



FINANCIAL ADMINISTRATIVE & PROFESSIONAL  
SERVICES TRAINING COUNCIL  
INCORPORATED



## FOREWORD

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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.

FAPS views the Transitions and Pathways Program (TAPP) as an excellent platform to inform potential Aboriginal workers to our Industry Sectors and this is a separately funded program from DIISRTE.

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

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### 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
  - IV. ANZSIC N – Administrative and Support Services
  - V. ANZSIC O – Public Administration and Safety (Part)
  - VI. ANZSIC S – Other Services
- 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

Industry sector employment, WA ('000s)

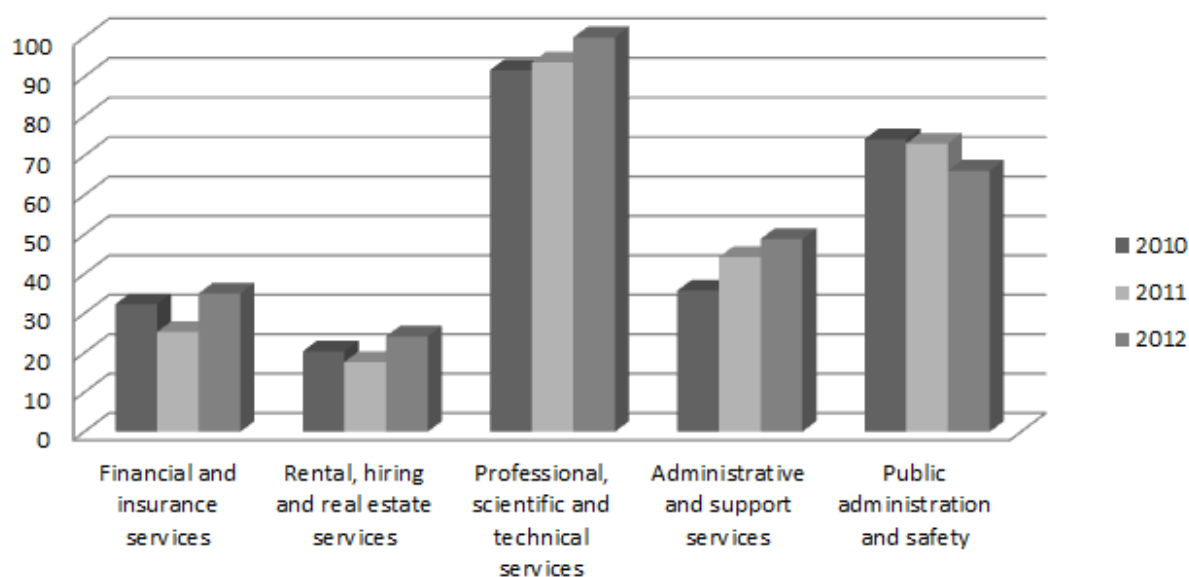


Figure 1 ABS (2012) *Labour Force, Australia, Detailed, Quarterly August 2012* (Cat. no. 6291.0.55.003) retrieved 16/10/2012 from [www.abs.gov.au](http://www.abs.gov.au).

**Table 1 ABS (2012) Labour Force Australia, Detailed Quarterly (August, 2012)**

Industry employment	Aug 10 '000	Aug 11 '000	Aug 12 '000
Financial and insurance services	32.4	25.3	35.1
Rental, hiring and real estate services	20.4	17.7	24.2
Professional, scientific and technical services	91.7	93.6	100.0
Administrative and support services	35.8	44.3	48.9
Public administration and safety	74.2	73.1	66.2
<b>Total</b>	<b>254.5</b>	<b>254.0</b>	<b>274.4</b>

## **Workforce Development Drivers**

### **Population growth**

Western Australia has recorded a 3.1% increase in population over the year to 30 June 2011<sup>1</sup>, representing the fastest growth of any state and includes increases in both net overseas and interstate migration.

### **Demand for WA Mineral Resources**

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. Notably occupations in professional, trade and technical categories dominated employment growth during the year<sup>2</sup>. The mining industry is likely to continue to sustain demand for individuals with specialist skills in the professional, scientific and technical skills in the coming year.

### **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.

### **National Broadband Network**

The building of the National Broadband Network is designed to facilitate more efficient service delivery and growth in our on-line economy. The increased utilisation of associated technology will impact directly and indirectly on all occupational groups within the FAPS industry sectors, with increased demand for requisite skills over the medium and longer term.

### **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.

### **Ageing Workforce**

An ageing population in Western Australia<sup>3</sup> carries implications for the nature and level of service delivery in FAPS industry sectors. There is upward pressure on demand for financial, accounting and legal services, 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.

<sup>1</sup> ABS (2012) *Australian Demographic Statistics, Mar 2012* Cat.,3101.0 retrieved 6/10/12 from [www.abs.gov.au](http://www.abs.gov.au)

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

<sup>3</sup> Australian Bureau of Statistics (2010) Population by age and sex, Australian states and territories retrieved from [www.abs.gov.au/Ausstats/abs@.nsf/mf/3201.0](http://www.abs.gov.au/Ausstats/abs@.nsf/mf/3201.0)

## Population Dispersion

Western Australia's population is heavily concentrated in the south west of the state with 75% of the state's labour force employed in metropolitan Perth<sup>4</sup>. The challenges of service delivery to remote and regional population centers extend to industries within the financial, administrative and professional services sectors.

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<sup>4</sup> ABS (2012) Labour Force Status by ABS Labour Force Region, retrieved from <http://www.deewr.gov.au>

## 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 &amp; 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 &amp; 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(a) Liaise with RTO's &amp; industry making all parties fully aware of traineeships, training credits and training funds including Austudy/Abstudy available for mature aged people &amp; related groups.</p> <p>1(b) Liaise with lifestyle villages &amp; organisations to make mature aged people aware of traineeships, training credits and training funds including Austudy/Abstudy.</p> <p>2. Meet &amp; connect with the Aboriginal Community and others across the state.</p>	<p>1(a) Hold regular RTO &amp; Industry Network Meetings and provide up to date information through the training council database.</p> <p>1(b) Undertake information seminars for seniors groups &amp; life style village complexes.</p> <p>1(c) Continue to work collaboratively with Aboriginal Workforce Development Centre's.</p> <p>1(d) Continue to utilise the Transitions and Pathways Program (TAPP) as an excellent platform to inform potential Aboriginal workers to our Industry Sectors.</p> <p>2. In conjunction with Community Services, Health and Education Training Council (CSH&amp;E TC) meet with groups &amp; 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.</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.

<b>FAPSTC Industry Specific Issues</b>	<b>FAPSTC Strategies</b>	<b>FAPSTC Priority Actions</b>	<b>FAPSTC Steps to Implement Actions</b>
<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 &amp; Industry Network Meetings for industry specific sectors.</p> <p>2(a) Attend national &amp; local Adult Language, Literacy and Numeracy workshops &amp; sessions.</p> <p>2(b) Hold regular RTO &amp; 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.

<b>FAPSTC Industry Specific Issues</b>	<b>FAPSTC Strategies</b>	<b>FAPSTC Priority Actions</b>	<b>FAPSTC Steps to Implement Actions</b>
<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. Proposed National Licensing for property occupations and compliance within the financial sector for BAS agents.</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. Monitor regulatory developments and requirements and liaise with relevant agencies and industry stakeholders to facilitate compliance with relevant education, training and licensing requirements.</p>	<p>1(a). Provide employment and careers information in FAPS-related industry sectors including traineeship arrangements through the FAPSTC Transitions and Pathways Program (TAPP).</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. Consult &amp; work with industry and peak industry associations to ensure a smooth transition to national licensing for the real estate, property &amp; conveyancing sectors</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.</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) Monitor and meet with the Department of Commerce, the Real Estate Institute of Western Australia (REIWA) &amp; the Australian Institute of Conveyancers (AICWA) on a regular basis.</p> <p>2(b) Hold regular Network Meetings for industry.</p>

**Skillling WA Strategic Goal 5:**

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

<b>FAPSTC Industry Specific Issues</b>	<b>FAPSTC Strategies</b>	<b>FAPSTC Priority Actions</b>	<b>FAPSTC Steps to Implement Actions</b>
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

The major issue for all industry sectors, including occupations within the scope of the Financial, Administrative & Professional Services Training Council, is the proposed introduction of National Licensing.

Proposed National Licensing and the introduction of the National Occupational Licensing Authority under the direction of COAG will have far reaching effects on the Licensing Authorities, Training Organisations and predominantly the Workforce in Western Australia.

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Graham Drury  
Chairman

## SECTION 2 METHODOLOGY

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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, 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 2012-13 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 11% share of Australia's Gross Value Added (GVA)<sup>5</sup> in 2010-11 (ahead of mining, at around 10 per cent) and is the largest services-producing industry in our economy, in terms of GVA. The sector represents 35 per cent of the market capitalization of the ASX Top 200 stocks<sup>6</sup> and within its sphere lays the fourth largest funds management market in the world<sup>7</sup>.

In WA the industry is estimated to have contributed a 4 percent share to the state economy (2010-11) in GVA terms, which is behind mining (34%) and construction (12%), manufacturing (6%) and both transport (5%) and professional scientific and technical services (5%).

Approximately 31,300 people are directly employed in the sector in Western Australia<sup>8</sup> [Figure 2] - more than 4,000 over the previous 12 month period and the vast majority of them in full time roles. Industry employment is concentrated in metropolitan Perth<sup>9</sup>.

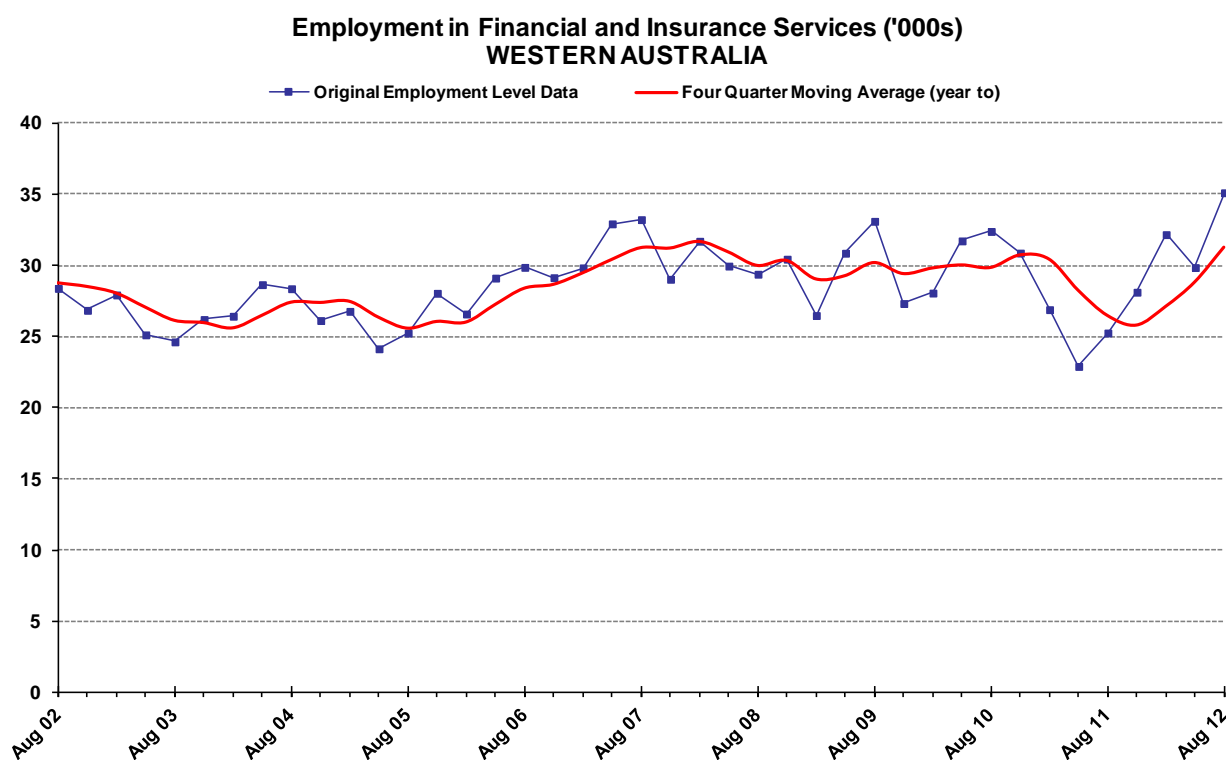


Figure 2 Industry employment time series chart, quarterly labour force survey  
Source: [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au)

<sup>5</sup> ABS (2011) *Australian System of National Accounts* (Cat.no.5204.0) retrieved 25/9/12 from <http://www.abs.gov.au>

<sup>6</sup> Australian Financial Review (5-9 April 2012) *Can Banking take us all down?*

<sup>7</sup> IBSA (2012) *Workforce Development Strategy for the Superannuation Sector* Discussion Paper p.4 retrieved 11/9/12 from [www.ibsa.org.au](http://www.ibsa.org.au)

<sup>8</sup> ABS Labour Force data (August 2012, four quarter average) *Employment by Industry* retrieved 18/9/12 from [www.abs.gov.au](http://www.abs.gov.au)

<sup>9</sup> DIISRTTE (2012) *Ranked labour market regions, by industry* retrieved 28/9/12 from [skillsinfo.gov.au](http://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) <sup>10</sup>.

**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 securitisers, 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 2** below, there are few large WA-based FIS employers operating in each of these market segments. The majority (94%) are small and medium sized enterprises (in terms of employment) even allowing for non-employing businesses. The growth sector, clearly, is among superannuation funds.

Significant industry employment also 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.

Table 2 Businesses by Industry Class by Main State (WA) by Employment Size Ranges, 2010-11<sup>11</sup>

		Operating at end of financial year 30 June 2011					
		Non employing	1-19	20-199	200+	Total	Change
		no	no.	no.	no.	no.	no.
6221	Banking	6	9	0	0	15	+8
6222	Building Society Operation	3	0	0	0	3	+3
6223	Credit Union Operation	0	0	3	0	3	0
6229	Other Depository Financial Intermediation	22	6	0	0	28	-7
6230	Non-Depository Financing	89	52	6	0	147	+5
6240	Financial Asset Investing	3634	800	74	0	4508	-60
6310	Life Insurance	15	13	0	0	28	+4
6321	Health Insurance	0	0	3	0	3	-6
6322	General Insurance	83	32	6	3	124	0
6330	Superannuation Funds	7946	581	12	4	8543	+422
6411	Financial Asset Broking Services	366	144	16	0	526	-12
6419	Other Auxiliary Finance and Investment Services	2634	1438	73	5	4150	-25
6420	Auxiliary Insurance Services	266	308	25	0	599	+12

<sup>10</sup>ABS (2011) *Australian System of National Accounts* (Cat.no.5204.0) retrieved 25/9/12 from <http://www.abs.gov.au>

<sup>11</sup> 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](http://www.abs.gov.au)

This trend has been arrested in recent times, as growth relative to other states and heightened business investment activity [Figure 312] has attracted to WA people with relevant skills and supported employment growth in the financial services sector.

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.

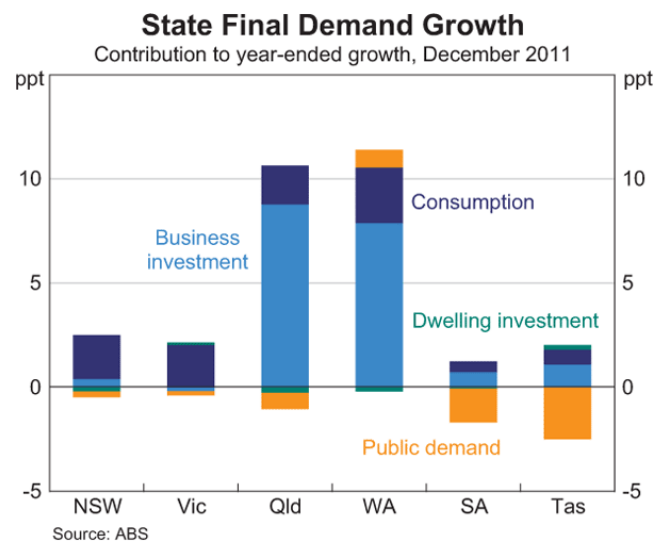


Figure 3 – RBA Bulletin, March quarter 2012  
Source: [www.rba.gov.au](http://www.rba.gov.au)

### KEY STATISTICS<sup>13</sup>

#### By gender:

Male	12,800 (~36.4%)
Female	22,400 (~63.6%)

#### By status:

Full-time	23,100 (~73.9%)
Part-time	8,200 (~26.1%)

#### By location:

Perth	30,000 (~85.5%)
WA remainder	5,100 (~14.5%)

<sup>12</sup> Reserve Bank of Australia (2012) *RBA Bulletin, March quarter 2012* retrieved from [www.rba.gov.au](http://www.rba.gov.au)

<sup>13</sup> ABS (2012) *Labour Force, Australia, Detailed, Quarterly, Aug 2012* Cat.No.6291.0.55.003 Data cube RQ1 retrieved 2/10/2012 from [www.abs.gov.au](http://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) [Figure 4, below]<sup>14</sup> although not across all industry segments, and not in comparison to the mining industry where average weekly earnings are in the order of \$2274.00<sup>15</sup>. This represents a particular challenge in WA. Average WA weekly earnings are in the order of \$1517.70.

