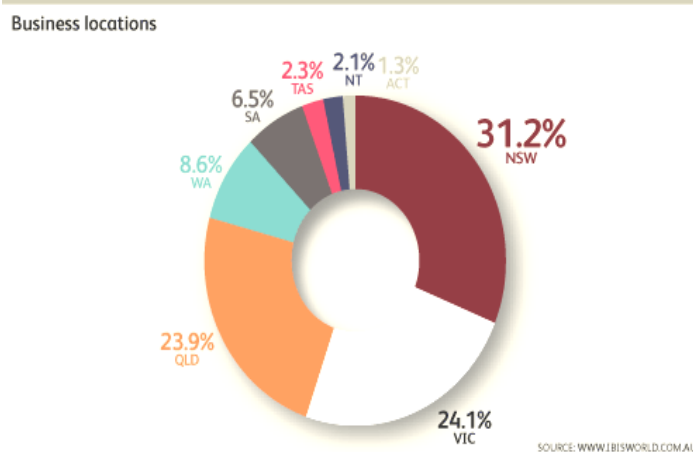


Figure 125: Business Locations - Pest Management
www.ibisworld.com.au

²⁹⁶ Department of Health – May 2014

²⁹⁷ Department of Health – May 2014

- Labour and Skill Demand

In Western Australia there are a higher percentage of owner operator businesses compared to those based on the East Coast of Australia, creating a very price sensitive and money driven industry. It also has an effect on the take up of traineeships in the industry as employers are not able to provide the suitable supervision and training required to trainees.²⁹⁸

Attracting better skilled people has always been a challenge in the Pest Management Industry. In general, some sectors of the industry are simply unable to compete with the salaries being paid in the mining sector, but this is a problem experienced by many industry sectors. As the workforce in some industry sectors is transient in nature, legislation was introduced to enable those to leave the sector and return, provided they are able to demonstrate current competencies.

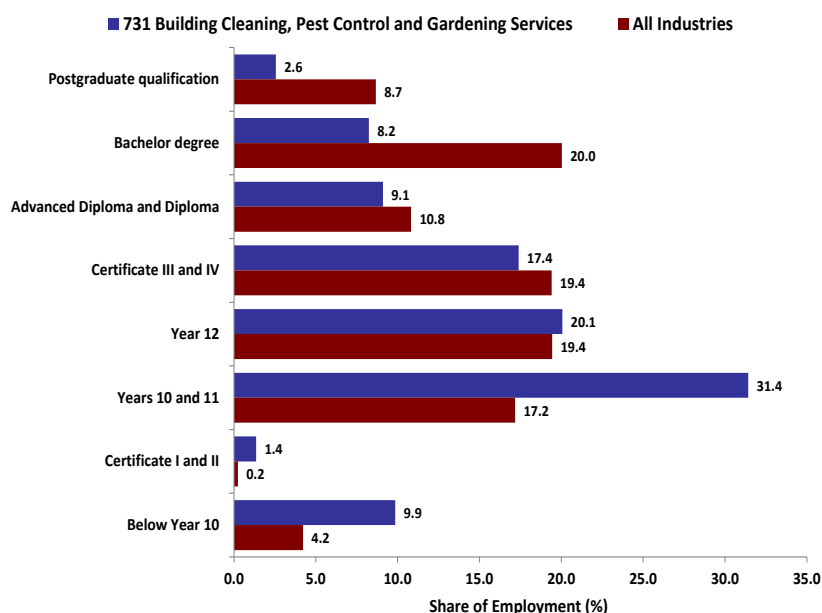


Figure 126: National Education Profile - Building Cleaning, Pest Control and Gardening Services (2012), www.lmip.gov.au

The pest management industry is a complex but rewarding industry that attracts a wide sector of recruits from an unfortunately diminishing employment pool. Despite recruiting and salary pressures, industry in WA is in relatively good shape.²⁹⁹

- Regional Impact

The retention of workers in regional areas is of concern for the pest management industry due to the high demand and attractive remuneration offered to workers by the mining industry.

Further regional research and enquiry is needed to understand:

- the barriers to regional traineeship uptake, which may include client (trainee) awareness and information; small business employer demand/support, including through group training arrangements; and registered training organisation service/supply factors;
- the employment destination of graduates of higher education and VET, by course and location;
- the level of 'fee for service' training activity and availability in the regions.

The FAPSTC concluded the Transitions and Pathways Program (TAPP) in December 2013, which addressed these issues. The TAPP project was funded by the Australian Government Department of Industry, Innovation, Science, Research and Tertiary Education through the Australian Apprenticeships Mentoring Package.

²⁹⁸ Department of Health – May 2014

²⁹⁹ Department of Health – May 2014

- Regulatory Requirements

There is a legal requirement for a person to hold a current license and business registration under the Health (Pesticides) Regulations 2011. There is a two-tiered system of licensing Pest Management Technicians in Western Australia. This system was designed to meet the requirements of industry, government and the community.

To work in the pest management industry for remuneration, a person must hold either a Provisional or Technician's License. Where a person holds a license they must be employed by a registered Pest Management Business or register their own business. A Provisional holder may own a pest management business, or purchase an existing pest management business. Legislation for this area comes under the Health (Pesticide) Regulations 2011 WA pursuant to the Health Act 1911 WA under the licensing authority of the Western Australian Department of Health who issues licenses for domestic, commercial, horticultural and forestry operators. New legislation requiring industry members to carry a plastic photo license was introduced in Dec 2007 and became law in Feb 2011.

The control of environmental weeds makes up for approximately 40% of the Pest Management licensed industry in Western Australia. ³⁰⁰

- Gender / Age Participation

A diverse range of ages and gender types seek Pest Management licenses which add to a healthy eclectic mix throughout the industry. To state an average age or best represented gender would not accurately represent the industry or its appeal in attracting new recruits. Notably though, women are very well represented in the licensed control of environment weeds. ³⁰¹

- Under-represented Groups Participation

Under-represented groups within industry may include:

- Indigenous Australians
- People from a non-English speaking background
- People with a disability

Indigenous Australians

Some indigenous people are still finding it difficult to find employment in the pest management industry due to the requirement for medium to high standards of literacy and numeracy.

However, over the last 5 years the mining sector has attracted a number of indigenous people to engage in the control of environmental weeds. ³⁰²

25000 people live in the Shire of Roebourne and indigenous people make up approximately 20% of the population within the Shire. The high cost of living within the region is impacting on everyone and for Indigenous people it is creating issues with housing. The worker, when confronted with earning an income, will hesitate to take employment as they risk their 'Homeswest Home' being taken away from them and due to this they face pressure from other in their community who depend on that accommodation.

³⁰⁰ http://www.public.health.wa.gov.au/3/1137/2/pesticide_licenses.pm

³⁰¹ Department of Health – May 2014

³⁰² Department of Health – May 2014

The Ashburton Aboriginal Corporation in Karratha manages 1400 Indigenous people within the region. Issues around domestic violence, drug and alcohol abuse, no driver's licenses and fine defaulters were a contributing factor to indigenous people not working or attending pre-employment programs in the region.³⁰³

People from a Non-English Speaking Background

Language, literacy and numeracy are important assets for new entrants to the pest management industry. Speaking a second language is an advantage when working in the industry but clear foundation skills are necessary and the lack of those skills are a barrier to entry.

People with a Disability

Tasks performed in the pest management industry can be very physical requiring the operator to handle very dangerous chemicals and this does limit the scope for people with some disabilities to gain employment.

MAJOR CHALLENGES AND BARRIERS

Major Challenges and Barriers - Commercial Cleaning Services

The barriers to entry are minimal, with no regulation, licensing or training needed and minimal capital costs at the lower end. The low barriers to entry drive significant price-based competition in the industry.

Many of the migrants entering the industry are largely unskilled job seekers with low levels of English and literacy and therefore not job ready, this is an issue in terms of Workplace Health and Safety requirements.

Major Challenges and Barriers - Pest Management Services

One of the significant difficulties WA faces is the belief by the Commonwealth Government that one size fits all. Western Australia, because of its isolation has had to introduce specific legislation, Codes of Practice and Guidelines, also tailored systems, like training and licensing that addresses and meets industry needs. Those who administer the law need to show understanding, be flexible but also combine with industry to lift standards to meet the growing requirements of particular industry groups within a growing and diverse economy, as well as meeting the public's expectation of safe and responsible chemical use.³⁰⁴

The challenge ahead is to convince State and Commonwealth Governments to allow industry to get on with the job without the undue need for greater legislative control.³⁰⁵

³⁰³ TAPP Report August 2012

³⁰⁴ Health Department 21.9.2012

³⁰⁵ Department of Health 21.9.2012

NEW AND EMERGING SKILLS

The White Paper 'Australia in the Asian Century' has highlight the need for Australian business to be Asia-capable, referring to the need for Australians to have management skills suited to Asian conditions, beyond being able to speak the language. This suggests a skills challenge for Australia, and Western Australia in particular, if it is to participate in the growth in professional services within the region³⁰⁶ as well as an exporter of raw commodities. IBSA is currently undertaking research to identify contemporary and emerging needs of Australian leaders and managers³⁰⁷.