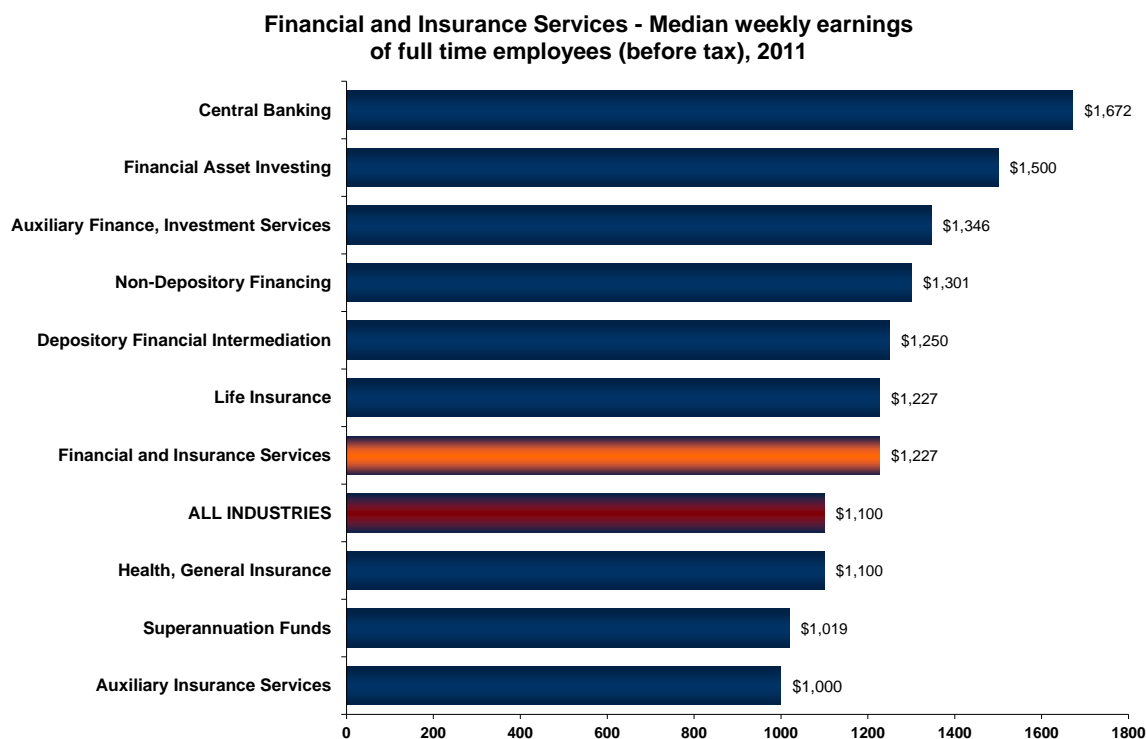


Figure 4 Source: [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au) Industry reports and charts

As indicated in Figure 5 below, the sector in WA has a high proportion of clerical and administrative roles filled mainly by female staff.

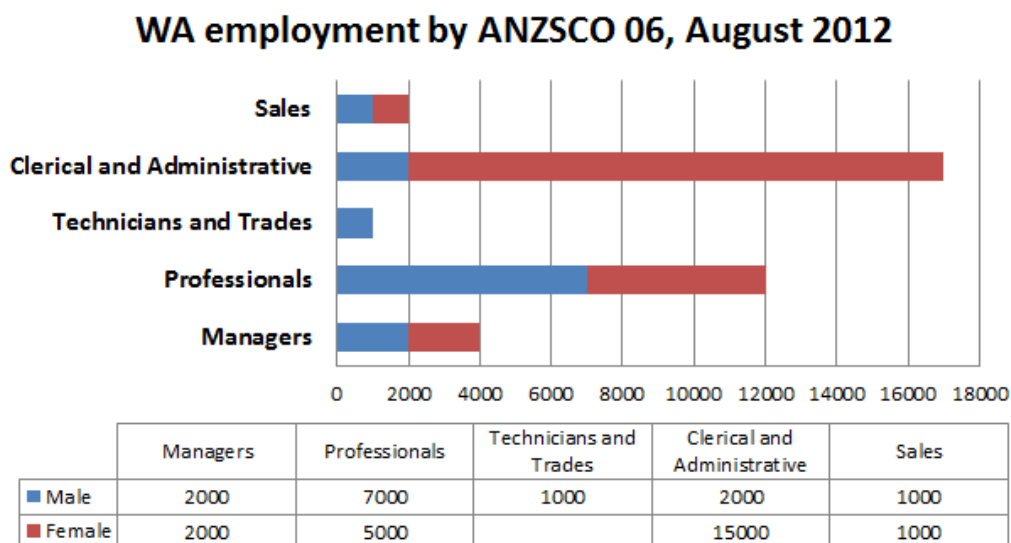


Figure 5 ABS Cat.No.6291.0.55.003 Data cube E09

<sup>14</sup> DEEWR (2011) Special Order based on ABS *Employee Earnings, Benefits and Trade Union Membership, Australia, Aug 2010* Cat no: 6310.0 retrieved 4/10/12 from [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au)

<sup>15</sup> ABS (2012) *Average Weekly Earnings, May 2012* retrieved 6/10/12 from [www.abs.gov.au](http://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)<sup>16</sup> 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 Australia<sup>17</sup>.

Despite reports of job cuts elsewhere, the challenge for financial institutions (banks in particular) over the past year has reportedly been staff retention. Population growth (+3.1%<sup>18</sup>), growth in average weekly earnings (+10.4%<sup>19</sup>), investment growth<sup>20</sup> and economic growth more broadly<sup>21</sup> 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<sup>22 23</sup> to gain a foothold in the state's growth economy, leading some to declare the market 'over-banked'. There is a view<sup>24 25</sup> that the newly established firms will depart as economic activity slows. Nonetheless, their small (in terms of employment) but significant presence<sup>26</sup> in WA does represent an opportunity to leverage new capabilities within the sector.

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' competition<sup>27</sup>.

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 value<sup>28</sup> across the country, adding pressure on retail and industry

<sup>16</sup> APRA Statistics (June 2012) *ADI Points of Presence* retrieved 28/9/2012 from [www.apra.gov.au](http://www.apra.gov.au)

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

<sup>18</sup> ABS (2012) *Australian Demographic Statistics, Mar 2012* Cat.,3101.0 retrieved 6/10/12 from [www.abs.gov.au](http://www.abs.gov.au)

<sup>19</sup> ABS (2012) *Average Weekly Earnings, Australia, May 2012* Cat.6302.0 retrieved 6/10/12 from [www.abs.gov.au](http://www.abs.gov.au)

<sup>20</sup> Westpac-CCIWA (2012) *Leading index of WA economic activity*, September 2012 retrieved 6/10/12 from [www.cciwa.com.au](http://www.cciwa.com.au)

<sup>21</sup> WA State Budget 2012-13

<sup>22</sup> Australian Financial Review (9/8/12) *WA's riches lure big and small* p.27.

<sup>23</sup> 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](http://www.wabusinessnews.com.au)

<sup>24</sup> Coalition Ltd (2012) cited in the Australian Financial Review (2/10/12) *There's no bonus like keeping your job* p.21

<sup>25</sup> Australian Financial Review *Why western push may be a tad late* 23/7/2012

<sup>26</sup> Financial Review Magazine *Chinatown* August 2012, p.22

<sup>27</sup> HBF (2011) *Annual Report* p.6 retrieved 16/10/12 from [www.hbf.com.au](http://www.hbf.com.au)

<sup>28</sup> ABS (2012) *Year Book Australia* retrieved 14/10/12 from [www.abs.gov.au](http://www.abs.gov.au)

superannuation fund employers<sup>29</sup> that lost ground during the 2010-11 year (**Table 3**). Their growth is a continuing trend arising out of regulatory and market developments.

Business numbers and turnover in the highly competitive broking industry have also contracted, while several established firms have consolidated their market position. It is likely the 2010-11 growth in turnover in the financial asset investing sector may not be repeated in 2012-13.

Table 3 Businesses by Industry Class by Main State (WA) by Turnover, 2010-11<sup>30</sup>

Turnover	Operating at end of financial year 30 June 2011					
	\$50k > \$200K		\$200k>\$2m		\$2m+	
	2010	2011	2010	2011	2010	2011
6221 Banking	0	6	7	6	0	0
6222 Building Society Operation	0	3	0	0	0	0
6223 Credit Union Operation	0	0	0	0	0	3
6229 Other Depository Financial Intermediation	7	8	12	13	3	0
6230 Non-Depository Financing	39	39	48	50	16	13
<b>6240 Financial Asset Investing</b>	<b>1288</b>	<b>1646</b>	<b>989</b>	<b>1069</b>	<b>182</b>	<b>183</b>
6310 Life Insurance	10	7	9	13	0	3
6321 Health Insurance	3	0	0	0	6	3
6322 General Insurance	35	41	39	30	12	18
<b>6330 Superannuation Funds</b>	<b>1781</b>	<b>1846</b>	<b>687</b>	<b>592</b>	<b>65</b>	<b>57</b>
<b>6411 Financial Asset Broking Services</b>	<b>151</b>	<b>158</b>	<b>149</b>	<b>136</b>	<b>27</b>	<b>30</b>
6419 Other Auxiliary Finance and Investment Services	1251	1292	1355	1331	161	171
6420 Auxiliary Insurance Services	173	180	264	245	47	48
		+10.3%		-2.1%		+1.9%

## 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)<sup>31</sup> - 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 notes<sup>32</sup> due to take effect from 1 July 2013, and by APRA<sup>33</sup> 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;

<sup>29</sup> APRA (2012) *Quarterly Superannuation Performance, June 2012* p.7 retrieved 6/10/12 from [www.apra.gov.au](http://www.apra.gov.au)

<sup>30</sup> 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](http://www.abs.gov.au)

<sup>31</sup> ABS (2012) *Australian Year Book, 2012* retrieved 14/10/12 from [www.abs.gov.au](http://www.abs.gov.au)

<sup>32</sup> ASIC (2012) *ASIC Guidance on FoFA* (Table 1) retrieved 2/10/12 from [www.asic.gov.au](http://www.asic.gov.au)

<sup>33</sup> APRA (2012) *Annual Regulatory Plan 2012-13* retrieved 2/10/12 from [www.apra.gov.au](http://www.apra.gov.au)

- 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 GST<sup>34</sup>. 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%. 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 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 staff<sup>35</sup>. ANZ is said to be the largest Australian employer in India with about 5000 employees there, mostly in back office processing and IT functions<sup>36</sup>.

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 division<sup>37</sup>. 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*".<sup>38</sup> 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.

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 term<sup>39</sup>. 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.

<sup>34</sup> Australian Financial Review (30/7/12) *Super reforms an expensive cost saver*

<sup>35</sup> Australian Financial Review (31/7/12) *NAB new call centre a big saver* p.26

<sup>36</sup> Australian Financial Review (22/10/12) *ANZ boss says Asia strategy must not overlook India* p.17

<sup>37</sup> Australian Financial Review (4/8/12) *CBA names Comyn to head retail engine room*

<sup>38</sup> Australian Financial Review (21/9/2012) *APRA raises red flag on outsourcing* p.22

<sup>39</sup> 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)

## Cost pressures

All four of the major banks have reported record profits in the year to 30 June 2012<sup>40</sup>, 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 slows<sup>41</sup> together with pressure on fee income from a number of sources.

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.<sup>42</sup>

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.<sup>43</sup> 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 million<sup>44</sup>. 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."<sup>45</sup>

## 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 survey<sup>46</sup> 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:

*In the six weeks to August 10 2012, the daily average cash market value traded was \$3.5billion, a whopping 24.6 per cent below the full year 2012 average. "If these volumes are any indication of the next six months then there'll have to be serious considerations as to who will survive through this or who will have to merge".<sup>47</sup>*

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

<sup>40</sup> Australian Financial Review, 30/8/2012 *Warnings signal bank dilemma* p.30

<sup>41</sup> Reserve Bank of Australia (2012) *Financial Stability Review* p.19 retrieved 26/9/12 from <http://www.rba.gov.au>

<sup>42</sup> Australian Financial Review (2/10/12) *QBE on track in steps to prune costs* p.21

<sup>43</sup> Australian Financial Review (24/9/2012) *Goldman and JBWere set to affirm alliance* p.18

<sup>44</sup> WA Business News (2012) Corporate Finance Equity Capital Markets (ECM) data retrieved 23/10/12 from [www.wabusinessnews.com.au](http://www.wabusinessnews.com.au)

<sup>45</sup> Australian Financial Review (23/7/12) *Why western push may be a tad late*

<sup>46</sup> 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](http://www.abs.gov.au)

<sup>47</sup> Hutchens, G. (17/8/2012) *Stockbrokers crunch the numbers then bite their nails* retrieved 6/9/12 from [www.smh.com.au](http://www.smh.com.au)

- **Labour and Skill Demand**

Employment in the finance and insurance sector (FIS) is fairly evenly divided between managerial/professional and clerical/administrative occupations (see **Table 4**, below).

The data indicates:

1. The year-on-year increase in employment has occurred either in professional or 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.

Table 4 Finance & Insurance Services – employment by ANZSCO 06 (WA) <sup>48</sup>

	Aug 2011		Aug 2012			
	Employed total ('000)	%	Employed total ('000)			%
			Male	Female	Total	
Managers	4	48%	2	2	4	44%
Professionals	8		7	5	12	
Technicians and Trades	-		1		1	3%
Clerical and Administrative	12	52%	2	15	17	53%
Sales	1		1	1	2	
TOTAL	25	100%	13	23	36	100%
			36%	64%		

2. Sales-dedicated roles in the FIS industry in WA are comparatively rare. However 'business development' and 'customer relationship management' roles are commonly associated with most FIS industry segments and imply sales skills – a fact not always appreciated by those entering the industry. Yet they are a feature of the competitive landscape and valued by employers – the Commonwealth Bank for one 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.<sup>49</sup>
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.

<sup>48</sup> Source: ABS (2012) *Labour Force, Australia, Detailed, Quarterly, Aug 2012* Cat.No. 6291.0.55.003 Data cube E09 retrieved 2/10/12 from [www.abs.gov.au](http://www.abs.gov.au)

<sup>49</sup> Australian Financial Review (23/7/12) *CBA boosts staff sales targets*

Table 5 Finance & Insurance Services - employment pattern<sup>50</sup>

The data in Table 5 indicates continued reliance on full time staff for the majority of finance and insurance sector job roles in WA.

While IBSA<sup>51</sup> reports the financial services industry as a whole has a low proportion of part time workers – 17 per cent compared to 29.4 per cent for all industries, part time employment in the sector in WA is closer to the all industry average at 26.1%. Casual positions are relatively rare.

Full time	
2011	2012
19,100	23,100
72.1%	73.9%
Part time	
7,400	8,200
27.9%	26.1%

The range of occupations included within the WA financial and insurance services industry employment is detailed below alongside the approximate numbers employed as at November 2011<sup>52</sup>. (Data in the Total employment November 2011 ('000) column has been seasonally adjusted and trended for each occupation by DEEWR).

Table 6 Finance &amp; Insurance Services - employment level

Level	Code	Occupation	Total employment, November 2011	WA (% of Total)	WA Employment level, November 2011
4	1322	Finance Managers	55.4	8.6	4766
4	2221	Financial Brokers	25.0	8.2	2048
4	2222	Financial Dealers	15.9	5.7	904
4	2223	Financial Investment Advisers and Managers	45.9	7.1	3257
4	2241	Actuaries, Mathematicians and Statisticians	6.2	12.7	786
4	5521	Bank Workers	55.3	7.4	4094
4	5522	Credit and Loans Officers	23.8	5.4	1283
4	5523	Insurance, Money Market and Statistical Clerks	34.6	7.1	2458
4	5996	Insurance Investigators and Loss Adjusters	4.6	9.0	414
4	6112	Insurance Agents	10.6	11.7	1238

These occupations are described below, alongside the education attainment profile for the relevant industry class within ANZSIC subdivisions<sup>53</sup>. The prominence of post-school qualifications is evident across the board, albeit to a lesser extent in the insurance industry.