OCCUPATIONS IN DEMAND

ANZSCO6	Occupation	Priority_Memo
511111	Contract administrator <i>"Training Council identified occupation"</i>	Strong growth in employment in the professional services sector is driven largely by the resources industry. While pro-active immigration policies are attracting specialist personnel to our state, shortages remain across FAPSTC industry sectors and particularly among those providing support services alongside the mining and resources industry where high wage structures apply. Mining, engineering, legal, and architectural services are largely drawn from higher education pathways however FAPSTC recognises the opportunity to grow para-professional pathways through the VET sector and plans to facilitate these through links with relevant industry sectors and ITC networks. Critical whole-of-industry occupation; shortage of skilled, experienced personnel across industry; high remuneration benchmarks established by resources industry. - Automotive - Business Services - Community Services - Construction, Plumbing and Services - Screen and Media - Music - Financial Services - Forest and Forest Products - Information and Communications Technology - Printing and Graphic Arts - Integrated Telecommunications - Textiles, Clothing and Footwear - Public Sector - Public Safety - Racing Training Package-Resources and Infrastructure Industry - Transport and Logistics.
132111	Corporate services manager <i>"Training Council identified occupation"</i>	Occupation requiring high level management, administrative and operational skills in demand. There were nine occupations in the June quarter 2012 showing skills shortages and Corporate Services Manager was rated as extreme & rated the second top priority. (Source: Clarius Group Index June 2012). Rated 'Extreme' in Top Ten Skill Shortage Occupations nationally. (cited in DFP Employment Market overview, Dec 2011.) Increasingly, employers seeking to fill this role are requesting financial skills, experience and in some cases qualifications, further diminishing what is an already small pool of suitable candidates within the labour market.
511112	Program or project	Demand remains across FAPSTC industry sectors and particularly among those providing support services alongside the mining and

³⁰⁶ Australian Financial Review, 4/9/2012 p.48

³⁰⁷ IBSA (2012) *Leadership and Management Project* retrieved 16/10/12 from www.ibsa.org.au

	<p>administrator</p> <p><i>“Training Council identified occupation”</i></p> <p>SPOL</p>	<p>resources industry where high wage structures apply. Strong growth in employment in the professional services sector is driven largely by the resources industry. While pro-active immigration policies are attracting specialist personnel to our state, shortages remain across FAPSTC industry sectors and particularly among those providing support services alongside the mining and resources industry where high wage structures apply. Mining, engineering, legal, and architectural services are largely drawn from higher education pathways however FAPSTC recognises the opportunity to grow para-professional pathways through the VET sector and plans to facilitate these through links with relevant industry sectors and ITC networks, industry skills councils and peak industry associations. Critical whole-of-industry occupation; shortage of skilled, experienced personnel across industry; high remuneration benchmarks established by resources industry. - Automotive - Business Services - Community Services - Construction, Plumbing and Services - Screen and Media - Music - Financial Services - Forest and Forest Products - Information and Communications Technology - Printing and Graphic Arts - Integrated Telecommunications - Textiles, Clothing and Footwear - Public Sector - Public Safety - Racing Training Package- Resources and Infrastructure Industry - Transport and Logistics.</p>
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WORKFORCE DEVELOPMENT OPPORTUNITIES

Due to an ageing population more information needs to be provided to mature aged workers to encourage them to stay in the workforce.

- More informed about Austudy/Abstudy and the possible traineeships available. FAPSTC to make mature aged people aware of training credits and training funds available in their development.
- Job Services Networks and Labour Hire Groups need to match the mature aged worker to the right job rather than just fill vacancies.
- Mature aged workers need to be linking with Job Services Networks, Labour Hire Groups and in turn the companies seeking employees.

Although the Business Services Training Package is the most heavily used training package for publicly funded VET³⁰⁸ most students of business services undertake study for no particular reason, with the remainder studying to gain a job or additional skills.

- Genuine entry level opportunities are available in administrative services roles that provide a range of options for further career development. For example in the field of human resources (HR), clerical roles are supported by related VET qualifications at Certificate IV, Diploma and Advanced Diploma levels, which provides a solid pathway into this specialist role following completion of a generic Certificate II or III in Business, for example. Performing a clerical HR role can satisfy the experience requirements (both time and industry specific) of an employer to move into a higher level occupation in demand, such as in a consultant or advisor role.

There remain large numbers of VETiS and institutional completions of Certificate II/III in Business qualifications but few are employment-related. There is concern that the market place will soon be saturated with young people holding Certificate II Business qualifications as more and more schools offer the qualification to assist students obtain their WACE. FAPSTC is working within the VETiS space to better understand how the qualifications are delivered and any barriers to best practice. In addition FAPSTC is looking to encourage the use of this qualification as an adjunct to other qualifications, or as a stepping stone to a Certificate III in Business, with the aim of avoiding too large a number of school leavers ceasing training at the Certificate II level, with resultant limitations on their employability and industry perception and valuing of the qualification. In addition, FAPSTC is keen to work with career advisors, to highlight employment pathways that diverge from entry level business roles and qualifications, highlighting additional qualification and employment pathways that encourage both school leavers and others completing Certificate II level courses to maximize their vocational outcomes in the mid to long term.

³⁰⁸ The business services training package accounts for some 13.1% of all delivery in publicly funded VET organizations.

VET TRAINING DATA BY QUALIFICATION – ENROLMENTS AND COMPLETION

Qualification Area	Course Code/s	Total Enrolments		Indigenous Enrolments		VETiS Enrolments	
		No.	% change over prev year	No.	% share of enrolments	No.	% share of enrolments
Certificate I							
Business	BSB10107, BSB10112	82	-46%	34	42%	0	0%
Certificate II							
Business	BSB20107, BSB20112	1843	-24%	390	21%	440	24%
Customer Contact	BSB20207, BSB20211	74	-28%	43	58%	0	0%
Certificate III							
Business	BSB30107, BSB30110, BSB30112	1468	-21%	174	12%	25	2%
Customer Contact	BSB30207, BSB30211	205	-42%	15	7%	0	0%
Business Admin	BSB30407, BSB30412	1173	-3%	51	4%	3	0%
Micro Business	BSB30307	17	+55%	0	0%	0	0%
OH&S / WH&S	BSB30707, BSB30712	294	-32%	13	4%	0	0%
Recordkeeping	BSB30807	3	-40%	0	0%	0	0%
Education Admin	BSB30907	0	***	0	***	0	0%
Legal Admin	BSB31007, BSB31012	100	+24%	1	1%	44	44%
Medical Admin	BSB31107, BSB31112	112	+26%	3	3%	0	0%
Frontline Mgmt	BSB31207	5	-80%	0	0%	0	0%
Certificate IV							
Business	BSB40207, BSB40212	1127	+4%	39	4%	80	7%
Business Admin	BSB40507			16	3%	0	0%
Customer Contact	BSB40307, BSB40311, BSB40312	427	+434%	3	1%	0	0%
Legal Services	BSB41207, BSB40110	144	+122%	1	1%	0	0%
Advertising	BSB40107	19	+138%	1	5%	0	0%
Sml Bus Mgmt	BSB40407	287	-3%	14	5%	0	0%
Business Sales	BSB40607, BSB40610	7	+75%	1	14%	0	0%
Frontline Mgmt	BSB40807, BSB40812	437	-12%	12	3%	0	0%
Human Resources	BSB41007, BSB41013	639	+8%	11	2%	0	0%
International Trade	BSB41107	15	+114%	0	0%	0	0%
Marketing	BSB41307	116	-14%	0	0%	0	0%
OHS & WHS	BSB41407, BSB41412	1579	-18%	44	3%	0	0%
Project Mgmt	BSB41507	444	-8%	19	4%	0	0%
Purchasing	BSB41607	4	-20%	0	0%	0	0%
Recordkeeping	BSB41707	4	-60%	0	0%	0	0%
Governance	BSB41907, BSB41910	43	-2%	37	86%	0	0%
Diploma							
Business	BSB50207	402	-37%	13	3%	0	0%
Administration	BSB50407	178	+20%	2	1%	0	0%
Customer Contact	BSB50307	0	-100%	0	***	0	0%
Human Resources	BSB50607, BSB50613	345	+19%	5	1%	0	0%
Marketing	BSB51207	59	+34%	1	2%	0	0%
International Business	BSB50807	6	-46%	0	0%	0	0%
Management	BSB51107	767	+38%	23	3%	0	0%
OHS & WHS	BSB51307, BSB51312	288	-18%	4	1%	0	0%
Project Mgmt	BSB51407, BSB51413	253	-43%	1	0%	0	0%
Purchasing	BSB51507	46	+7%	0	0%	0	0%
Quality Auditing	BSB51607	29	+190%	0	0%	0	0%
Recordkeeping	BSB51707	12	-52%	0	0%	0	0%
Advanced Diploma							
Business	BSB60207	0	-100%	0	***	0	0%
Human Resources	BSB60907	19	+12%	0	0%	0	0%
Management	BSB60407	109	-19%	1	1%	0	0%
Marketing	BSB60507	5	+150%	0	0%	0	0%
OHS & WHS	BSB60607, BSB60612	40	-17%	1	3%	0	0%
Project Mgmt	BSB60707	17	-37%	0	0%	0	0%
Total		13740	-10%	973	7.1%	600	4.3%
Share of Total Public Enrolments (by Type)		BSB TP:	9.4%	ATSI: 8.2%		VETiS: 8.2%	