<sup>50</sup> ABS (2012) *Labour Force Australia Detailed, Quarterly, August 2012* Cat.No. 6291.0.55.003 Data cube E12 retrieved 3/10/12 from [www.abs.gov.au](http://www.abs.gov.au)

<sup>51</sup> IBSA (2012) *Environment Scan – 2012, Financial Services Industry* p.7

<sup>52</sup> DEEWR (2011) *Employment by region (per cent share)* retrieved 22/10/12 from [joboutlook.gov.au](http://joboutlook.gov.au)

<sup>53</sup> 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](http://www.skillsinfo.gov.au)



## **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.

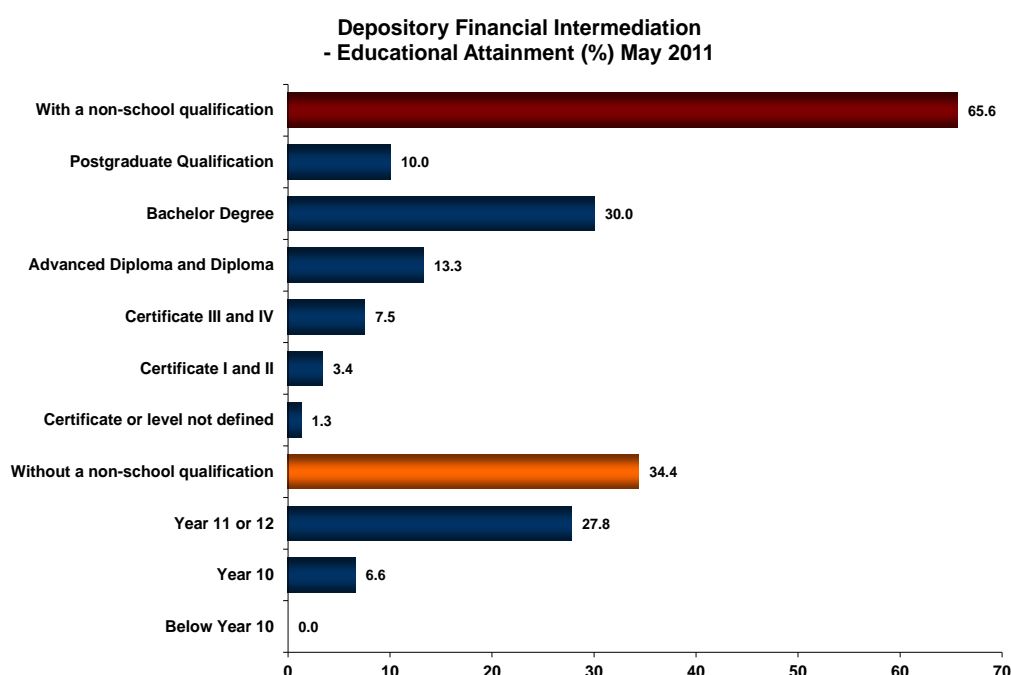


Figure 6 National educational profile, ANZSIC62  
Source: [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au) Industry Reports and Charts

The national qualification profile [Figure 6] 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\* students<sup>54</sup>.

A total of 3,783 domestic students graduated in management and commerce fields of study from West Australian universities in 2011<sup>55</sup>. There were 4,104 VET\* course enrolments in financial services qualifications in 2011<sup>56</sup>, 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 language<sup>57</sup>.

*\*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.*

<sup>54</sup> NCVER (2012) Tertiary education and training in Australia 2010 retrieved 23/9/12 from [www.ncver.edu.au](http://www.ncver.edu.au)

<sup>55</sup> DIISRTE (2012) 11AwardCourseCompletions (Table 11) retrieved 23/9/12 from [www.deewr.gov.au](http://www.deewr.gov.au)

<sup>56</sup> Department of Training and Workforce Development (2012) VET enrolment statistic unit - Special data request 4318

<sup>57</sup> Australian Industry Group (2012) *Developing an Asia Capable Workforce – A National Strategy* p.4 retrieved 16/10/12 from [www.aiggroup.com.au](http://www.aiggroup.com.au)

**Corporate finance** occupations are dispersed across a range of institutions in WA and related roles demand high level skills and relevant qualifications (**Figure 7**).

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.

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 \$180bn<sup>58</sup> 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 survey<sup>59</sup>.

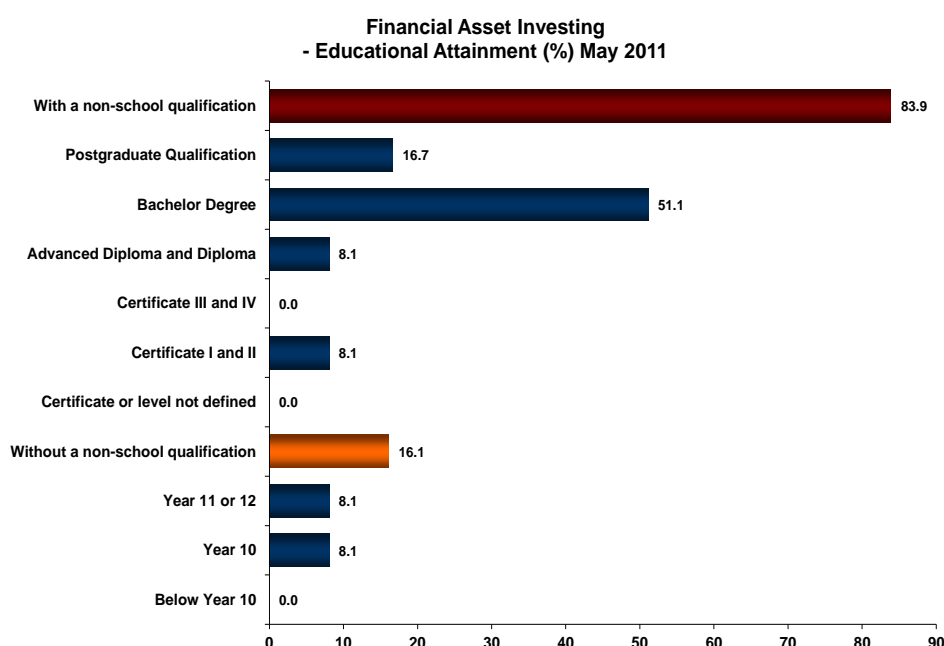


Figure 7 Educational profile, ANZSIC62  
Source: [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au) Industry Reports and Charts

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] roles<sup>60</sup>.

A snapshot of internet advertised job vacancies in the banking industry is provided in **Figure 8**.

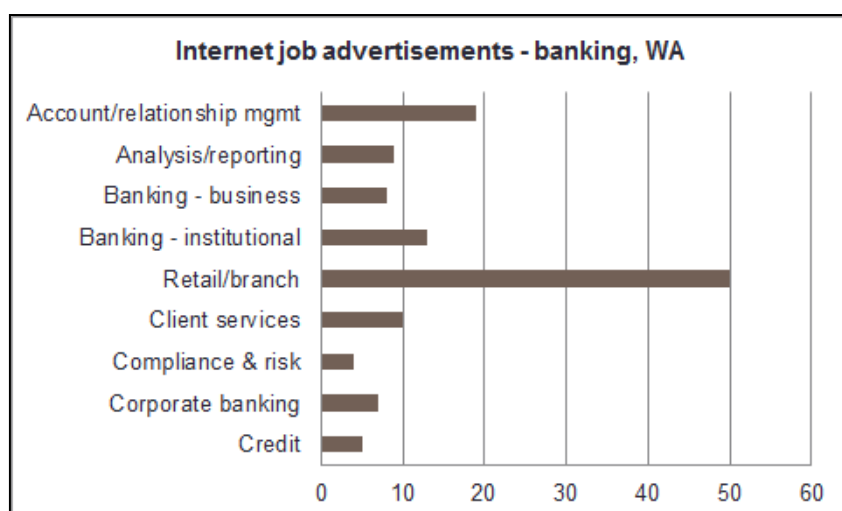


Figure 8 Job vacancies – banking (source: Seek.com.au, October 2012)

<sup>58</sup> Department of Mines & Petroleum (2012) *Prospect Magazine, June 2012* retrieved 6/10/12 from [www.dsd.wa.gov.au](http://www.dsd.wa.gov.au)

<sup>59</sup> WA Business News (2012) *Book of Lists 2012* and *Book of Lists 2011*

<sup>60</sup> Australian Financial Review (11/7/12) *Perth tops the country's pay stakes*

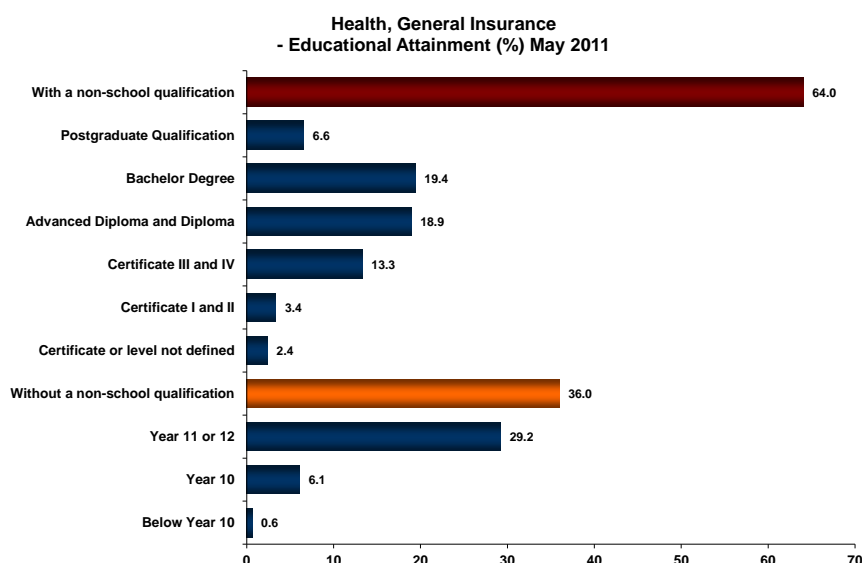
## Superannuation and Insurance: classified under ANZSIC 63

**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.

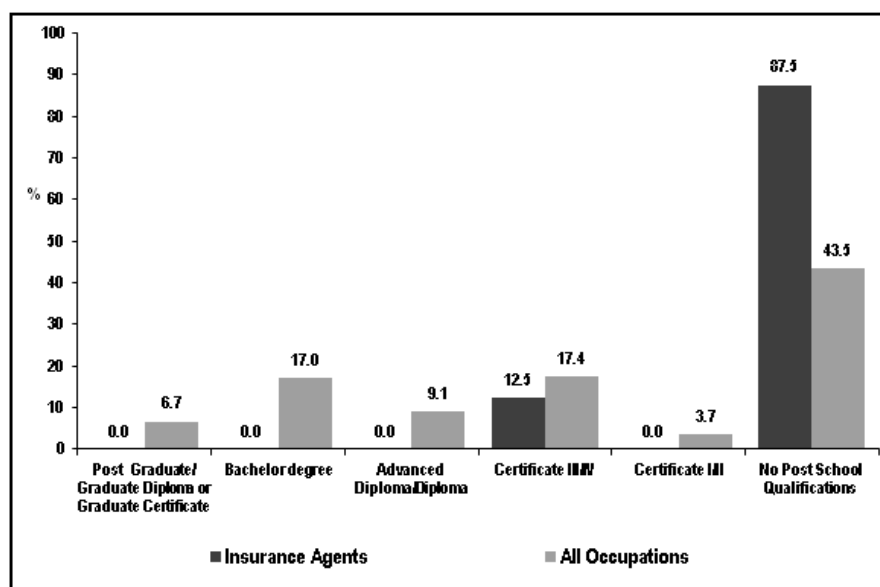
The types of insurance falling under general categories (**Figure 9**) include house, motor vehicle (domestic and commercial), fire, accident, employer liability, health, travel, marine and aviation, mortgage and consumer credit. Insurance underwriting relates to the process of assuming the risk arising from a financial transaction or insured event, for a fee.

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.

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



**Figure 9** Educational profile, ANZSIC63  
Source: [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au) Industry reports and charts



**Figure 10** Industry education profile: per cent of employment  
Source: [joboutlook.gov.au](http://joboutlook.gov.au)

**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.

The qualification profile [Figure 11] 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 2011<sup>61</sup>.

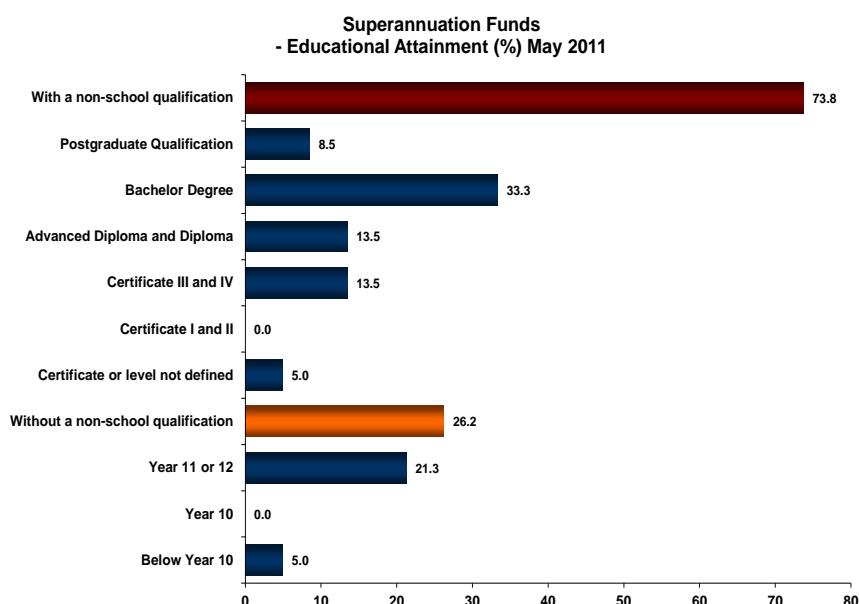


Figure 11 Educational profile, ANZSIC63  
Source: [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au) Industry reports and charts

### **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 12**.

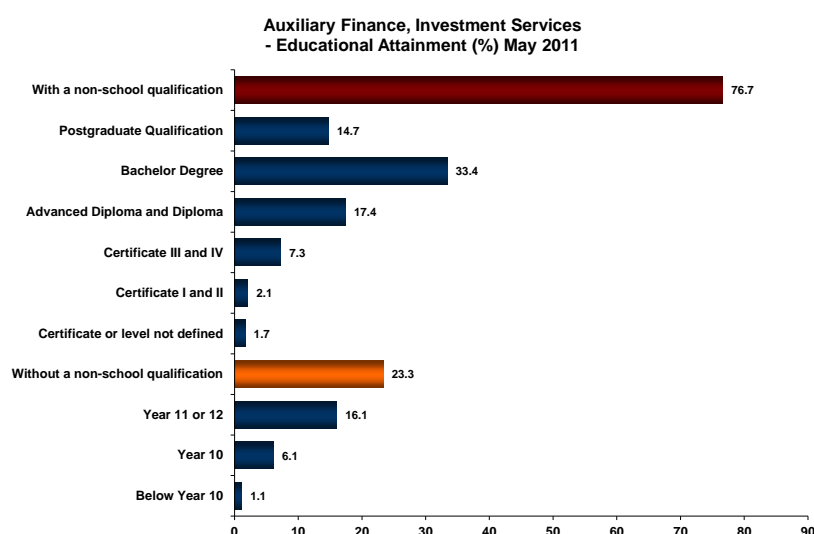


Figure 12 Educational profile, ANZSIC64

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.

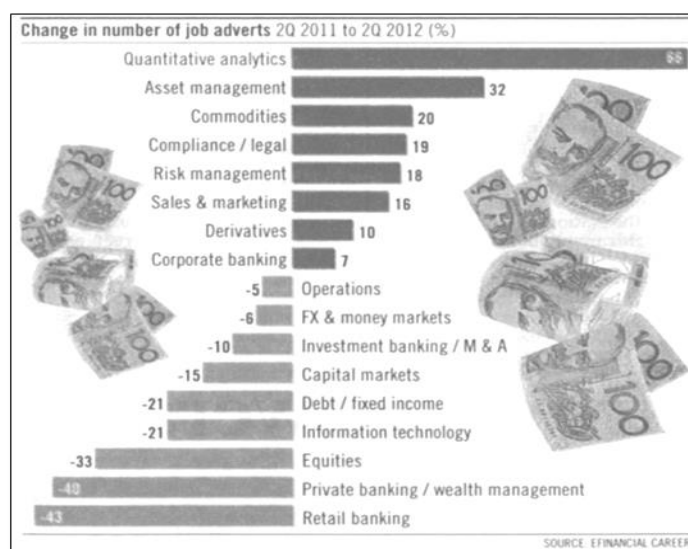
<sup>61</sup> DTWD (2012) State Training and Recognition System (STARS) retrieved 18/10/12

**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, in the Certificate IV in Finance and Mortgage Broking and there are currently 14 traineeship enrolments in this qualification.

By comparison, entry into the stockbroking industry remains competitive and degree qualifications are considered the norm.

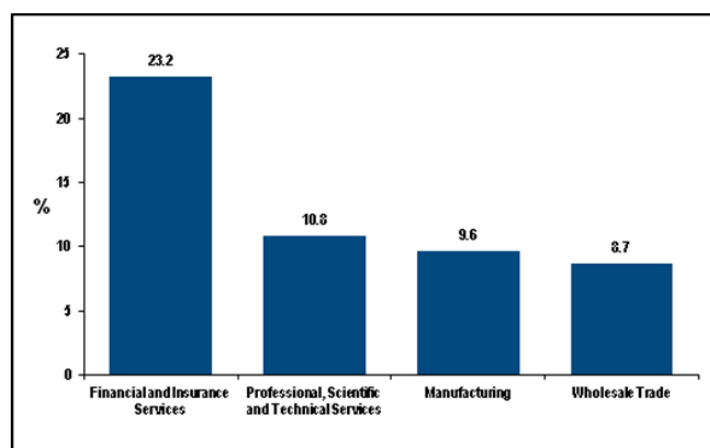
A snapshot of the range of contemporary financial services careers (and their changing demand profile in the Asia-Pacific) can be seen in the analysis of job advertisements in

Figure 13 eFinancial Careers (Asia Pacific) cited in Moullakis.J.<sup>62</sup>



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 15** and **Figure 16** (overleaf).

Financial services skills are also in demand to meet the needs of industry more broadly. As indicated in Figure 14<sup>63</sup> where the key occupation of Finance Manager (ANZSCO 132211) is in demand across industry sectors as diverse as manufacturing and professional services and, in more recent times, within the resources industry where reliance on financial expertise is critical to project and organisational viability and sustainability.



**Figure 14 Finance Manager main employment industries**

<sup>62</sup> Australian Financial Review (2/10/12) p21

<sup>63</sup> ABS (2012) Labour Force Survey, Nov 2011 retrieved 18/10/12 from joboutlook.gov.au

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.

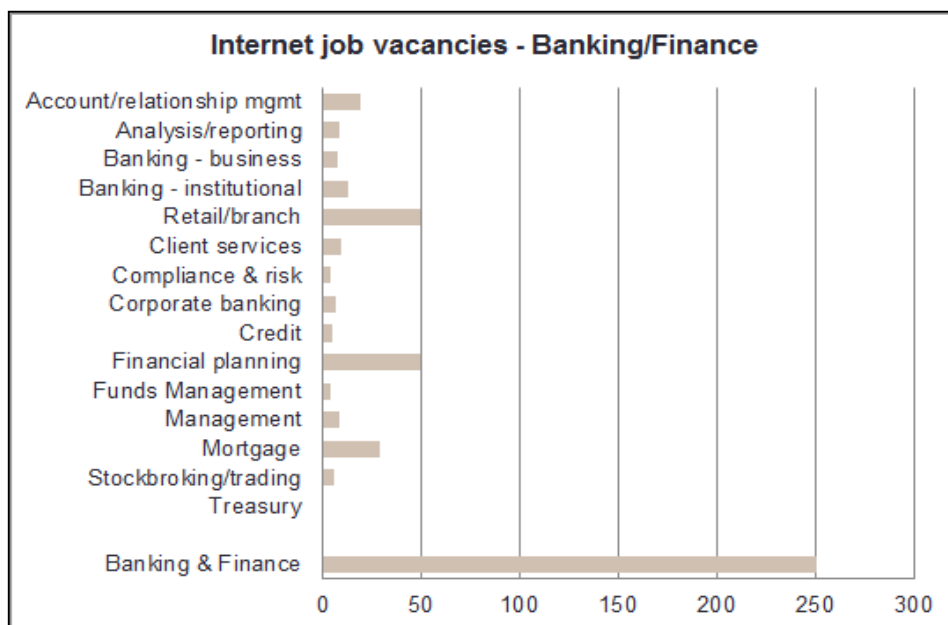


Figure 15  
Banking/Finance jobs  
Source: Seek.com.au

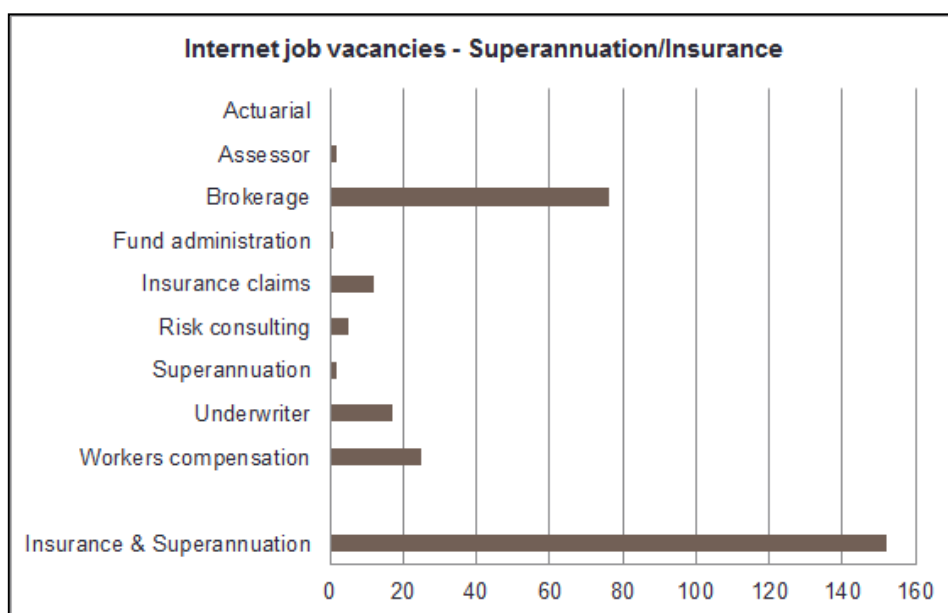


Figure 16  
Superannuation/Insurance  
jobs Source: Seek.com.au,

Meanwhile in a recent national survey<sup>64</sup> 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.

<sup>64</sup> Australian Bureau of Statistics (2012) Cat.8167.0 *Selected Characteristics of Australian Business, 2010-11* retrieved 30/9/12 from [www.abs.gov.au](http://www.abs.gov.au)



- **Regional Impact**

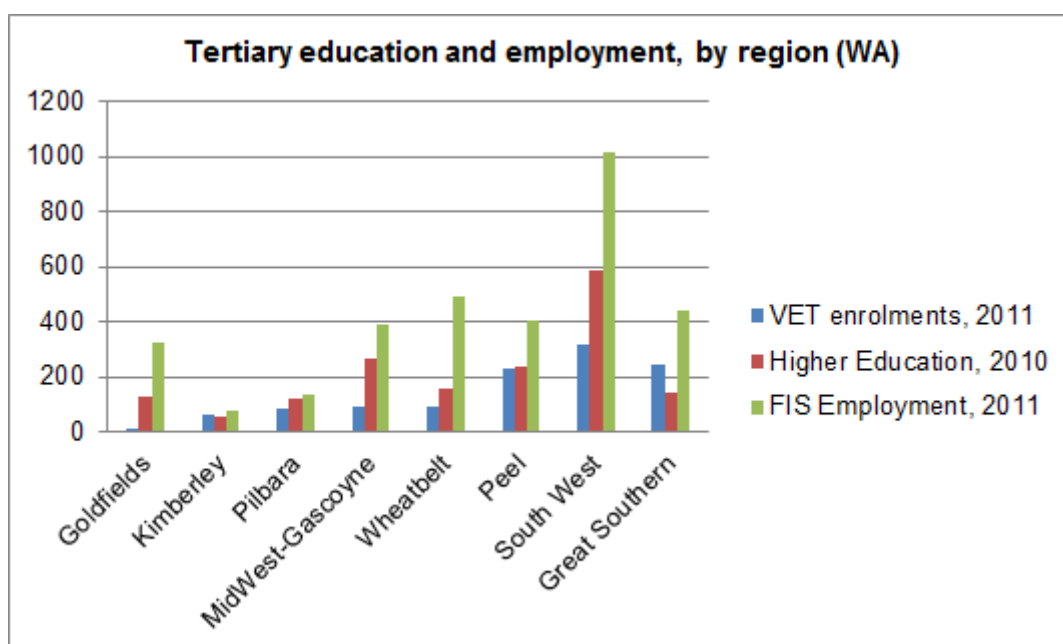
As previously noted, employment in the WA financial and insurance services industry is concentrated in metropolitan Perth (**Table 7**).

Table 7 Finance & Insurance Services Employment by region, Aug 2012<sup>65</sup>

	Total		Full time		Part time	
WA	35 100	% of total	25.400	% of total FT	9 800	% of total PT
Perth metro region	30 000	85.5%	22 200	87.7%	7 800	79.6%
Lower West	2 900	8.3%	1 700	6.7%	1 300	13.3%
WA remainder	2 200	6.2%	1 500	5.9%	700	7.1%

**Figure 17** shows numbers employed in the financial and insurance services industry in each of the regional areas<sup>66</sup>, alongside numbers of regional higher education students (management & commerce)<sup>67</sup> and combined VET Financial Services (FNS) course<sup>68</sup> and traineeship<sup>69</sup> enrolments.

Figure 17 Higher education (Management and Commerce, 2010) and VET (Financial Services Training Package (publicly funded only)



These numbers are also shown in **Table 8** alongside employment data for WA-based financial services businesses<sup>70</sup> in each of the regions.

<sup>65</sup> ABS (2012) *Labour Force, Australia* Cat.No. 6291.0.55.003 Data cube RQ1 retrieved 3/10/12 from [www.abs.gov.au](http://www.abs.gov.au)

<sup>66</sup> ABS (2011) *Labour Force Survey* cited in Regional Profiles (WA) retrieved 5/10/12 from [www.deewr.gov.au](http://www.deewr.gov.au)

<sup>67</sup> DEEWR (2012) *Regional Profiles for Western Australia* Higher Education Student Data (2010) retrieved 5/10/12 from [www.deewr.gov.au](http://www.deewr.gov.au)

<sup>68</sup> DTWD (2012) *Course enrolments, 2011* Data request 4322

<sup>69</sup> DTWD (2012) State Training and Recognition System retrieved 18/10/12

<sup>70</sup> ABS (2012) *Counts of Australian Businesses, Jun 2007-2011* Cat.No 8165.0 retrieved 7/10/12 from [www.abs.gov.au](http://www.abs.gov.au)



Table 8 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 2012
Great Southern Population ~ 60 100	32	438	33 900	140	238	6
Goldfields-Esperance Population ~ 59 800	36	325	35 400	126	0	9
South West Population ~ 166 000	151	1012	89 600	584	305	9
Peel: Population ~ 113 500	90	406	48 900	237	216	13
Wheatbelt Population ~ 76 100	36	494	44 700	154	78	11
Mid-West and Gascoyne Population ~ 66 900	51	362	36 300	114	80	10
	3	30		12		0
Pilbara Population ~ 49 900	9	135	27 300	120	82	2
Kimberley Population ~ 36 500	24	79	18 000	55	58	4

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 has commenced a Transitions and Pathways Program (TAPP) in 2012, to address a number of these issues. The TAPP project is funded by the Australian Government Department of Industry, Innovation, Science, Research and Tertiary Education through the Australian Apprenticeships Mentoring Package.

Western Australian Regions



Figure 18 Western Australian Regions  
Source: [www.businessmigration.wa.gov.au](http://www.businessmigration.wa.gov.au)

- **Regulatory Requirements**

In a 2011 survey<sup>71</sup>, 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 licence<sup>72</sup>. 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) licence 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 licence.
- 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)<sup>73</sup> 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 AQF 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.

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<sup>71</sup> Australian Bureau of Statistics (2012) Cat.8167.0 *Selected Characteristics of Australian Business, 2010-11* retrieved 30/9/12 from [www.abs.gov.au](http://www.abs.gov.au)

<sup>72</sup> [www.comlaw.gov.au](http://www.comlaw.gov.au)

<sup>73</sup> Commonwealth of Australia (2011) *Future of Financial Advice 2011* retrieved 19/4/2012 from <http://ministers.treasury.gov.au>

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*<sup>74</sup>, *Anti-Money Laundering and Counter-Terrorism Financing Act 2006* (AML/CTF Act)<sup>75</sup>. 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 9**, a high and increasing percentage of females are employed in the FIS industry in Western Australia. However as previously noted in **Table 4** Finance & Insurance Services – employment by ANZSCO 06 (WA) Western Australia has a comparatively low number occupy professional/managerial roles.

Table 9 Finance & Insurance Services - employment by gender (Aug 2012)<sup>76</sup>

Male		Female	
2011	2012	2011	2012
10,300	12,800	15,000	22,400
40.7%	36.4%	59.3%	63.6%

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 10** 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 time<sup>77</sup> (The median age of the WA population as a whole is 36.3<sup>78</sup>)

The estimates in **Table 10** (overleaf) 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)<sup>79</sup>.

<sup>74</sup> <http://www.privacy.gov.au/law>

<sup>75</sup> [http://www.austrac.gov.au/amlctf\\_act\\_obligations.html](http://www.austrac.gov.au/amlctf_act_obligations.html)

<sup>76</sup> ABS (2012) *Labour Force, Australia, Detailed, Quarterly, Aug 2012* Cat.No.6291.0.55.003 Data cube RQ1 retrieved 3/10/2012 from www.abs.gov.au

<sup>77</sup> IBSA (2012) *Environment Scan – 2012, Financial Services Industry* p.8

<sup>78</sup> ABS (2012) *Population by Age and Sex, Regions of Australia, 2011* Cat. 3235.0 retrieved 12/10/12 from www.abs.gov.au

<sup>79</sup> ABS (2012) *Labour Force, Australia* Cat.No.6202.0 retrieved 16/10/12 from www.abs.gov.au

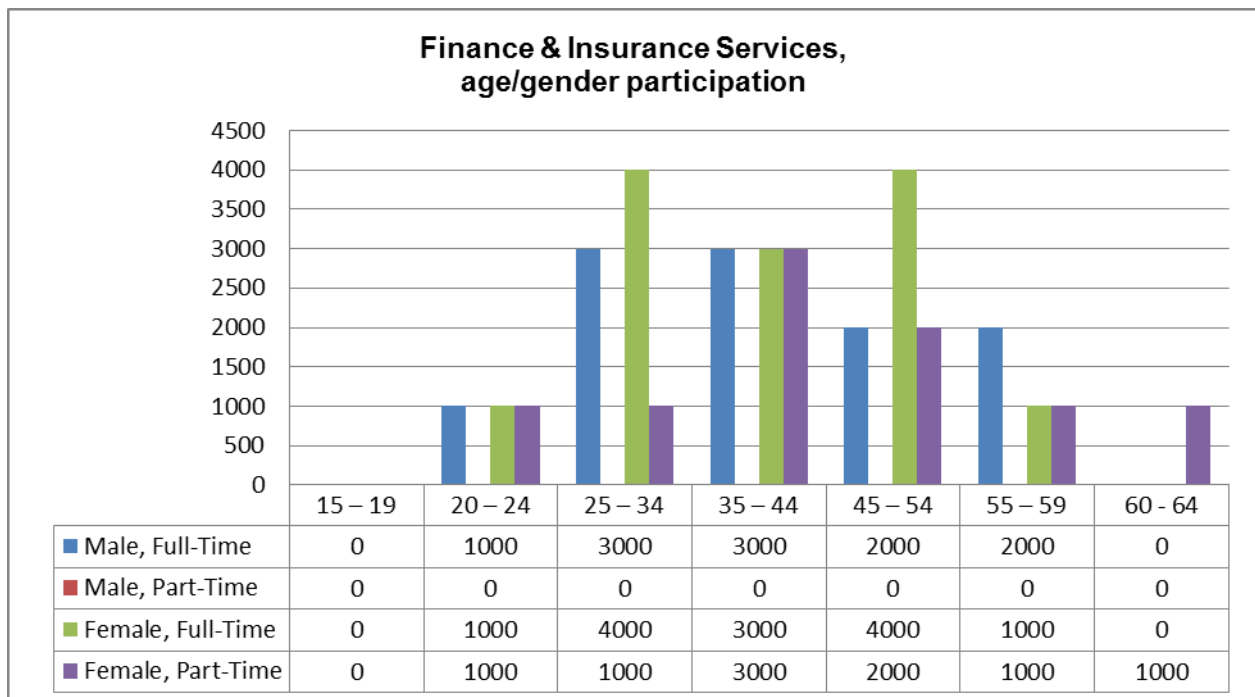
Table 10 Finance & Insurance Services, employment by age (Aug 2012)<sup>80</sup>

AGE	Male		Female		% of total
	F-T	P-T	F-T	P-T	
15 – 19	-	-	-	-	-
20 – 24	1000		1000	1000	9%
25 – 34	3000		4000	1000	24%
35 – 44	3000		3000	3000	28%
45 – 54	2000		4000	2000	24%
55 – 59	2000		1000	1000	12%
60 - 64				1000	3%
	11,000		13,000	9,000	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 endeavouring 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.

Figure 19 Finance & Insurance Services, age/gender participation



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.

<sup>80</sup> ABS (2012) *Labour Force, Australia, Detailed, Quarterly, Aug 2012* Cat.No.6291.0.55.003 Data cube E12 retrieved 3/10/2012 from [www.abs.gov.au](http://www.abs.gov.au)

- **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 1, 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.