Apprenticeships and Traineeships

The Administrative & Support Services industry has the following traineeships available from within the Business Services Training Package (BSB07):

Table 23: Administrative and Support Services Traineeships - 2013³⁰⁹

Traineeship	Qualification		Commencements	Completions
Business (Level 2)	BSB20112/ BSB20107	Certificate II in Business (also available as a SBT)	216	37
Business (Level 3)	BSB30112/ BSB30110	Certificate III in Business	480	83
Business (Level 4)	BSB40212/ BSB40207	Certificate IV in Business	276	21
Business Administration (Level 3)	BSB30412/ BSB30407	Certificate III in Business Administration	101	11
Business Administration (Level 4)	BSB40507	Certificate IV in Business Administration	92	5
Business Services (Occupational Health and Safety) (Level 4)	BSB41412/ BSB41407	Certificate IV Occupational Health and Safety	592	25
Customer Contact (Level 3)	BSB30211/ BSB30207	Certificate III in Customer Contact	111	7
Customer Contact (Level 4)	BSB40312/ BSB40311/07	Certificate IV in Customer Contact	720	14
Frontline Management (Level 4)	BSB40812/ BSB40807	Certificate IV in Frontline Management	623	21
Human Resources (Level 4)	BSB41013/ BSB41007	Certificate IV in Human Resources	157	11
Legal Administration (Level 3)	BSB31012/ BSB31007	Certificate III in Business Administration (Legal)	1	0
Legal Assistant (Level 4)	BSB40110	Certificate IV in Legal Services	2	0
Medical Administration (Level 3)	BSB31112/ BSB31107	Certificate III in Business Administration (Medical)	8	3
Records Keeping (Level 3)	BSB30807	Certificate III in Recordkeeping	1	1
Records Keeping (Level 4)	BSB41707	Certificate IV in Recordkeeping	2	0
Unionism/Industrial relations	BSB41807	Certificate IV in Unionism/Industrial relations	0	0
Management (Level 5)	BSB51107	Diploma of Management	623	24
TOTAL			3682	263



The trends in WA business services traineeship activity (including school based trainees) across all BSB training package qualifications in regional and metropolitan WA are illustrated in Figure 128.

Figure 127: Traineeship Trends by Region, BSB Training Package

³⁰⁹ Data from DTWD TRS Datacube.

The Property Services Training Package (CPP07) has endorsed traineeships offered in the Administrative and Support Services Sectors in Western Australia. These include:

- CPP30911 Certificate III in Pest Management
- CPP20611 Certificate II in Cleaning Operations
- CPP31011 Certificate III in Cleaning Operations
- CPP20511 Certificate II in Fire Protection Inspection and Testing
- CPP30811 Certificate III in Fire Protection Inspection and Testing

Pest Management Traineeship Enrolments

Qualification	2007 - 2012	2013
PRM30204 Certificate III in Asset Maintenance (Pest Management – Technical) plus updated qualification CPP30911 Certificate III in Pest Management)	261	71

Cleaning Traineeship Enrolments

Qualification	2007 - 2012	2013
PRM20104 Certificate II in Asset Maintenance (Cleaning Operations) plus updated qualification CPP20611 Certificate II in Cleaning Operations	488	46
PRM30104 Certificate III in Asset Maintenance (Cleaning Operations) plus updated qualification CPP31011 Certificate III in Cleaning Operations	548	82

Fire Protection Equipment Traineeship Enrolments

Qualification	2007 - 2012	2013
PRM20404 Certificate II in Asset Maintenance (Fire Protection Equipment) plus updated qualification CPP20511 Certificate II in Fire Protection Inspection and Testing)	3	0
PRM30406 Certificate III in Asset Maintenance (Fire Protection Equipment) plus updated qualification CPP30811 Certificate III in Fire Protection Inspection and Testing)	2	1

Swimming Pool and Spa Services

FAPSTC is currently undertaking consultation with industry to understand if the establishment of the following traineeships would be supported:

- Cert III Swimming Pool and Spa Service
- Cert IV Swimming Pool and Spa Service

VETiS

The Property Services Training Package (CPP07) has endorsed a school based traineeship offered in the Administrative and Support Services Sectors in Western Australia.

- CPP20611 Certificate II in Cleaning Operations.

HIGHER EDUCATION PATHWAYS

University of WA	<p>Undergraduate: Bachelor of Commerce (HR Management, Management, Marketing, Work & Employment Relations majors)</p> <p>Post-graduate: Graduate Certificate/Diploma (Business, Work Health & Safety) MBA Masters Commerce, Business Administration, Marketing, Business Information Management</p>
Edith Cowan University	<p>Undergraduate: Bachelor of Business (HR Management, Management, Marketing, Project Management majors) Bachelor of Communications (Advertising major) Bachelor of Marketing & Creative Services Bachelor of Marketing, Advertising & Public Relations</p> <p>Post-graduate: Graduate Certificate/Diploma (HR Management, Project Management, Business) Masters Business Administration, Business (by research), HR Management, Management, Management Information Systems, Marketing and Innovation Management, Marketing (by research), Project Management</p>
Murdoch University	<p>Undergraduate: Bachelor of Business (Management, HR Management, Marketing majors)</p> <p>Post-graduate: Graduate Certificate/Diploma (Business Admin, HR Management, HR and Safety) Masters HR Management, Organisational Psychology</p>
University of Notre Dame	<p>Undergraduate: Bachelor of Commerce (HR Management, Management, Marketing majors) Bachelor of HR Management Bachelor of Marketing and Public Relations</p> <p>Post-graduate: Graduate Certificate/Diploma (Business, HR Management, Marketing, NFP Leadership, Management) Master of Business Leadership</p>
Curtin University	<p>Undergraduate: Bachelor of Commerce (Advertising, Management, HR Management, Industrial Relations majors) Bachelor of Business Administration</p> <p>Post-graduate: Certificate/Diploma (Business, HR Management, Marketing, Professional Communications, Project Management) Masters Business Administration, Business Leadership, Human Resources, Management, Marketing, Professional Communication</p>

A number of RTOs have entered into articulation arrangements with the major universities whereby VET qualifications satisfy University minimum entry requirements (MER) and, in some cases, provide advanced standing into bachelor degree courses for VET graduates. For example, a Certificate IV level qualification satisfies the MER for most bachelor degree programs at Murdoch University.

INDUSTRY ISSUES

- Barriers to uptake of industry based education and training – Cleaning and Pest Management
- Largely unskilled job seekers with low levels of English and literacy –not job ready.

SECTION 3.5 INDUSTRY PROFILE

Overview of the Public Administration & Safety Industry ANZSIC O

The Public Administration and Safety industry in Australia employs approximately 750,000 persons, full time and part time, which is around 6.5 per cent of the total workforce. Over the past five years, employment in the industry has increased at a rate of 11.8 per cent per annum. The median age for workers in this industry is 42 years and median earnings are around \$1350 per week (before tax) for full-time employees.³¹⁰

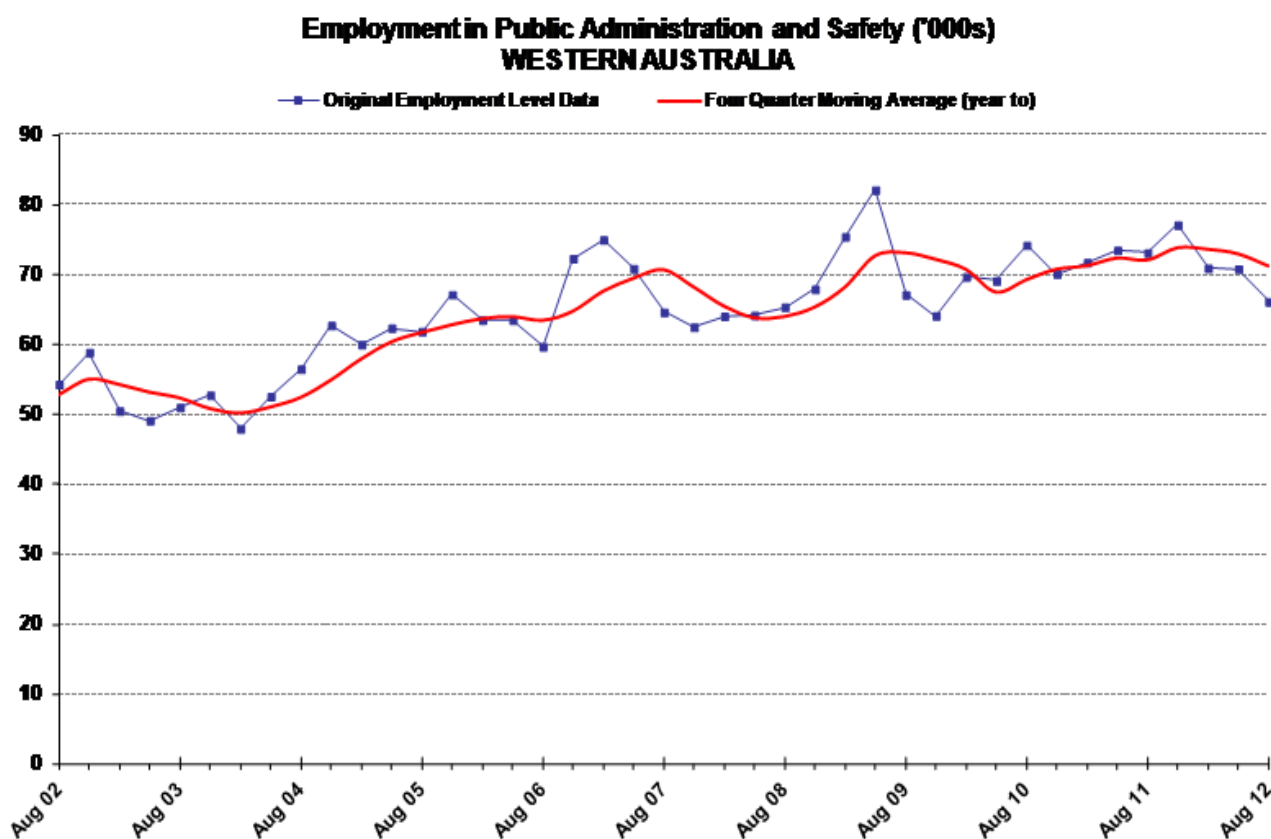


Figure 128: Employment - Public Administration and Safety (WA)

³¹⁰ <http://www.skillsinfo.gov.au/industry-information/public-administration-and-safety> - June 2014

The following indicates the Western Australian full and part-time employment status in the Public Administration and Safety Services Industry. The data clearly verifies that most employment in this sector is undertaken on an almost exclusively full time basis.³¹¹

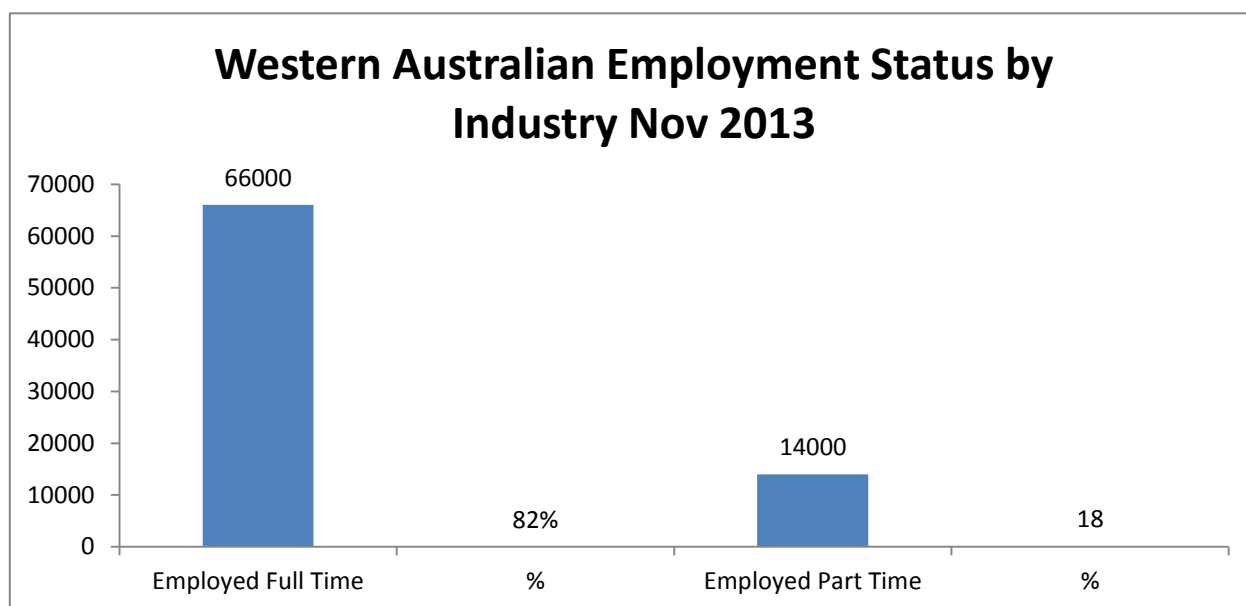


Figure 129: Employment by Type, Public Administration and Safety Services

The following indicates the Western Australian employment status by gender of workers in the Public Administration & Safety Services Industry. The data determines that, although the number of male workers is higher, female workers are well represented in this industry³¹².



Figure 130: Employment by Gender, Public Administration and Safety Services

³¹¹ http://www.deewr.gov.au/lmip/default.aspx?LMIP/LFR/WA_LFR_Industry_byStatus

³¹² http://www.deewr.gov.au/lmip/default.aspx?LMIP/LFR/WA_LFR_Industry_byGender

Overview of the Security Services Industry

- Industry Analysis

Throughout Australia, there are a number of security industry associations, institutes and councils that have a common goal; to improve the standards and professionalism in the security industry, whilst liaising with Police and other organisations in creating and implementing strategies to reduce and prevent crime throughout the country.

The Security Agents Institute of Western Australia is one such body. Established in 1978 and celebrating 36 years of the professional and ethical practice of security product and services by providers we are proud to profile the SAIWA and its activities.

SAIWA is committed to providing quality crime prevention products and services through the professional and ethical practice of its members.³¹³

The Security Industry is one of Australia's fastest growing sectors creating both employment and economic growth for the nation at a rapid rate. The industry generates revenues of approximately \$5.8 billion per year and employs over 180,000 security personnel.

The security industry has developed in its innovation, diversity and professionalism, often leading the way internationally. Today, it provides a wide range of security products and services designed to meet the needs of the Australian community.

The growth of the security industry has partly been generated by the ongoing evolution of technology offering new products and services that are not only more effective, reliable and convenient, but also more affordable. In addition, the level of crime in the community and the random nature of crime have encouraged many consumers to take proactive steps to ensure that their assets and property are protected. Further to this, the bundling of services, especially in the various mining sectors has now seen a significant diversity of services that are being provided by security companies.³¹⁴

The job roles in the security industry include:

- Alarm, Security or Surveillance Monitor
- Armored Car Escort
- Crowd Controller
- Private Investigator
- Retail Loss Prevention Officer
- Security Consultant
- Security Officers and Guards

- Industry Trends

More than ever before the security industry faces the requirement for staff members to have and maintain an extensive list of skills. Security organisations providing services to remote regions of Australia need to be able to provide personnel with significant emergency services skills, a medical background, firefighting abilities, road rescue and mine rescue competences.³¹⁵

³¹³ <http://www.saiwa.asn.au/>

³¹⁴ Wilson/Global Security- January 2014

³¹⁵ Wilson/Global Security- January 2014

- Labour and Skill Demand

Currently personnel shortages are not an issue in the metropolitan area but in country centres the high costs of living, lack of housing and general lack of those with required skills has produced enormous challenges. Security officers and guards make up 38.3% of employing occupations the Australian Public Administration and Safety Sector. Please refer to Figure 132, opposite.³¹⁶

- Regional Impact

The security industry is facing enormous challenges in regional areas due to the high costs of living, the lack of housing and the general lack of people with the required skills. Qualified and licensed security workers seeking employment on mining sites are required to complete further training in order to adhere to stringent mining corporation induction processes.³¹⁷

Further regional research and enquiry is needed to understand:

- the barriers to regional traineeship uptake, which may include client (trainee) awareness and information; small business employer demand/support, including through group training arrangements; and registered training organisation service/supply factors;
- the employment destination of graduates of higher education and VET, by course and location;
- the level of 'fee for service' training activity and availability in the regions.