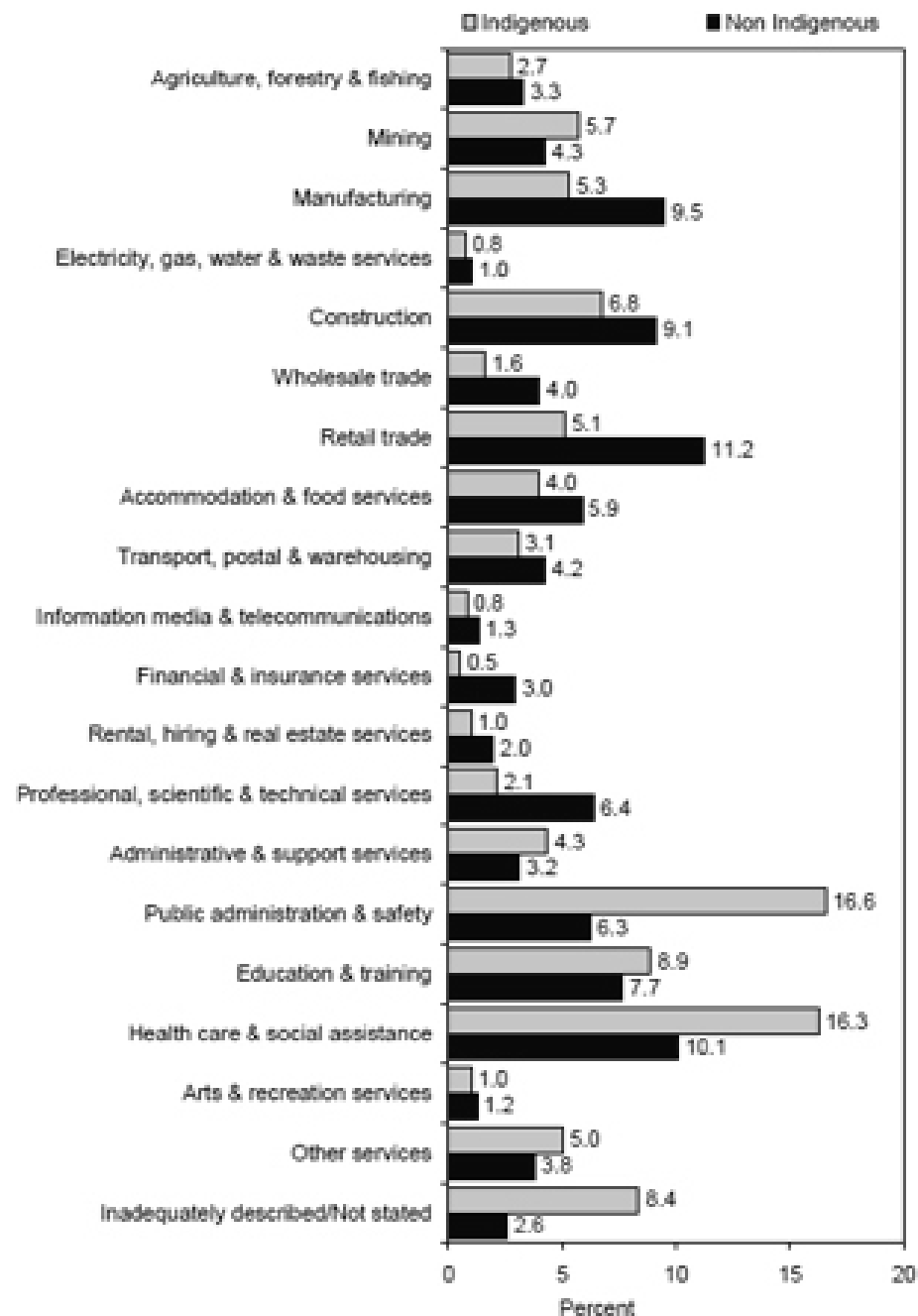


Figure 20 West Australian Aboriginal and non-Aboriginal employment, by industry<sup>81</sup>

A total of 48 VET enrolments in the Financial Services Training Package in 2011 were identified as Indigenous.

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

<sup>81</sup> ABS (2006) Census cited by Department of Training and Workforce Development in *Training Together – Working Together* retrieved from [www.trainingwa.wa.gov.au](http://www.trainingwa.wa.gov.au)

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

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- **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’*<sup>82</sup>

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**<sup>83</sup>.
- 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.

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<sup>82</sup> Australian Financial Review (11/7/12) *Perth tops the country's pay stakes*

<sup>83</sup> <http://www.asic.gov.au/eTraining/eTrain.nsf>

- **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 Australia<sup>84</sup>. There are a comparatively low number of students engaging in the sector from within (a) indigenous, (b) mature age and (c) regional communities.
- There has been **little or zero group training activity** in the sector.

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<sup>84</sup> 2012 School Curriculum & Standards Authority 'Year 12 Student Achievement Data 2011' retrieved from <http://www.curriculum.wa.edu.au/>



## NEW AND EMERGING SKILLS

### Technology-based financial skills

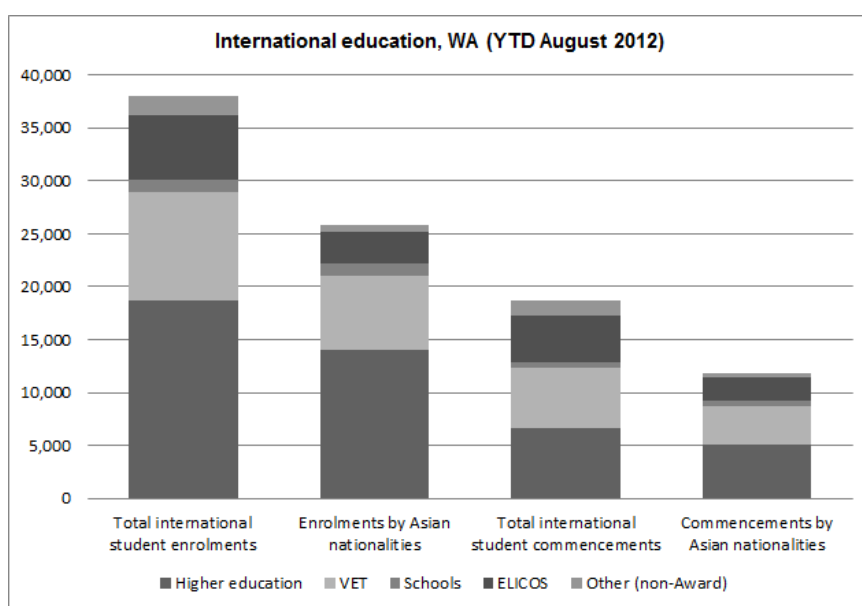
The need for technical and technology-based financial skills and knowledge has always been a feature of the industry however these are evolving at a rapid rate alongside changes in products and services. Trends in technology and associated skills have been highlighted earlier.

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 suggested<sup>85</sup> 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 centred in Sydney and Melbourne, while demand is generated locally. Lending institutions (bank and NBFi) 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.

### Asian regional economy

According to the Boston Consulting Group<sup>86</sup>, 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.

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 (Figure 21). 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.



**Figure 21** International students, enrolments and commencements (YTD Aug, 2012)  
Source: [www.aei.gov.au](http://www.aei.gov.au)

### 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

<sup>85</sup> Australian Financial Review, 30/8/2012 *NAB boss urges review* p.26

<sup>86</sup> Australian Industry Group (2012) *Developing an Asia Capable Workforce – A National Strategy* p.4 retrieved 16/10/12 from [www.aiggroup.com.au](http://www.aiggroup.com.au)



financial institutions are increasingly establishing a presence in Western Australia<sup>87</sup>. 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'*<sup>88</sup>.

## OCCUPATIONS IN DEMAND

ANZSCO6	Occupation	Priority Memo
132211	Finance manager <i>"Training Council identified occupation"</i>	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>	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>	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> <b>SPOL</b>	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' 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.

<sup>87</sup> SGS Economics and Planning, cited in The Australian Financial Review, 22/3/2012 *Perth lures the money men* p.17

<sup>88</sup> Australian Financial Review 16/10/12 *Banks buy up permits* p.3

ANZSCO6	Occupation	Priority_Memo
611211	<p>Insurance agent</p> <p><i>"Training Council identified occupation"</i></p> <p>SPOL</p>	<p>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.</p> <p>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.</p>
552312	<p>Insurance consultant</p> <p><i>"Training Council identified occupation"</i></p> <p>SPOL</p>	<p>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.</p>

## WORKFORCE DEVELOPMENT OPPORTUNITIES

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Although in terms of employment, the FIS sector is a relatively small industry with 2.7% of the total WA workforce<sup>89</sup>, 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'<sup>90</sup>. 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.

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.

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<sup>89</sup> ABS (2012) *Labour Force, Australia, Detailed Quarterly* Cat.NO.6291.0.55.003 retrieved 16/10/12 from [www.abs.gov.au](http://www.abs.gov.au)

<sup>90</sup> Buchanan, J (2012) *Workforce development & economic renewal – insights from recent applied research* presentation paper prepared for State Training Board, 20/2/2012.

## 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.

In 2011 course enrolments in financial services qualifications in WA totaled 5,957<sup>91</sup> although it should be noted that some institutions have chosen business services rather than financial services qualifications for their staff training.

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.

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 Australia<sup>92</sup>. 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 11).

Table 11 VETiS, Traineeship and Institutional Training, 2011

	VETiS		Traineeship		Institutional based training	
	Enrolled	Completed	Enrolled	Completed	Enrolled	Completed
Certificate I in Financial Services (FNS10110)	0	No Financial Services qualifications completed through VETiS	0	Data not available	16	Data not available
Certificate II in Financial Services (FNS20110)	0		0		0	
Certificate III in Financial Services (FNS30104)	0		282		0	
Certificate III in Financial Services (FNS30107)	0		710		2	
Certificate III in Financial Services (FNS30110)	0		125		0	
Certificate III in Financial Services (FNS30111)	0		35		0	
Certificate III in Financial Services (Accounts Clerical) (FNS 30304)	28		104		1048	
Certificate III in Accounts Administration (FNS 30310)	0		10		2	
Certificate III in Accounts	0		10		0	

<sup>91</sup> Department of Training and Workforce Development (2012) VET enrolment statistic unit - Special data request 4318;4322;4346

<sup>92</sup> 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](http://www.scsa.wa.edu.au)

Administration (FNS 30311)				
Certificate IV in Bookkeeping (FNS40210)	0	88	34	
Certificate IV in Bookkeeping (FNS40211)	0	7	0	
Certificate IV in Financial Services (FNS40104)	0	77	0	
Certificate IV in Financial Services (FNS40107)	0	319	3	
Certificate IV in Financial Services (FNS41811)	0	3		
Certificate IV in Financial Services (Accounting) (FNS40610)	0	25		
Certificate IV in Financial Services (Accounting) (FNS40611)	0	12		
<b>Certificate IV in Financial Services (Financial Practice Support) (FNS40710)</b>	0	1		
<b>Certificate IV in Financial Services (Financial Practice Support) (FNS40704)</b>	0	1		
Certificate IV in Finance and Mortgage Broking (FNS40811)	0	14		
<b>Certificate IV in Superannuation (FNS40910)</b>	0	1		
<b>Certificate IV in Superannuation (FNS40904)</b>	0	1		
Certificate IV in Banking Services (FNS41011)	0	4		
<b>Certificate IV in General Insurance (FNS41410)</b>	0	23		
<b>Certificate IV in General Insurance (FNS41411)</b>	0	3		
Certificate IV in Financial Services (Accounting) (FNS40604)	0	101	1133	
Certificate IV in Financial Services (Bookkeeping) (FNS40207)	0	126	939	
Diploma of Accounting (FNS50204)			406	
Diploma of Financial Services (Conveyancing) (FNS50604)			84	
Diploma of Financial Services (Banking) (FNS51204)			38	
Advanced Diploma of Accounting (FNS60204)			142	
<b>TOTAL</b>	28	2082	3847	

No Financial Services qualifications completed through VETiS

Data not available

Data not available

- 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 in **Figure 22** there was a decline in the number of WA students undertaking a financial services qualification in 2011 following the introduction of FNS10 when compared to the previous year, and compared to the larger population centres of Victoria and NSW. 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; and (c) the input and opportunity afforded national financial services industry stakeholders in training package development, that are predominantly based on the eastern seaboard.

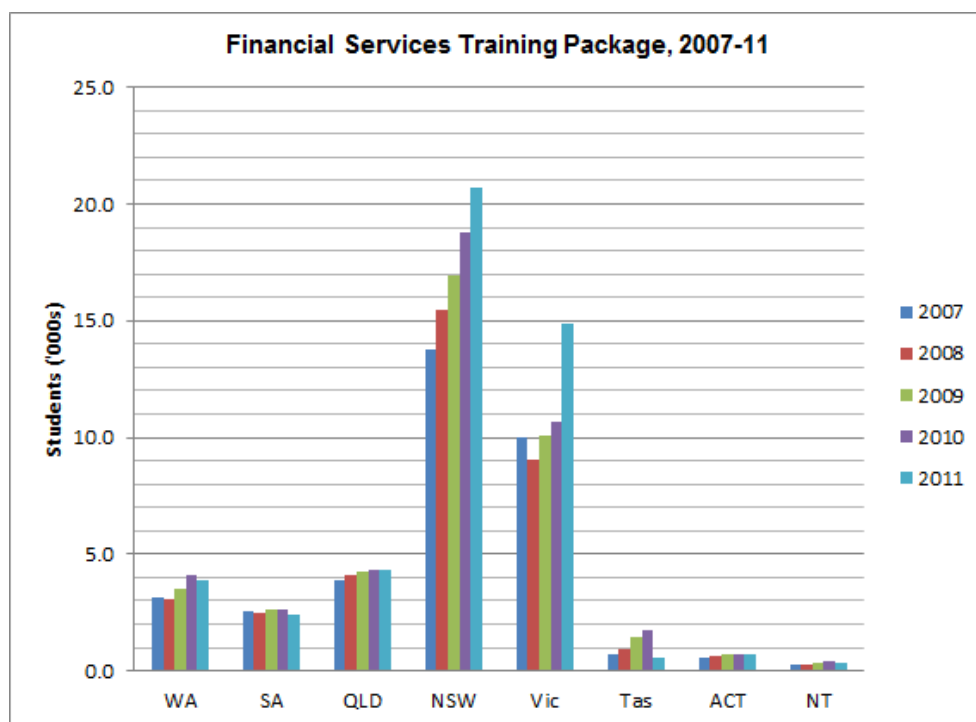


Figure 22 NCVER VET Provider Collection  
Source: [www.ncver.edu.au](http://www.ncver.edu.au)

## HIGHER EDUCATION PATHWAYS

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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.

However NCVER data<sup>93</sup> 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.

NCVER<sup>94</sup> 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)<sup>95</sup>.

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.

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<sup>93</sup> NCVER(2012) *Tertiary Education and Training in Australia, 2010* Table 17,18 retrieved 23/9/12 from [www.ncver.edu.au](http://www.ncver.edu.au)

<sup>94</sup> NCVER (2012) *Tertiary Education and Training in Australia, 2010* Table 11b retrieved 23/9/12 from [www.ncver.edu.au](http://www.ncver.edu.au)

<sup>95</sup> DEEWR (2012) *Award Course Completions, 2011* Table 11 retrieved 23/9/12 from [www.deewr.gov.au](http://www.deewr.gov.au)

Finance-specific courses on offer at each of the West Australian universities include:

<b>Curtin University</b>	Bachelor of Commerce Graduate Certificate in Finance (26 weeks) Graduate Diploma in Banking and Finance (52 weeks) Master of Finance – coursework (78 weeks) Master of Finance – coursework (104 weeks) Master of Financial Planning – coursework (78 weeks) Graduate Diploma in Commerce (Economics & Finance) (52 weeks)
<b>University of WA</b>	Bachelor of Commerce (Finance) Graduate Diploma in Finance (52 weeks) Master of Banking and Finance Law (52 weeks)
<b>Edith Cowan University</b>	Master of Finance by research (104 weeks) Master of Professional Finance and Banking (104 weeks)
<b>Murdoch University</b>	Bachelor of Commerce (Finance)
<b>University of Notre Dame</b>	Bachelor of Commerce (Finance)

## INDUSTRY ISSUES

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- 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

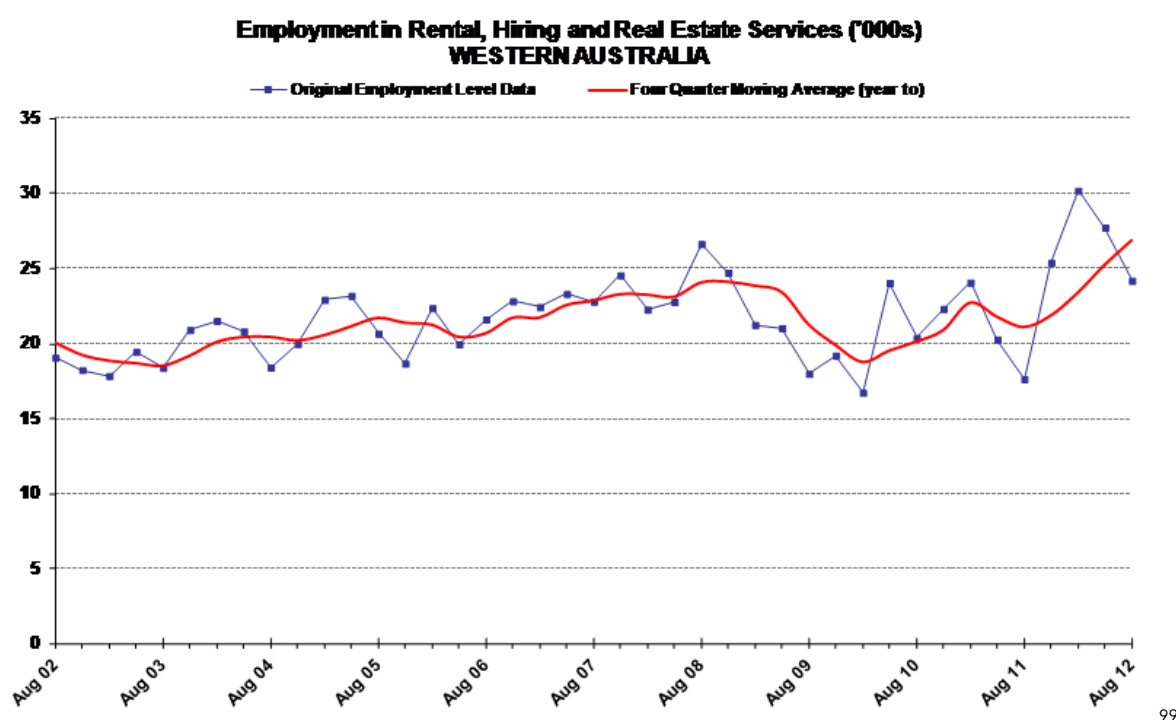
### Overview of the Rental, Hiring and Real Estate Services Industry ANZSIC L

The Rental, Hiring and Real Estate Services Industry employs approximately 212,000 persons Australia wide, full time and part time, which is around 1.9% of the total workforce. <sup>96</sup>

In Western Australia the industry employs 25,200 persons accounting for approximately 11.9% of the Rental, Hiring and Real Estate Services Industry workforce Australia wide. <sup>97</sup>

The Perth metropolitan area employs 20,200 persons which represents 2.2% of the Western Australian workforce with the remainder of the state employing 5,000 which is 1.6% of the state's workforce.