The FAPSTC concluded the Transitions and Pathways Program (TAPP) in December 2013, which addressed these issues. The TAPP project was funded by the Australian Government Department of Industry, Innovation, Science, Research and Tertiary Education through the Australian Apprenticeships Mentoring Package.

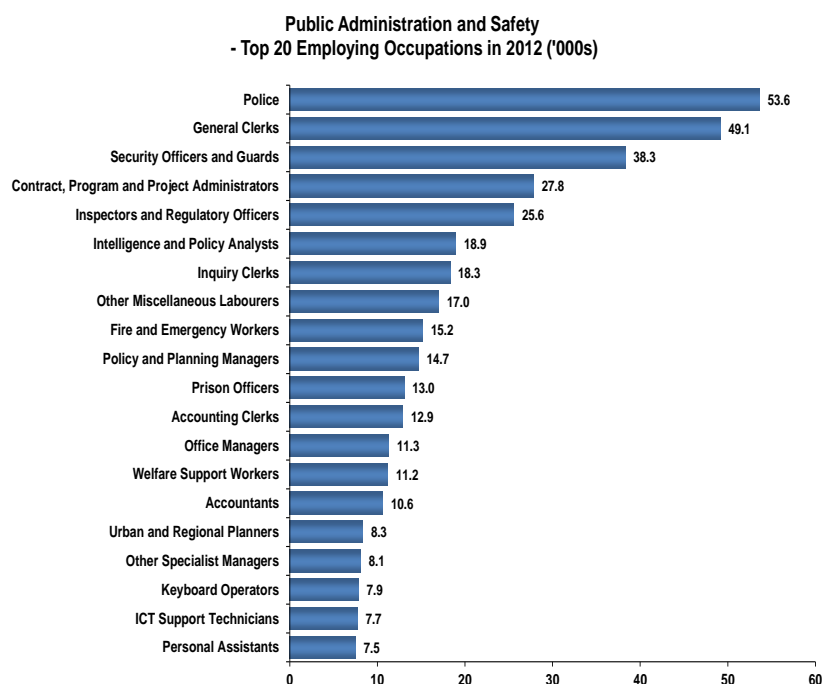


Figure 131: Top 20 Occupations – Public Administration and Safety (2012)
Labour Market Portal



Figure 132: WA Regions

³¹⁶ <http://lmip.gov.au/default.aspx?LMIP/IndustryInformation/DataTools>

"Top 20 Occupations by Industry" 2012

³¹⁷ Wilson/Global Security- January 2014

- **Regulatory Requirements**

Private security activities within Western Australia are governed by the Security and Related Activities (Control) Act 1996 and the Security and Related Activities (Control) Regulations 1997 and regulated by the Western Australian Police Force.

The Western Australian Police Force - Licensing Services (Security) regulates and manages the security industry and is responsible for:

- issuing security licences and registrations
- renewal of security licences and registrations
- monitoring of security licences and registration holders

The types of licences include: ³¹⁸

Agent Licences

An Agents Licence is issued in the following categories as defined by the Security and Related Activities (Control) Act in Western Australia. (click on the following links)

- [Security Agent](#)
- [Crowd Control Agent](#)
- [Inquiry Agent](#)

Non Agent Licences

A Non Agents Licence is issued under the Security and Related Activities (Control) Act 1996 and the Security and Related Activities (Control) Regulations 1997 provision for Non-Agents Licence holders to work under the control of the holder of an Agents Licence. Non Agents Licensing categories include the following: (click on the following links)

- [Security Officer](#)
- [Security Bodyguard](#)
- [Crowd Controller](#)
- [Security Consultant](#)
- [Security Installer](#)
- [Investigator](#)

³¹⁸ <http://www.police.wa.gov.au/OurServices/PoliceLicensingServices/Security/Typesoflicences/tabid/1812/Default.aspx> - June 2014

- Gender / Age Participation

Security Officers and Guards are employed across several industries including: Public Administration and Safety; Transport, Postal and Warehousing; Retail Trade; and Accommodation and Food Services. They provide security and investigative services to organisations and individuals. Security organisations employing security officers and guards predominantly select full-time workers with 39% of those being female. VET sector enrolment in the security industry, including security guards courses; indicate significant levels of participation by females in the Regional mining sectors compared to those in the Perth region. The median age of security officers and guards in Australia is 42 years.³¹⁹

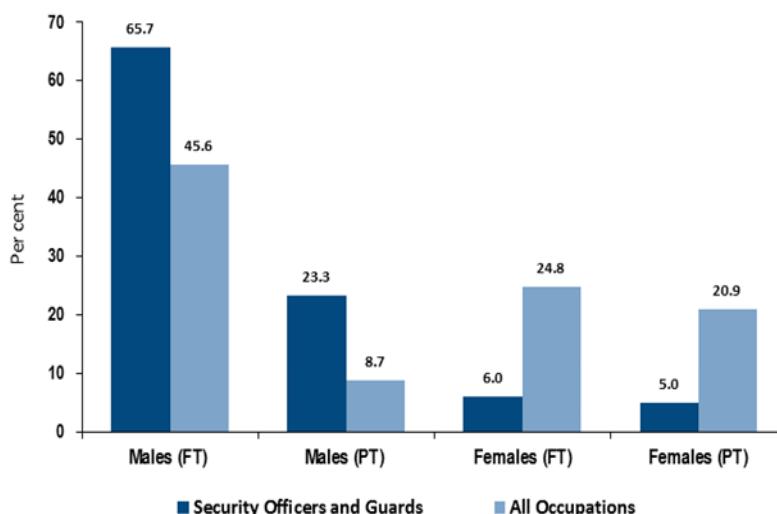


Figure 133: Gender Profile - Security (2011)
ABS Labour Force Survey, annual average

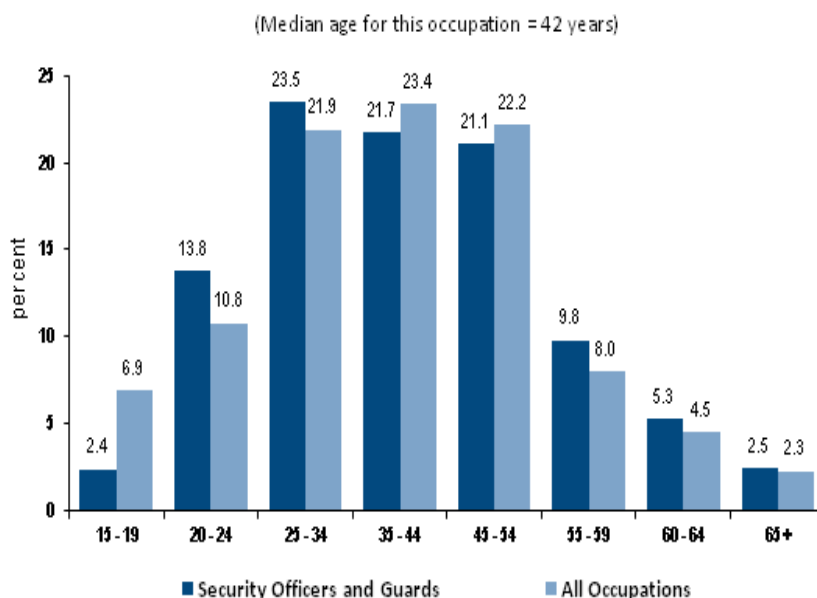


Figure 134: Age Profile - Security (2011)
ABS Labour Force Survey, annual average

³¹⁹ <http://joboutlook.gov.au/occupation.aspx?search=alpha&tab=stats&cluster=&code=4422&graph=AG> Source: ABS Labour Force Survey, annual average 2012.

- **Under-represented Groups Participation**

Under-represented groups within industry may include:

- Indigenous Australians
- People from a non-English speaking background
- People with a disability

Indigenous Australians

Some indigenous people are still finding it difficult to find employment in the security industry due to the requirement for medium to high standards of literacy and numeracy.³²⁰

25000 people live in the Shire of Roebourne and indigenous people make up approximately 20% of the population within the Shire. The high cost of living within the region is impacting on everyone and for Indigenous people it is creating issues with housing. The worker, when confronted with earning an income, will hesitate to take employment as they risk their 'Homeswest Home' being taken away from them and due to this they face pressure from other in their community who depend on that accommodation.

The Ashburton Aboriginal Corporation in Karratha manages 1400 Indigenous people within the region. Issues around domestic violence, drug and alcohol abuse, no driver's licenses and fine defaulters were a contributing factor to indigenous people not working or attending pre-employment programs in the region.³²¹

People from a Non-English Speaking Background

Language, literacy and numeracy are important assets for new entrants to the security industry. Speaking a second language is an advantage when working in the industry but clear foundation skills are necessary and the lack of those skills are a barrier to entry.

People with a Disability

Job roles in the security industry can be very physically demanding requiring the worker to handle dangerous situations and this does limit the scope for people with some disabilities to gain employment.

MAJOR CHALLENGES AND BARRIERS

Language, literacy, and numeracy related shortfalls are impacting the industry with candidates not able to complete the Certificate II Security Operations required to gain a licence.

Another barrier to finding suitable staff has arising as an increasing number of firms are now requesting Psychological profiles before commencement in the mining sector. Whilst these are for the most part based around safety, we are seeing a 40% fall out rate at this point.³²²

NEW AND EMERGING SKILLS

More than ever before the security industry faces the requirement for staff members to have and maintain an extensive list of skills. Security organisations providing services to remote regions of Australia need to be able to provide personnel with significant emergency services skills, a medical background, firefighting abilities, road rescue and mine rescue competences.³²³

³²⁰ TAPP Report August 2012

³²¹ TAPP Report August 2012

³²² Wilson/Global Security- January 2014

³²³ Wilson/Global Security- January 2014

WORKFORCE DEVELOPMENT OPPORTUNITIES

Lack of Information Provided to Mature Aged Workers

- More informed about Austudy/Abstudy and the possible traineeships available. FAPSTC to make mature aged people aware of training credits and training funds available in their development.
- Mature aged workers need to be linking with Job Services Networks, Labour Hire Groups and in turn the companies seeking employees.

VET TRAINING DATA BY QUALIFICATION – Enrolments and Completion

Pre-Employment: The following indicates the VET enrolments for security demonstrating the large number of enrolments in the Pilbara due to the mining industry.

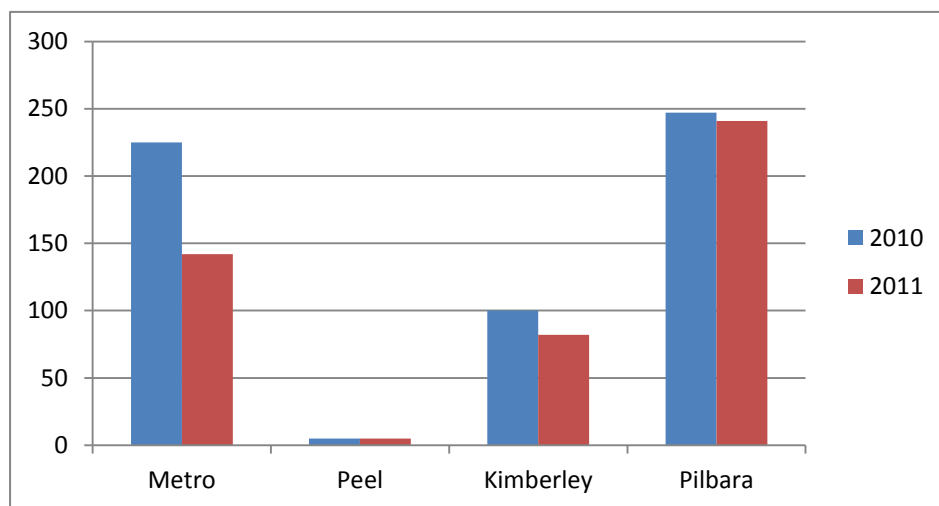


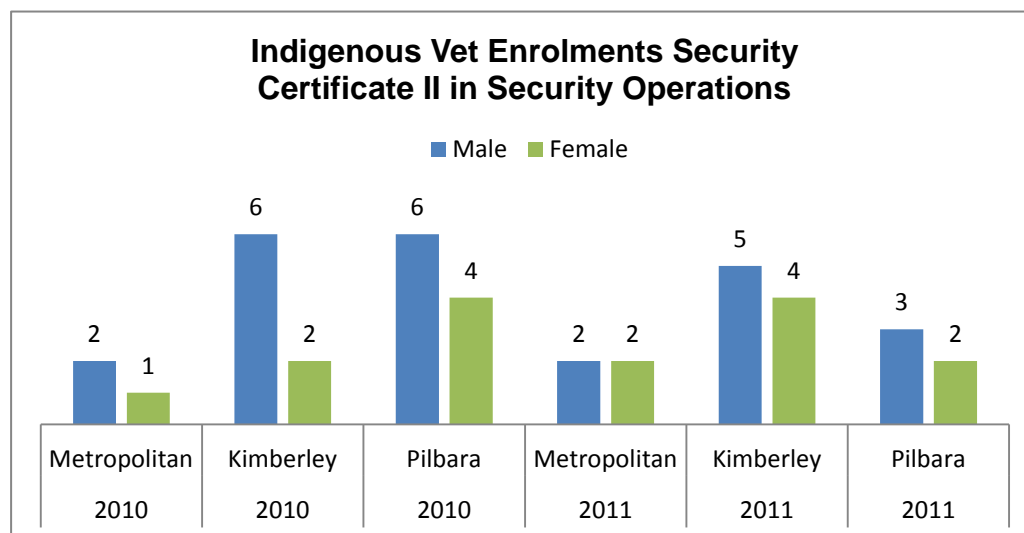
Figure 135: VET Enrolments by Region, Security

The following table shows the VET sector enrolment in the security industry by gender indicating significant levels of participation by females in the Regional mining sectors compared to the Perth region.

Table 27: VET Security Training Data by Qualification 324

Year	Course	Location	Male	Female
2010	CERTIFICATE II IN SECURITY OPERATIONS	Kimberley	84	17
2010	CERTIFICATE II IN SECURITY OPERATIONS	Pilbara	148	89
2010	CERTIFICATE II IN SECURITY OPERATIONS	Metropolitan	140	26
2010	CERTIFICATE III IN SECURITY OPERATIONS	Metropolitan	12	4
2010	CERTIFICATE III IN INVESTIGATIVE SERVICES	Metropolitan	18	9
2010	CERTIFICATE III IN INVESTIGATIVE SERVICES	Peel	4	0
2010	CERTIFICATE III IN INVESTIGATIVE SERVICES	South-West	2	0
2010	CERTIFICATE IV IN SECURITY AND RISK MANAGEMENT	Pilbara	3	7
2010	CERTIFICATE IV IN SECURITY AND RISK MANAGEMENT	Goldfields	7	1
2010	CERTIFICATE IV IN SECURITY AND RISK MANAGEMENT	Metropolitan	38	5
2010	CERTIFICATE IV IN SECURITY AND RISK MANAGEMENT	Peel	4	1
2011	CERTIFICATE II IN SECURITY OPERATIONS	Kimberley	51	19
2011	CERTIFICATE II IN SECURITY OPERATIONS	Pilbara	141	95
2011	CERTIFICATE II IN SECURITY OPERATIONS	Metropolitan	101	26
2011	CERTIFICATE III IN SECURITY OPERATIONS	Pilbara	10	7
2011	CERTIFICATE IV IN SECURITY AND RISK MANAGEMENT	Kimberley	11	1
2011	CERTIFICATE IV IN SECURITY AND RISK MANAGEMENT	Pilbara	5	0
2011	CERTIFICATE IV IN SECURITY AND RISK MANAGEMENT	Metropolitan	13	2

The following figure indicates the number of Indigenous students enrolling in Perth compared to those participating in training in the metropolitan area. The Certificate II in Security Operations is the educational requirement for a Security Officer License or a Crowd Controller License.

**Figure 136: Indigenous Enrolments - Certificate II Security Operations**

³²⁴ Data report for WA Training Councils - IBT training activity, additional fields, 2007 to 2011

Apprenticeships and Traineeships

The Property Services Training Package (CPP07) has an endorsed traineeship offered in Security Services Western Australia.

CPP30411 Certificate III in Security Operations

Security Traineeship Enrolments

Qualification	2007 - 2012	2013
Certificate III in Security Operations (CPP30407 & Updated qualification code CPP30411)	230	29

VETiS

Not applicable to the Security Industry.