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%. <sup>98</sup>



**Figure 23 Employment in Rental Hiring and Real Estate Services**

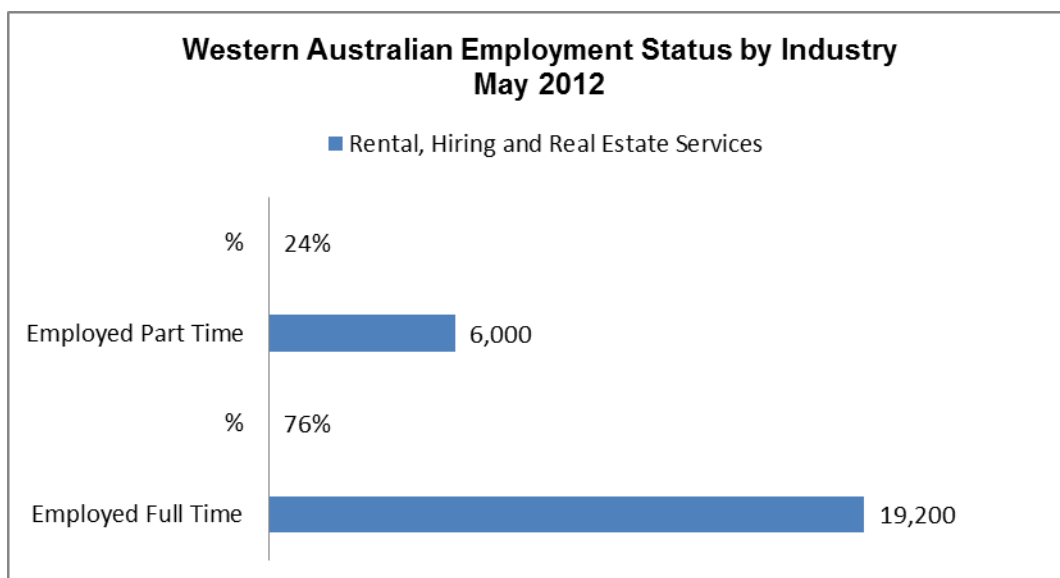
The following indicates the percentage of full time and part-time employment in the Rental, Hiring and Real Estate Services Industry. It should be noted that employment in real estate services in Western Australia is predominately full time and the part-time employment statistics shown are approximately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

<sup>96</sup> <http://www.skillsinfo.gov.au/industry-information/rental-hiring-and-real-estate-services> - August 2012

<sup>97</sup> <http://www.skillsinfo.gov.au/industry-information/rental-hiring-and-real-estate-services> - August 2012

<sup>98</sup> <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.

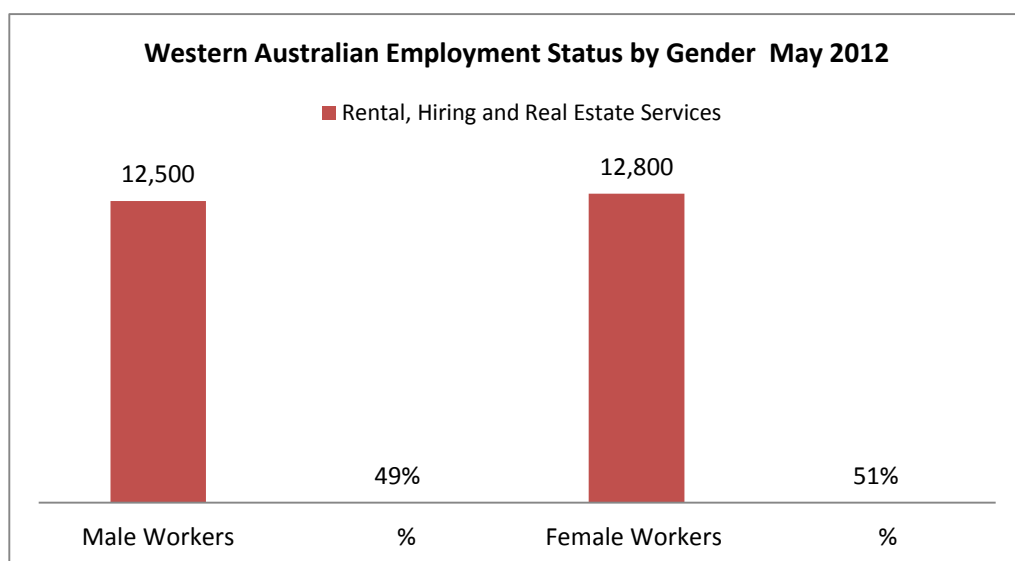
<sup>99</sup> Industry employment chart, WA, Source: [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au)



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Figure 24 Western Australian Employment States - Rental, Hiring and Real Estate

The following 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.



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Figure 25 Western Australian employment by gender rental, hiring and real estate

**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.

<sup>100</sup> [www.deewr.gov.au](http://www.deewr.gov.au) – September 2012

<sup>101</sup> [http://www.deewr.gov.au/lmip/default.aspx?LMIP/LFR/WA\\_LFR\\_Industry\\_byGender](http://www.deewr.gov.au/lmip/default.aspx?LMIP/LFR/WA_LFR_Industry_byGender)

## 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.<sup>102</sup>

A major change to the real estate industry is the Proposed National Licensing for Property Occupations and the introduction of the National Occupational Licensing Authority under the direction of COAG.

The proposed national licensing has been met with speculation in Western Australia not due to national licensing but due to the lowering of standards. The real estate industry is concerned that standards governing the conduct of real estate agents and other property professionals will be compromised in an effort to implement a national licensing scheme. The real estate industry is anxious that the differences in property legal documentation & procedures between the states may see Western Australia become a consumer protection nightmare. (*see Regulatory Requirements*)

### Residential Sector

Property prices in Australia in 2012 were starting to recover after the correction bought on by the stimulatory effects of the First Home Owners Grant (FHOG) Boost and low interest rates artificially stimulated the market in 2009. Easing of interest rates to stimulate broader economic activity in the non-mining sector of the economy and improving consumer confidence will stimulate markets in 2013. However recent changes to the application of FHOG and stamp duty relief in several eastern states have already had dire consequences on first home buyer activity in early 2013.<sup>103</sup>

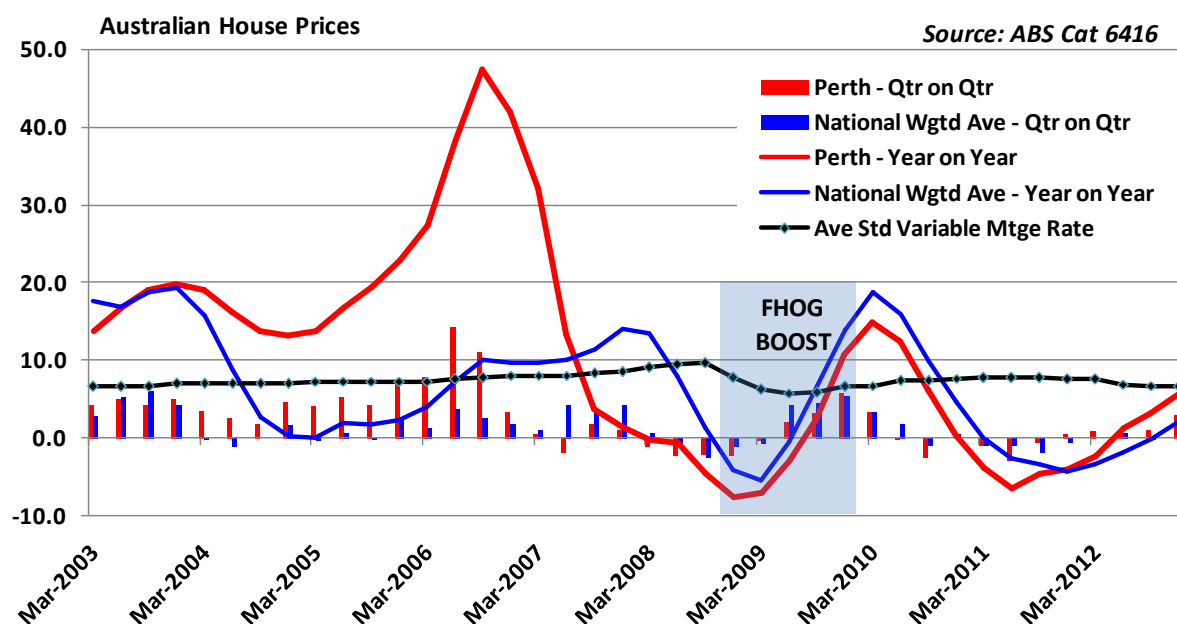


Figure 26 Australian house prices 2003 - 2012

<sup>102</sup> David Airey REIWA National Licensing Meeting Perth - September 2012

<sup>103</sup> REIWA – February 2013

The green shoots of recovery emerged in Perth's housing market in the December quarter 2011 and have gone from strength to strength in terms of turnover except for a small dip in mid-2012. Much of this has been driven by WA leading the nation in first home buyer activity which has been driven by the recent strong population growth, a tight rental market and a stable policy environment. Increased first home buyer activity has translated into increased trade-up activity whilst investors who are returning remain cautious, which is reflected in suppressed multi-residential activity. Whilst both market sectors experienced around a 20% increase in turnover in 2012 after 2011 was the lowest in 20 years, turnover in the multi-residential market remains some 20% below long term levels.

Strong first home buyer activity has reduced the supply of property for sale significantly over the past two years with the stock of property listed for sale having halved from 18,000 in April 2011 to just 9,000 in early 2013. The market has shifted from a buyers' market to a sellers' market as the stock moved down through the notional equilibrium of 12,000. Whilst the market was operating below long term average levels, there was little price pressure in the market, however as turnover picks up & supply tightens some increase is expected in the out years although the impact of the 48% annual rise has put affordability in the sights of many prospective market participants.<sup>104</sup>

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.<sup>105</sup>

## 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
<b>Total 2012-15</b>	<b>+16.7</b>	<b>+4.1</b>	<b>+18.9</b>	<b>+6.3</b>	<b>+22.1</b>	<b>+1.4</b>	<b>+0.8</b>	<b>+14.0</b>

SOURCE: BIS SHRAPNEL

Figure 27 Forecast changes in median house prices 2012 - 2015

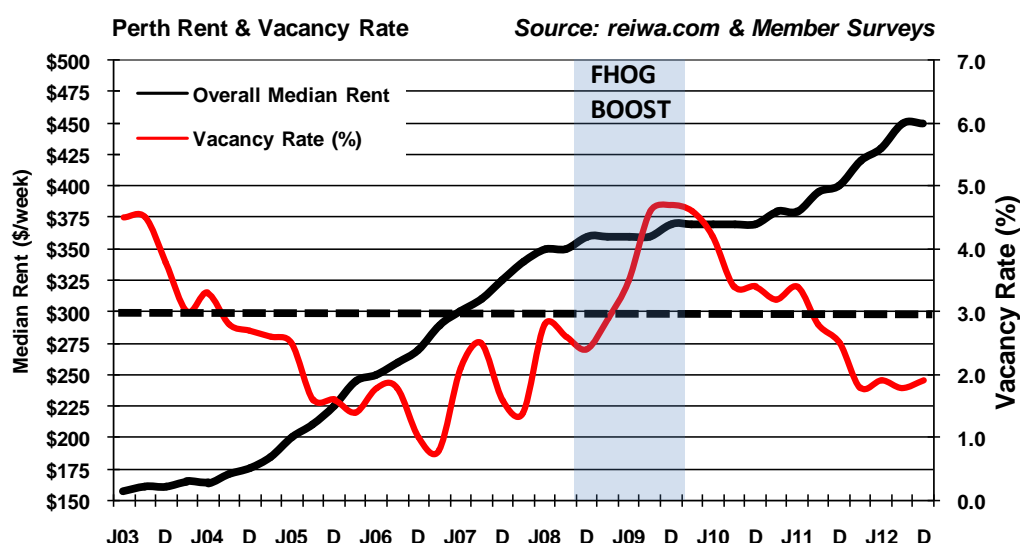
We need to acknowledge that real estate is more than just sales with property management handling more transactions annually than sales. Property management is crucial part of the property services industry with a growing demand for property managers.

The recent surge in WA's population growth in the post GFC environment has placed pressure on the often overlooked and equally important industry component being the rental market which is the first place new arrivals access housing. With the surge in WA population growth from 49,500 in 2009-10 to a record 78,000 in 2011-12, Perth's rental vacancy has plunged below the 3% equilibrium to sit at 1.8-1.9% across 2012. This has placed pressure on rents which has seen Perth's median rent rise 22% over the past two years. REIWA has observed that the level

<sup>104</sup> REIWA – February 2013

<sup>105</sup> [http://afr.com/p/business/property/house\\_prices\\_tipped\\_to\\_recover\\_in\\_tLp5t4rzSWY56NUBi8j4mM](http://afr.com/p/business/property/house_prices_tipped_to_recover_in_tLp5t4rzSWY56NUBi8j4mM)

of new leases in 2012 based on listing data from reiwa.com fell some 12% from 2011 indicating demand could be softening as first home buyers take up property and exit the rental market.<sup>106</sup>



**Figure 28 REIWA Perth Rent & Vacancy Rate**

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## 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.<sup>108</sup>

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.<sup>109</sup>

<sup>106</sup> REIWA – February 2013

<sup>107</sup> Real Estate Institute of Western Australia December 2012

<sup>108</sup> Department of Commerce Real Estate Newsletter 18<sup>th</sup> October 2012

<sup>109</sup> 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.<sup>110</sup>

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.<sup>111</sup>

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).<sup>112</sup>

Key market indicators January 2013

Market	Vacancy rate, Jan-13 (%)	Net Supply 6 months to Jan-13 (sq m)	Net Absorption 6 months to Jan-13 (sq m)
Perth CBD	5.7	4,634	-18,332
West Perth	4.5	11,509	6,201

Figure 29 Key market indicators - Source Property Council of Australia January 2013

<sup>110</sup> REIWA – February 2013

<sup>111</sup> REIWA – February 2013

<sup>112</sup> Property Council of Australia – February 2013

## 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.<sup>113</sup> Facility Managers organise, control and coordinate the strategic and operational 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).<sup>114</sup>

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<sup>115</sup>

## 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.<sup>116</sup> 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.<sup>117</sup>

Currently the process to introduce National Licensing for Strata Managing Agents is underway throughout Australia. The proposal has been prompted due to the millions of dollars held in held in trust by Strata Companies and the associated risks to the public due to lack of controls. (Please see Regulatory Requirement section which details SCA's concerns for tighter controls)

The introduction of licensing will change the face of Strata Management in Western Australia.

Although SCA has developed resources including a 'Code of Ethics' that members must comply with, standard forms, Best Practice Guides, ongoing professional development and accreditation programs to assist Strata Managers to develop key skills, not all Strata Managers are members. The introduction of licensing linked to an education requirement will benefit the industry and member of the public dealing with Strata Managing Agents.

Strata Community Australia (SCA) welcomes the proposed introduction of National Licensing for Strata Management Companies and the use of the Certificate IV in Property Services (Operations) as the educational requirement and is the Proponent for the introduction of a traineeship in that qualification. However, the SCA has concerns about the Proposed National Licensing guidelines for implementation. (see *Regulatory Requirements*)

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<sup>113</sup> Facilities Management Association of Australia (FMA Australia)

<sup>114</sup> Facilities Management Association of Australia (FMA Australia) website, January 2012

<sup>115</sup> Facilities Management Association of Australia (FMA Australia) Survey 2012

<sup>116</sup> *Strata Community Australia – September 2012*

<sup>117</sup> *Strata Community Australia (WA) – August 2012*



- **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 homes in the South West is expected to remain subdued for some time with excess supply a feature of many of these markets.<sup>118</sup>

### **Commercial/ Industrial/Retail Sectors**

These sectors are expected to remain sound in Western Australia with continuing strong capital price growth.<sup>119</sup>

### **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.<sup>120</sup>

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<sup>118</sup> REIWA – February 2013

<sup>119</sup> National Property Council - August 2012

<sup>120</sup> Facilities Management Association of Australia (FMA Australia) – August 2012



- **Labour & Skill Demand**

Real estate industry employment in Australia sits at approximately 80,000 people.<sup>121</sup> Western Australia has 2538 entities or individuals holding a Real Estate & Business Agents Licence and 8252 individuals holding sales or property management representative registration (as at end January 2013) <sup>122</sup>

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.<sup>123</sup>

The main challenge to labour and skills in the real estate and property services industry is the proposal to implement national licensing for the sector.

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.

### **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.

The Real Estate industry in Western Australia is concerned about future labour & skills shortages being created as a result of lower entry standards of education and licensing requirements under the Proposed National Licensing for real estate agents & agent's representatives.

### **Labour Concerns - National Real Estate Agents Licence**

Currently requirements for a Real Estate & Business Agents Licence in Western Australia include (but are not limited to) attainment of the Diploma of Property Services (Agency Management), 2 years industry experience prior to an application for a licence and ongoing Compulsory Professional Development (CPD) as a requirement of licensing.

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<sup>121</sup> REIA Commonwealth Government Budget Submission, 2012/2013, REIA January 2012

<sup>122</sup> REIWA – February 2013

<sup>123</sup> REIWA – February 2013

Under proposed National Licensing the Certificate IV in Property Services (Real Estate) is required, no industry experience prior to an application is required and there is no requirement for Compulsory Professional Development (CPD) as a requirement of licensing.