HIGHER EDUCATION PATHWAYS (where applicable)

Bachelor of Science (Security)

Bachelor of Science (Security) Honours

INDUSTRY ISSUES

- Attraction & retention of mature aged workers.
- Lack of access to career-related industry information.
- The quality of training provided in the Certificate II Security Operations

Certificate II Security Operations is the minimum requirement in gaining a license to work in the security industry. FAPSTC has identified a strong need to improve the quality of training delivered in this qualification across the board. As such, FAPSTC has submitted a discussion paper to the WA Police outlining the following suggestions to improve training quality:

- Compulsory LLN testing
- Licensing of trainers within the sector
- External validation of assessment

FAPSTC will continue to work closely with the WA Police on this issue.

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	Skilling WA Priority Action
1. Comparatively low numbers are engage in the finance, business & property sectors from within (a) indigenous (b) young and mature age job seekers and (c) regional communities.	1(a) Engage with industry and targeted groups to develop, disseminate and promote career pathways and opportunities for workforce participation.	SG:1
	1(b) Work State and Commonwealth agencies to highlight and respond to identified barriers that limit uptake by industry of vocational education and training.	1.1.1
	1(c) Provider career advice and promote FAPSTC industry sectors via "Career Finder" quiz on website and promote the tool via Facebook.	1.2.4
2. Lack of understanding of the cultural and historic reasons why Aboriginal people view services differently to the general population.	2. Collaborate with other Training Councils to close the gap between Aboriginal and non-Aboriginal people.	1.2.4
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	Skilling WA Priority Action
1. Migrants with extensive overseas experience and qualifications have difficulty when entering licensed industries.	1(a) Encourage industry sectors to gather data to assist in attracting, developing and retaining industry specific workers.	SG:2
	1(b) Promote the recognition of current qualification and skills of skilled migrants.	2.1.15
		2.1.3
2. Largely unskilled job seekers with low levels of English and literacy, not job ready.	2(a) Promote the provision of workplace language, literacy and numeracy training for migrants with low levels of English.	2.1.4

List **only** the industry key issues and strategies (up to 3 years) pertaining to this Strategic Goal.

Skilling WA Strategic Goal 4:

Provide flexible, responsive and innovative education and training which enables people to develop and utilise the necessary skills for them to realise their potential and contribute to Western Australia's prosperity.

Issue (from Section 3)	Strategy	Skilling WA Priority Action
<p>1. School-to-work transition pathways are unclear with industries having a low level of awareness and acceptance of VET training.</p> <p>2. The quality of training in the security industry is below standard.</p> <p>3. There is limited competition of RTOs delivering Certificate III in Pest Management for licensing purposes. Industry advised they are not happy with the quality of the training available.</p> <p>4. Low take up of training in Property Services industries</p>	<p>1(a) Promote career in the finance, business and property sector through direct contact with schools and careers advisers throughout Western Australia.</p>	<p>SG:4 4.1.1</p>
	<p>1(b) Work with State and Commonwealth agencies to highlight and respond to identified barriers that limit uptake by industry of vocational education and training by targeted groups.</p>	<p>4.1.2</p>
	<p>2(a) Develop external validation process to be utilized by RTO's delivering security qualifications in consultation with WA Police, industry and the Training Council</p>	<p>4.2.1</p>
	<p>3(a) Approach RTOs and request they add Certificate III in Pest Management to their scope.</p>	<p>4.2.1 4.1.2</p>
	<p>4(a) Promote training in property services industries through a video highlighting career options</p>	<p>4.3.4 4.2.1</p>

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	Skilling WA Priority Action
1. Barriers to uptake of industry based education and training.	1(a) Work with State and Commonwealth agencies to highlight and respond to identified barriers that limit uptake by industry of vocational education and training by targeted groups.	SG:5 5.2.6

List **only** the industry key issues and strategies (up to 3 years) pertaining to this Strategic Goal

SECTION 5 RECOMMENDED PRIORITY ACTION PLAN

Skilling WA Strategic Goal 1: Strategy from Section 4 Engage with industry and targeted groups to develop, disseminate and promote career pathways and opportunities for workforce participation. Work with State and Commonwealth agencies to highlight and respond to identified barriers that limit uptake by industry of vocational education and training. Collaborate with other Training Councils to close the gap between Aboriginal and non-Aboriginal people.			
Recommended Priority Action(s)	Steps to Implement Actions	Priority	Date to be completed
1. Liaise with RTO's & industry making all parties fully aware of traineeships, training credits and training funds including Austudy/Abstudy available for mature aged people & related groups. 2. Connect with the Aboriginal Community and others across the state.	1(a) Hold regular RTO & Industry Network Meetings and provide up to date information through the training council database.	High	June 2016
	2(a) Continue to work collaboratively with Aboriginal Workforce Development Centre's.	High	June 2016
	(b) Continue to meet with community and industry leaders in regional WA.		
	(c) Continue to utilise the Transitions and Pathways Program (TAPP) as an excellent platform to inform potential Aboriginal workers to our Industry Sectors.	High	Concluded Dec 2013
	(d) In conjunction with Community Services, Health and Education Training Council (CSH&E TC) meet with groups & Aboriginal people to determine the cultural and historic reasons why Aboriginal people view health needs, outcomes and services differently to the general population, so that this can be included in the design and delivery of more effective programs.	High	Did not proceed

Skilling WA Strategic Goal 2:**Strategy from Section 4**

Encourage industry sectors to gather data to assist in attracting, developing and retaining industry specific workers. Promote the recognition of current qualification and skills of skilled migrants and the provision of workplace language, literacy and numeracy training for migrants with low levels of English.

Recommended Priority Action(s)	Steps to Implement Actions	Priority	Date to be completed
1. Liaise with industry sectors to develop industry specific needs and limitations for the employment of migrants.	1(a) Meet with the Department of Commerce and other industry regulators. 1(b) Hold regular RTO & Industry Network Meetings for industry specific sectors.	High	June 2015
2. Promote the provision of workplace language, literacy and numeracy training for migrants with low levels of English and the recognition of their current qualification and skills.	2(a) Attend national & local Adult Language, Literacy and Numeracy workshops & sessions. 2(b) Hold regular RTO & Industry Network Meetings for industry specific sectors. 2(c) Provide up to date information through client database and FAPSTC newsletters.	High	June 2015

**Skilling WA Strategic Goal 4:
Strategy from Section 4**

Promote career in the finance, business and property sector through direct contact with schools and careers advisers throughout Western Australia. Work with State and Commonwealth agencies to highlight and respond to identified barriers that limit uptake by industry of vocational education and training by targeted groups. Monitor regulatory developments and requirements and liaise with relevant agencies and industry stakeholders to facilitate compliance with relevant education, training and licensing requirements.

Recommended Priority Action(s)	Steps to Implement Actions	Priority	Date to be completed
1. Provide employment and careers information in FAPS-related industry sectors including traineeship arrangements.	1(a). Produce 4 minute “summary” videos for web and DVD to accompany printed materials, which will inform and promote little-known (but high demand) careers in (up to 5) professional and support service industries.	High	Completed
	1(b) Maintain career brochures with job descriptors for new industry entrants.	High	June 2016
	1(c) Participate in Skills and Careers Expo events to raise industry profiles among target audience.	High	June 2016
	1(d) Provider career advice and promote FAPSTC industry sectors via “Career Finder” quiz on website and promote the tool via Facebook.	High	June 2016
2. Connect with young Indigenous students and others across the state promoting access and participation in language, literacy and numeracy skills development.		High	June 2016
	2(a) Continue to work collaboratively with Aboriginal Workforce Development Centre’s.	High	June 2016
	2(b) Visit metropolitan and regional WA schools (all sectors) to engage with students (including Indigenous students in particular), their VET Coordinators and Career Counsellors.	High	June 2016
3. Support an industry initiative to profile key occupations and assess prospective trainees for their suitability to specific occupations.	3(a) Continue to liaise with employer organisations, professional bodies and regional government and community agencies to promote FAPS industry	High	June 2016

<p>4. Consult and work with industry and peak industry associations to ensure a smooth transition to national licensing qualifications for the real estate, property & conveyancing sectors.</p> <p>5. Develop external validation process to be utilised by RTO's delivering security qualifications in consultation with WA Police, industry and the Training Council</p> <p>6. Provide more training options for the Pest Management Industry</p> <p>7. Promote training in Property Services Industries.</p>	employment pathways, including traineeships.		
	4(a) Monitor and meet with the Department of Commerce, the Real Estate Institute of Western Australia (REIWA) & the Australian Institute of Conveyancers (AICWA) on a regular basis.	High	June 2016
	4(b) Hold regular Network Meetings for industry.	High	June 2016
	5(a) Work with WA Police and Industry to develop a standard workbook for use by all RTOs	High	June 2016
	5(b) Assist WA Police to implement additional conditions relating to external validation as part of the Commissioner's Conditions for RTOs	High	June 2016
	6(a) Meet with industry and the licensing regulator to understand the current issues with training in the Pest Management Industry.	High	June 2016
	6(b) Approach RTOs to discuss adding the Certificate III in Pest Management to their scope.	High	June 2016
	6(c) Facilitate meetings with RTOs, licensing regulator and RTOs to discuss industry requirements for training.	High	June 2016
	7(a) Develop a short video identifying career and training options in all Property Services Industries	High	June 2016

Skilling WA Strategic Goal 5:**Strategy from Section 4**

Work with State and Commonwealth agencies to highlight and respond to identified barriers that limit uptake by industry of vocational education and training by targeted groups.