Encouraging individuals to open their own real estate business by lowering the standards is simply setting them up to fail, creating labour and skills shortages and placing the public at risk.  
(see regulatory requirements)

### **Labour Concerns - National Real Estate Agents Representatives Licence**

Historically a very high turnover of both property sales & property management staff occurs in the first six to twelve months of employment.

Currently after completing the registration/license course, 7 units for sales people & 6 units for property managers, new industry entrants find that they lack a clear knowledge and the ability to put into practice what they have learnt. Although the course includes appraising, listing, marketing, selling & finalising sales, leasing and managing tenancies based on the legislation they leave the industry.

Under the Proposed National Licensing system this problem will be increased due to the lack of job ready units in the proposed licensing course. Both prospective sales representatives and property managers will complete the same 5 units of competency. The 5 units do not include job specific tasks including appraisal, listing, marketing, selling & finalising sales, leasing and managing tenancies and the maintenance of property.

The lack of training will increase the already high turnover of both property sales & property management staff, reduce professional standards and create a revolving door for labour. (see regulatory requirements).

### **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.<sup>124</sup>

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<sup>124</sup> [http://www.hays.com.au/report/HAYS\\_029583](http://www.hays.com.au/report/HAYS_029583)

- **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 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.<sup>125</sup>

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 has commenced a Transitions and Pathways Program (TAPP) in 2012, to address these issues. The TAPP project is funded by the Australian Government Department of Industry, Innovation, Science, Research and Tertiary Education through the Australian Apprenticeships Mentoring Package.



Figure 30 Western Australian Regions

<sup>125</sup> TAPP Report 2012

- **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.<sup>126</sup>

### **Current Western Australian requirements for real estate licensing & registration:**

#### **Real Estate Agency Licence Holder Requirements<sup>127</sup>**

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

The grant of a Real Estate & Business Agents Licence 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.

#### **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.

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<sup>126</sup> REIWA – February 2013

<sup>127</sup> [www.commerce.wa.gov.au/ConsumerProtection/Content/Licences/Real\\_Estate\\_Industry/Real\\_Estate\\_Industry.-August2012](http://www.commerce.wa.gov.au/ConsumerProtection/Content/Licences/Real_Estate_Industry/Real_Estate_Industry.-August2012)

## **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.

## **Proposed National Licensing for the Real Estate Industry**

A major change to the real estate industry is the Proposed National Licensing for Property Occupations and the introduction of the National Occupational Licensing Authority under the direction of COAG.

The Council of Australian Governments' National Licensing Steering Committee prepared the Consultation Regulation Impact Statement and the Proposal for national licensing for property occupations was available the second week in August 2012, with feedback from stakeholders and the wider public on a proposal for national licensing for property occupation due by 12th October, 2012.

The proposed national licensing has been met with speculation in Western Australia not due to national licensing but due to the lowering of standards. The real estate industry is concerned that standards governing the conduct of real estate agents and other property professionals will be compromised in an effort to implement a national licensing scheme. The real estate industry is anxious that the differences in property legal documentation & procedures between the states may see Western Australia become a consumer protection nightmare.

Due to an uncertain economic climate and the lack of consumer confidence in the share market more and more mums/dads/individuals are using properties as the mainstay of their superannuation fund. Currently consumers rely on receiving sound support & advice from licensed real estate professionals who have gained knowledge and experience, have high levels of training and ongoing CPD to maintain knowledge of the changing regulatory environment.

Should the proposal for national licensing be approved consumers would be dealing with real estate agents & business brokers who are licensed separately under the following criteria:

- Educational standards reduced & NO Compulsory Professional Development (CPD).
- A real estate agent, the licensee, does not need to have any industry experience.
- A person with a criminal record can hold a real estate agents licence or agents representatives licence - NO general criminal history checks are completed.
- A minor CAN hold a real estate licence.
- NO licence required to sell or lease Commercial, Industrial or Rural property.
- One license holder (for a company) can run any number of offices throughout Australia without the need to have a licence holder (licensee) at each branch office.
- NO requirement for an agent to register branch offices.

The following table highlights the comparison between the current Real Estate licensing requirements in Western Australia and the Proposal for National Licensing System.

Please note that the terms below apply when viewing the following document:

- Real Estate Agents License (Licensee) - the holder of the licence for the business.
- Real Estate Representatives (Reps) – Sales, Property Management & Business Broking individual who must work under the licence holder/Licensee.

Current W.A. Real Estate & Business Agents Licence	Proposed National Real Estate Agents & National Business Agents Licence
<ul style="list-style-type: none"> <li>Sales representative qualification 7 units</li> <li>Property managers qualification 6 units</li> <li>Licensee - Diploma level qualification</li> </ul>	<ul style="list-style-type: none"> <li>Agency representative qualification – <b>reduced</b> to the <u>same 5 units for both real estate sales, property management and business broking.</u></li> <li>Licensee – <b>reduced</b> to Certificate IV qualification.</li> </ul>
<ul style="list-style-type: none"> <li>Must be at least 18 years old (both licensee &amp; reps)</li> </ul>	<ul style="list-style-type: none"> <li>Formal age limit – <b>removed</b> (both licensee &amp; reps)</li> </ul>
<ul style="list-style-type: none"> <li>Must hold a real estate license to undertake Commercial, Industrial or Rural property real estate transactions. (licensee)</li> </ul>	<ul style="list-style-type: none"> <li>License to undertake Commercial, Industrial or Rural property real estate transactions – <b>not required</b> (both licensee &amp; reps)</li> </ul>
<ul style="list-style-type: none"> <li>Must complete Compulsory Professional Development each year as a condition of <u>licensing for agents and representatives.</u></li> </ul>	<ul style="list-style-type: none"> <li>CPD – <b>not required</b> (both licensee &amp; reps)</li> </ul>
<ul style="list-style-type: none"> <li>Any individual who is <u>carrying on real estate business</u> will need to be licensed as an agent.</li> <li>Body corporate licence: <ul style="list-style-type: none"> <li>all of the directors of the body corporate, and all of the persons concerned in the management or conduct of the body corporate, are persons of good character and repute and are persons fit to be concerned as directors of, or in the management and control of, and agent's business;</li> </ul> </li> <li>that it has sufficient material and financial resources available to it to comply with the requirements of this Act;</li> <li>unless for good cause shown by the applicant Consumer Protection otherwise determines, where there are: <ul style="list-style-type: none"> <li>not more than three directors of the body corporate at least one of them is licensed; or</li> <li>more than three directors of the body corporate at least two of them are licensed; and</li> </ul> </li> <li>the person in "<i>bona fide</i>" control of the business operated <u>under the licence is licensed.</u></li> </ul>	<ul style="list-style-type: none"> <li>Any individual who is <u>carrying on real estate business</u> will need to be licensed as an agent.</li> <li>Nominee – replaces obligations for directors/partners to be licensed. <ul style="list-style-type: none"> <li>➤ A company will be able to obtain a real estate agent's licence. That company will have to have a nominee who is personally licensed (they can have more than one but they will only be required to have one nominee).</li> <li>➤ Technically they could be a nationally operating business with offices around Australia but they would only have to have one individually licensed nominee.</li> </ul> </li> <li>Registration of branch offices – not required <ul style="list-style-type: none"> <li>➤ The concept of having a licensed person in bona fide control of branch offices will disappear. (Note: this could be picked up under State conduct rules, even if not included in the licensing requirements)</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Must be a fit and proper person to hold a licence – be a person of good character and repute</li> <li>Must provide an original National Police Certificate issued no more than three months prior to the date of lodging the application.</li> <li>Must provide two written references to attest to their good character, reputation and fitness to hold a licence.</li> <li>Must provide a statutory declaration which discloses previous convictions, pending proceedings and previous disqualifications among other things. (both licensee &amp; reps)</li> </ul>	<ul style="list-style-type: none"> <li>Personal probity will cover history in relation to Corporations Law provisions, licensing laws and offences relating to dishonesty and misleading and deceptive conduct – <b>NOT general criminal history.</b> (both licensee &amp; reps)</li> </ul>
<ul style="list-style-type: none"> <li>Must have access to sufficient assets and financial resources enabling them to comply with all the requirements of the Act. (licensee)</li> </ul>	<ul style="list-style-type: none"> <li>Sufficient resources test – <b>not required.</b> (licensee)</li> </ul>
<ul style="list-style-type: none"> <li>Must provide a confidential statement of their assets and liabilities. In addition, an independent registered auditor must be appointed to audit the agent's trust account(s). (licensee)</li> </ul>	<ul style="list-style-type: none"> <li>Financial probity for <u>agents</u> will cover issues of insolvency/bankruptcy and <u>failure to pay licensing law fines/penalties.</u></li> <li>Financial probity for <u>representatives</u> limited to failure to pay licensing law fines/penalties.</li> </ul>
<ul style="list-style-type: none"> <li>Must have at least two years continuous full-time experience in the real estate industry immediately preceding their application.</li> <li>Must provide a signed, dated and detailed list of their experience with real estate activities and transactions, as well as a current resume which details prior employment history. (licensee)</li> </ul>	<ul style="list-style-type: none"> <li><b>NO</b> industry experience required (licensee)</li> </ul>
<p>Must understand fully the duties and obligations imposed upon agents by the Act. (both licensee &amp; reps)</p>	<ul style="list-style-type: none"> <li>Knowledge of the Act – <b>Not specifically required.</b> (both licensee &amp; reps)</li> </ul>

## **Proposed National Licensing for the Strata Management Industry**

Currently Strata Managers are not regulated in Western Australia. A licence category for strata-managing agents is based on the potential risk of defalcation of funds held in trust by strata managing agents holding large amounts of money on behalf of the strata/body corporate or Owners Corporation. Under national licensing an applicant would need to meet the proposed personal probity and financial probity eligibility requirements and skill eligibility requirements.

Strata Community Australia (SCA), the peak industry association, supports the National Occupational Licensing Proposal recommendation that CPP406011 Certificate IV in Property Services (Operations) is a suitable qualification for a Strata Managing Agents Licence. However, they are disappointed that the proposal does not include the licensing of strata managing agent's representatives or those managing Strata Companies.

The SCA has the same concerns as the real estate industry and should the proposal for national licensing be approved consumers would be dealing with Strata Managing Agents who are licensed under the following criteria:

- ❖ A strata managing agent licence holder does not need to have any industry experience.
- ❖ A person with a criminal record can hold a strata managing agents licence – No general criminal history checks are completed.
- ❖ A minor can hold a strata managing agents licence.
- ❖ One licence holder (for a company) can run any number of offices throughout Australia without the need to have a licence holder at each branch office.
- ❖ No requirement for strata managing agents to register branch offices.

- **[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. 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.



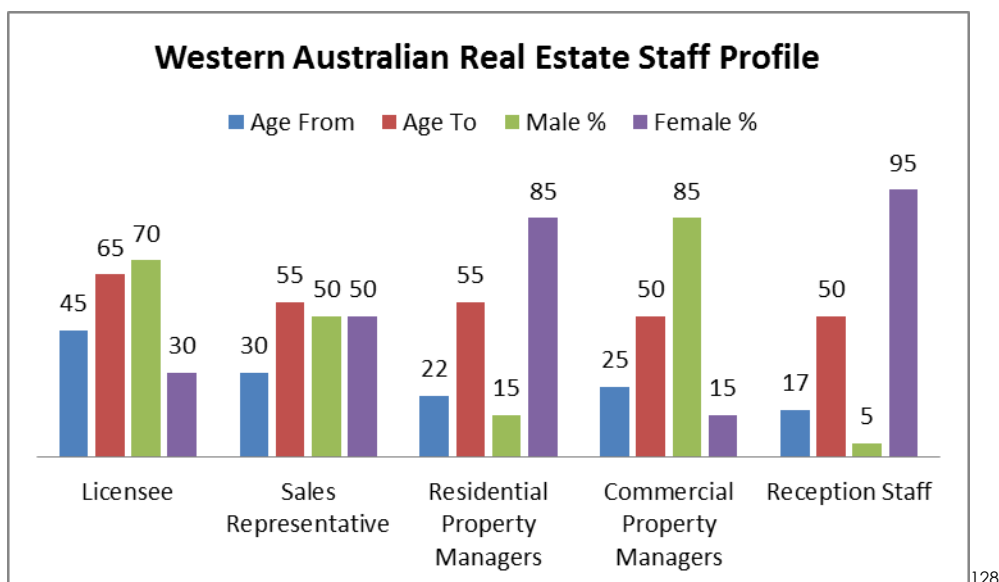


Figure 31 Western Australian Real Estate Staff Profile

### 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.

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.<sup>129</sup>

#### • Under-represented Groups Participation

Under-represented groups within industry 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 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.<sup>130</sup>

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.

<sup>128</sup> FAPSTC Survey July 2012

<sup>129</sup> FMA Australia Survey 2012

<sup>130</sup> 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.<sup>131</sup>

### **Mature-aged Workers**

Mature people are perfect for the property industry and are well represented.

### **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.<sup>132</sup>

### **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.<sup>133</sup> 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

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<sup>131</sup> TAPP Report August 2012

<sup>132</sup> <http://www.ibisworld.com.au> – August 2012

<sup>133</sup> Hire & Rental Industry Association of Australia – September 2012

plants, sound reproducing equipment, sports and recreation equipment, suits and other formal wear, and video recorders or players.<sup>134</sup>

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.<sup>135</sup>

### **Aircraft, Container and Other Transport Equipment Leasing Sectors**

The industry had growth of 3.8% in 2011-12.<sup>136</sup> 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.<sup>137</sup>

- **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.<sup>138</sup>

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<sup>134</sup> <http://www.myfuture.edu.au> – September 2012

<sup>135</sup> <http://www.ibisworld.com.au> - August 2012

<sup>136</sup> <http://www.ibisworld.com.au> - August 2012

<sup>137</sup> <http://www.ibisworld.com.au> – August 2012

<sup>138</sup> <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.<sup>139</sup>

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 has commenced a Transitions and Pathways Program (TAPP) in 2012, to address these issues. The TAPP project is funded by the Australian Government Department of Industry, Innovation, Science, Research and Tertiary Education through the Australian Apprenticeships Mentoring Package.



Figure 32 Western Australian Regions

<sup>139</sup> 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 Industry:

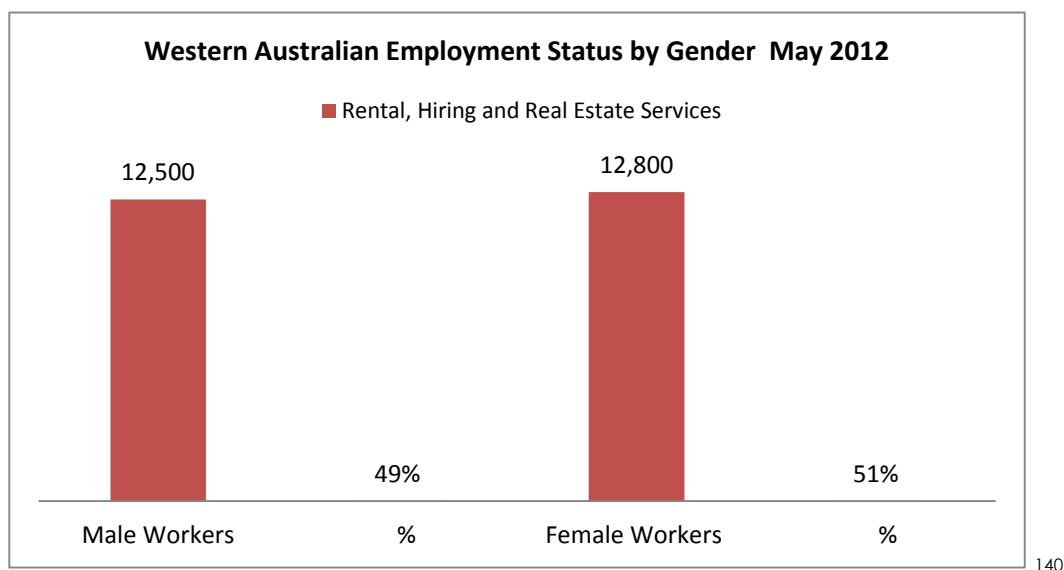


Figure 33 Western Australian Employment Status by Gender - Rental, Hiring Real Estate May 2012

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.

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

- **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 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. <sup>140</sup>

### **Mature-aged Workers**

Mature people are perfect for the property industry and are well represented.

<sup>140</sup> [http://www.deewr.gov.au/lmip/default.aspx?LMIP/LFR/WA\\_LFR\\_Industry\\_byGender](http://www.deewr.gov.au/lmip/default.aspx?LMIP/LFR/WA_LFR_Industry_byGender)

<sup>141</sup> TAPP Report August 2012

### **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.

## **MAJOR CHALLENGES AND BARRIERS**

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### **Real Estate & Property Services Industry**

A major challenge to the future of the real estate & property services industry in Western Australia is the uncertainty within the industry due to the proposal for national licensing. The real estate industry in Western Australia is experiencing a sense of foreboding and until an outcome is determined the exact challenges facing them cannot be determined.

Lowering the standards for entry into the sector may initially encourage new entrants to operate a real estate business but for how long and at what cost to the public. (see *Regulatory Requirements*)

- **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

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### 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

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Query 2		
ANZSCO6	Occupation	Priority_Memo
149913	Facilities Manager <i>"Training Council identified occupation"</i> <b>SPOL</b>	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

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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 & 2009 are attributable to classroom delivery which ceased in 2010.