Recommended Priority Action(s)	Steps to Implement Actions	Priority	Date to be completed
1. Consult and work with all state and commonwealth agencies in response to industry, RTO and Group Trainers identified barriers to education and training	1(a) Hold regular Network Meetings for industry specific sectors to identify and establish workforce development priorities and strategies.	High	June 2016
	1(b) Provide up to date information through FAPSTC client database and newsletters.	High	June 2016
Lead Agency: Financial, Administrative & Professional Services Training Council (FAPSTC), the Department of Training & Workforce Development (DTWD), Schools, Regulators and Industry Partnerships.			

SECTION 6 PLAN ADMINISTRATION

Plan Contact

This plan is maintained by for the Financial Administrative and Professional Services Training Council. Feedback regarding this plan should be made in writing to:

- a Email: info@fapstc.org.au
- b Mail: PO Box 1739, Osborne Park WA 6017
- c Fax: (Optional) (08) N/A
- d Office phone number: (Optional)(08) 9445 9000

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

Distribution List

This plan is issued electronically on the Training Council website after it is approved. Print/paper copies are provided as follows (if applicable).

Organisation	Position
FAPSTC Board	Board members.

Consultation for this Issue

The review of this issue of this plan was coordinated by the Chief Executive Officer for the Financial Administrative and Professional Services 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 Financial Administrative and Professional Services Training Council Board of Management occurred in July 2014, with ongoing subsequent communications throughout 2014 and 2015 with relevant stakeholders.

Over this period the committee invited comment from:

1. Aboriginal Workforce Training Centre
2. Advance Business Solutions
3. AFL Sports Ready
4. Applecross SHS
5. Aquinas School
6. Aranmore College
7. Ashburton Aboriginal Corporation
8. Atwell College
9. Australian Medical Association
10. Balga Job Link
11. Balga SHS
12. Bendigo Bank
13. Broome Senior High School
14. Canning Vet in Schools Coordination Program
15. CCI Apprenticeships
16. CCI Business Centre
17. CCIWA - Indigenous Transition Program
18. Chamber of Commerce & Industry
19. Christ Church Grammar School
20. City of Kalgoorlie/Boulder
21. Clontarf Foundation
22. Como SHS
23. Compass Group
24. Corpus Christi College
25. CPA Australia
26. Darling Range Sports College
27. Department of Training & Workforce Development
28. DIIRSTE
29. Eastern Goldfields College
30. Entire FAPSTC Database
31. Fremantle/ Peel District School Vet Program
32. Georgina Molloy Anglican College
33. Goldfields Development Commission
34. GSTW
35. Guildford Grammar
36. Hale School

- 37.Hedland District High School
- 38.Instep WA
- 39.Iona Presentation College
- 40.ISS Security
- 41.Kent Street High School
- 42.Kimberley Development Commission
- 43.Kimberley Group Training
- 44.Kimberley Training Institute
- 45.Kununurra District High School
- 46.La Salle College
- 47.Lakelands SHS
- 48.Leeming SHS
- 49.Local Government Offices (140)
- 50.MEGT
- 51.Melville SHS
- 52.Nooda Aboriginal Corporation
- 53.NYAARLA
- 54.Penhros College
- 55.Perth College
- 56.Pilbara Development Commission
- 57.Pilbara Job Link
- 58.Pindan College
- 59.Polytechnic Platinum
- 60.Presbyterian Ladies College
- 61.Scotch College
- 62.Shire of Roebourne
- 63.Shire of Wyndham and East Kimberley
- 64.Small Business Centre
- 65.SMYL
- 66.Sommerville Baptist College
- 67.St Brigids College
- 68.St Mary's
- 69.Thornlie SHS
- 70.Trinity College
- 71.Vet Program – South Metropolitan Education Region
- 72.Wesley College
- 73.Western Financial

- 74. Willetton SHS
- 75. Winthrop Baptist College
- 76. WPC Group

Communications Plan Summary

Once the plan is approved, its update will be:

- a endorsed by the Financial Administrative and Professional Services Training Council Board of Management
- b noted by the Department of Training and Workforce Development
- c sent to all persons listed on the Distribution List (paper copies)
- d posted on the Financial, Administrative and Professional Services website:
www.fapstc.org.au

Validation of this Plan

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

- Regular reviews of data.
- Ongoing validation of data.
- Updates of sections appropriate to each industry sector.

SECTION 7 APPENDICES

The workforce development plan was produced from environmental scanning throughout the year with one of the primary sources comprising of surveys both through the FAPSTC database consisting of 3,500 contacts and face-to-face meetings.

We acknowledge the assistance of members/staff of the following groups for their information, input and feedback in relation to the FAPSTC 2014-15 Workforce Development Plan:

- All Local Government Councils
- Industry Stake Holders
- Registered Training Organisations – Public & Private
- Industry Advisory Groups
- Industry Associations/Peak Bodies
- Schools/Colleges - Metro & Regional
- Licensing Authorities
- Aboriginal Workforce Development Centers
- Group Training Organisations
- Job Ready Organisations
- VET in Schools Coordination Programs
- DIIRSTE
- Department of Training & Workforce Development
- Regional Development Corporations

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SECTION 9 GLOSSARY

Acronyms

Acronym	Full Title
AASB	Accounting Australian Standards Board
AAT	Association of Accounting Technicians
ABS	Australian Bureau of Statistics
ACCC	Australian Competition and Consumer Commission
ACER	Australian Council for Educational Research
AFS	Australian Financial Services
AIC	Australian Institute of Conveyancers
APRA	Australian Prudential Regulation Authority
AQF	Australian Qualifications Framework
ASB	Advertising Standards Bureau
ASIC	Australian Securities and Investments Commission
ATO	Australian Taxation Office
AUASB	Auditing and Assurance Standards Board
BAS	Business Activity Statement
BRC	Bar Readers Course
CBD	Central Business District
COAG	Council of Australian Governments
CPC	Certified Practicing Conveyancer
CPD	Compulsory Professional Development
CUBS	Credit Union/Building Society
DEEWR	Department of Education, Employment and Workplace Relations
DIY	Do-it-yourself
EVAC	Establishment and Variation of Apprenticeship Committee
FAPS	Financial Administrative and Professional Services
FIFO	Fly-in, fly-out
FinSIA	Financial Services Institute of Australia
FIS	Finance and Insurance Sector
FNS	Financial Services
FoFA	Future of Financial Advice
FRC	Financial Reporting Council
FRP	Financial Reporting Panel
GIS	Geographic Information Science

Acronym	Full Title
GFC	Global Financial Crisis
GPS	Global Positioning Satellite
GST	Goods and Services Tax
GVA	Gross Value Added
HR	Human Resources
IBSA	Innovation and Business Skills Australia
ICB	Institute of Certificate Bookkeepers
IPA	Institute of Public Accountants
ITSA	Insolvency and Trustee Service Australia
KWM	King & Wood Mallesons
LAW	Legal Australia Wide
LLN	Language, Literacy and Numeracy
MER	Minimum entry requirements
MFAA	Mortgage Finance Association of Australia
MNO	Multi-national organisations
NBFIs	Non-bank financial institutions
NBN	National Broadband Network
NCVER	National Centre for Vocational Education Research
NIA	National Institute of Accountants
OSH	Occupational Safety and Health
PhD	Doctor of Philosophy
PLT	Practical Legal Training
REIA	Real Estate Institute of Australia
REIWA	Real Estate Institute of Western Australia
RITC	Resources Industry Training Council
RTO	Registered Training Organisation
SAIWA	Security Agents Institute of Western Australia
SBR	Standard Business Reporting
SBT	School Based Training
SCA	Strata Community Australia
SCSA	School Curriculum and Standards Authority
SME	Small and Medium Enterprise
SMS	Short message systems
SMSFs	Self-managed superannuation funds
SPOL	State Priority Occupation List

Acronym	Full Title
TAPP	Transitions and Pathways Program
TIPP	Teachers in Industry Placement Program
UWA	University of Western Australia
VET	Vocational Education and Training
VETiS	Vocational Education and Training in Schools