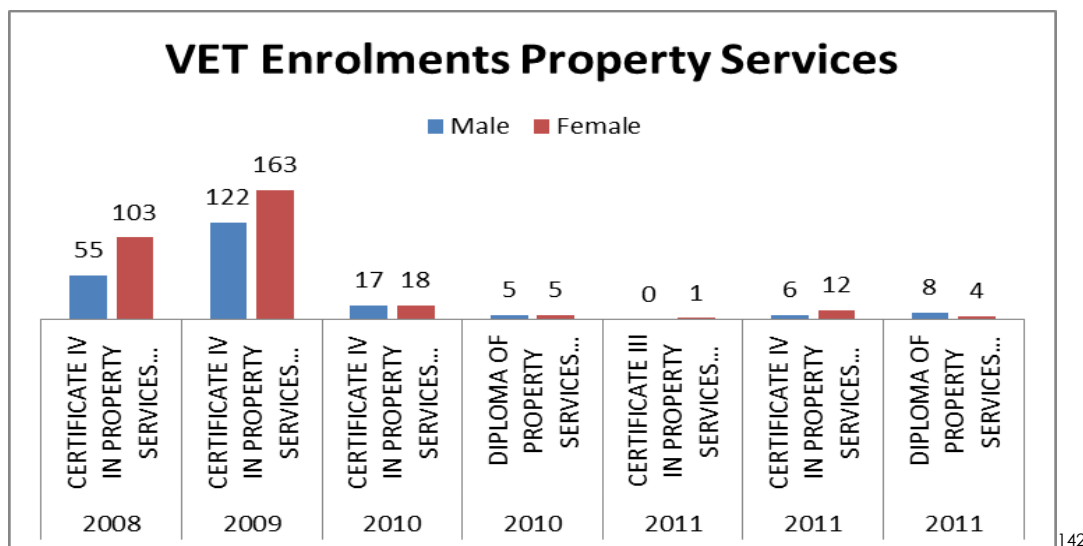


Figure 34 Vet Enrolments Property Services

### 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

Qualification	2007 - 2011	2012
CPP30309 Certificate III in Property Services (Operations) plus updated qualification code CPP30311	58	8
CPP40307 Certificate IV in Property Services (Real Estate)	421	154

### VETiS

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

<sup>142</sup> Data report for WA Training Councils - IBT training activity, additional fields, 2007 to 2011

## HIGHER EDUCATION PATHWAYS

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Curtin University offers a number of property courses as follows: *(click & follow the links)*

- [Property and Business Law Double Major](#)
- [Property and Economics Double Major](#)
- [Property and Finance Double Major](#)
- [Property and Marketing Double Major](#)
- [Property Double Degree Major](#)
- [Property Major](#)
- [Property Major \(Extended\)](#)
- [Property Valuation Major](#)

## INDUSTRY ISSUES

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- Comparatively low numbers are engaged in the property sector from within (a) indigenous (b) young and mature age job seekers.
- Proposed national licensing for the property industry.
- 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 95,600 West Australians are collectively employed representing approximately 7.4% of WA employment across all industries<sup>143</sup> or 10.8% of the total of 883,000 persons employed in this industry nationally. This industry employs around 7.7 per cent of the Australian workforce.

Over the past five years, employment in the industry has increased at a rate of 3.6 per cent per annum, and was 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 WA<sup>144</sup>.

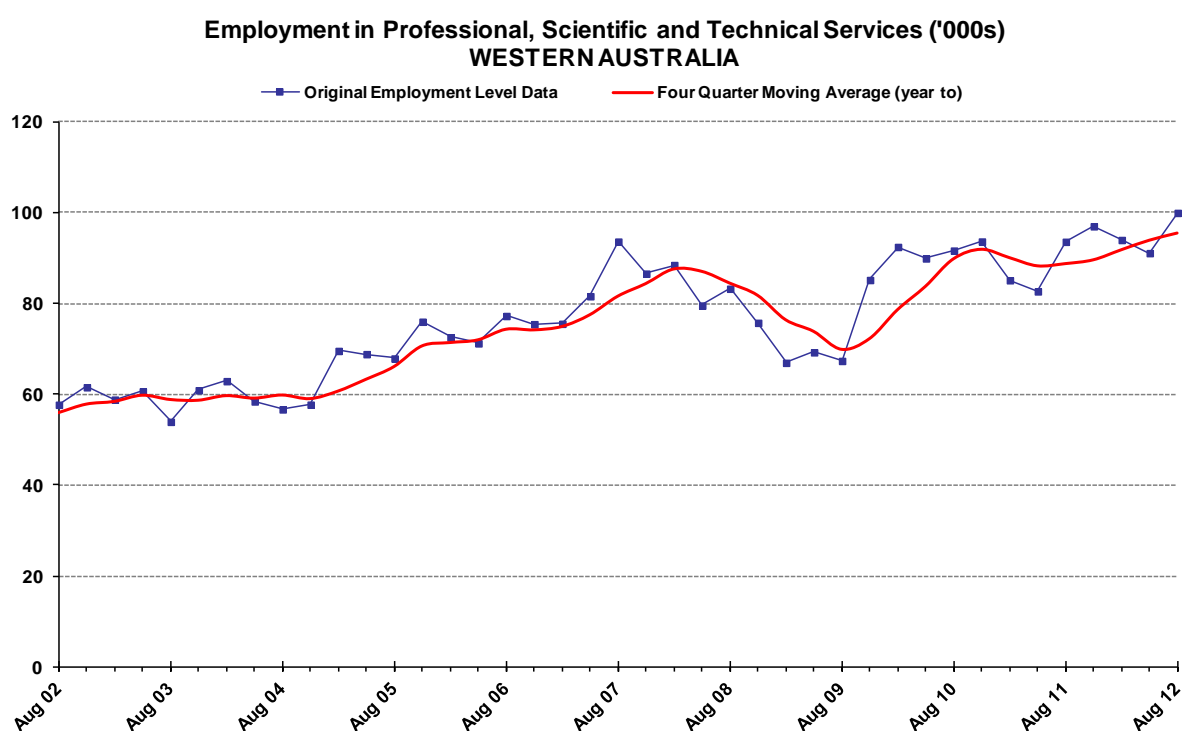


Figure 35 Industry employment chart, WA,  
Source: [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au)

Industry employment in WA grew at 6.8 per cent over the past year – a comparison with other industry employment growth is shown below.<sup>145</sup>

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 2016-17

<sup>143</sup> ABS (2012) *Employment by Industry, Detailed Quarterly* Cat.6291.0.55.03 retrieved 3/10/12 from [www.abs.gov.au](http://www.abs.gov.au)

<sup>144</sup> DEEWR (2012) *Industry Employment Growth since November 2007* retrieved 22/10/12 from [www.deewr.gov.au](http://www.deewr.gov.au)

<sup>145</sup> DEEWR (2012) *Industry Employment Projections Report, 2012* retrieved 20/10/12 from [www.deewr.gov.au](http://www.deewr.gov.au)



Figure 36 Industry employment chart (Quarterly labour force survey) <sup>146</sup>

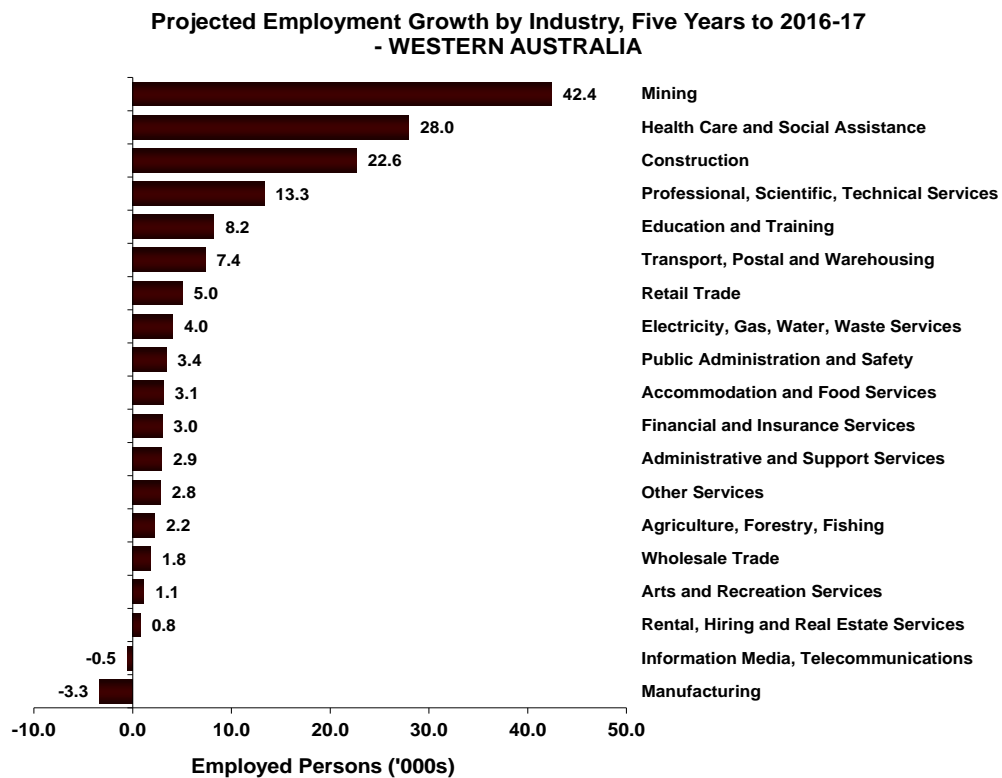
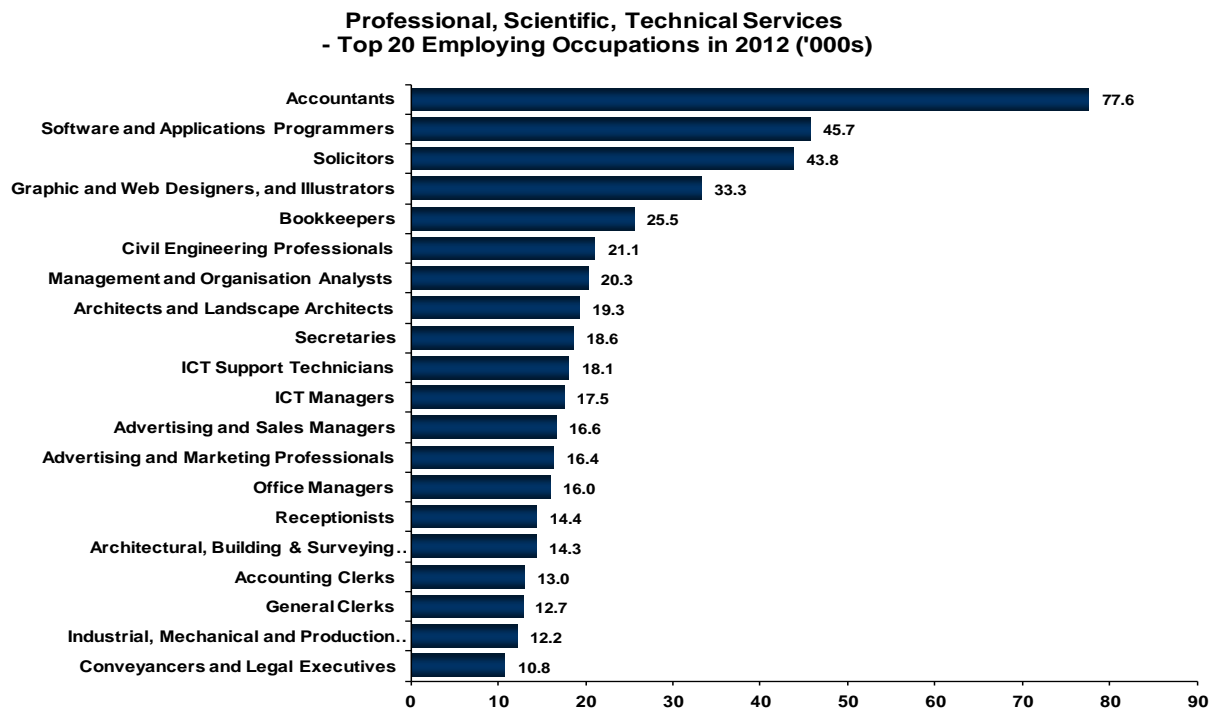


Figure 37 Projected employment growth by industry <sup>147</sup>

<sup>146</sup> Source: [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au)

<sup>147</sup> Source: [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au)



**Figure 38 Top 20 occupations Professional, Scientific, Technical Services 2012**

National data above shows the top 20 occupations in this sector <sup>148</sup> provides an indication of the scope and range of employment within the sector. <sup>149</sup>

Indicative numbers employed in WA in the relevant industry sectors are presented below<sup>150</sup>.

**Table 12 Industry employment, WA (2011)<sup>151</sup>**

Sector	WA employment	Percentage within the WA industry
Legal and accounting services	22 460	27.2%
Management and related consulting services	4 490	5.4%
Market research and statistical services	1 320	1.6%
Advertising services	900	1.1%
Architectural, engineering and technical services	33 960	41.1%
Scientific research services	1 370	1.7%
Other professional, scientific and technical services	850	1.0%

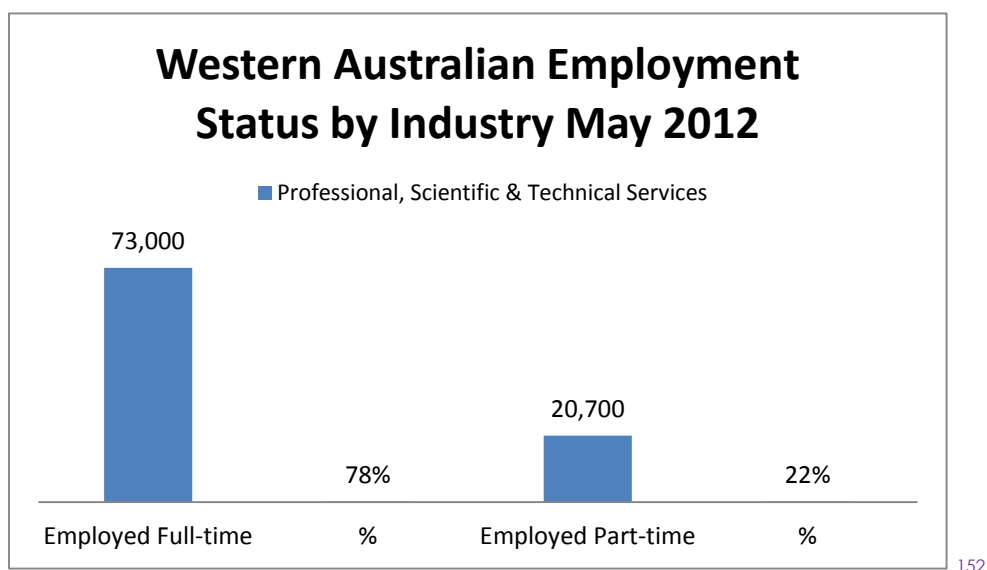
<sup>148</sup> [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au)

<sup>149</sup> Industry reports and charts Source: [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au)

<sup>150</sup> ABS (2011) Labour Force, detailed quarterly cited in Department of Commerce *Professional, Scientific and Technical Services in WA: 2011 Labour Market Overview* retrieved 21/10/12 from [www.commerce.wa.gov.au](http://www.commerce.wa.gov.au)

<sup>151</sup> Department of Commerce (2011) Labour Market Overview retrieved 21/10/12 from [www.commerce.wa.gov.au](http://www.commerce.wa.gov.au)

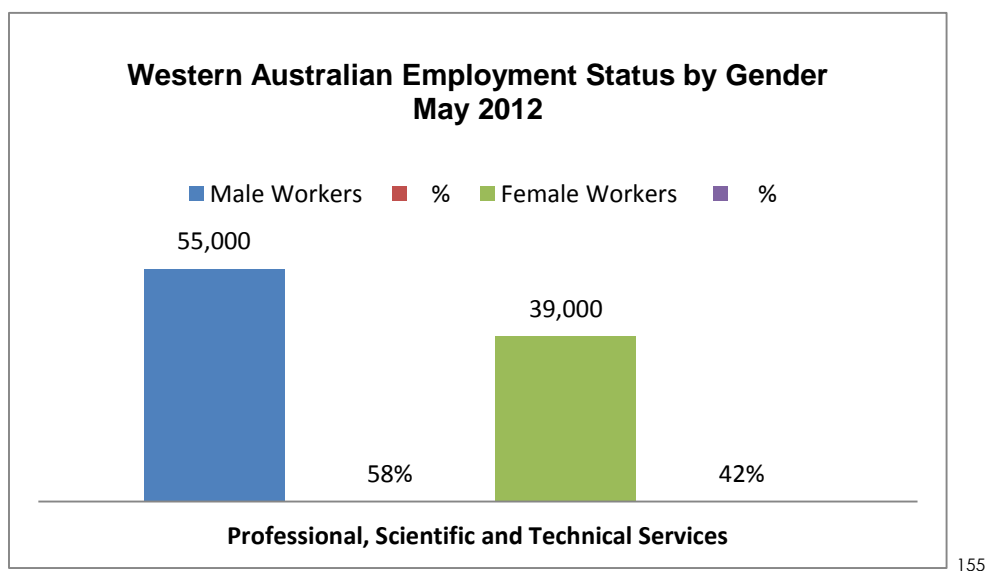
The following indicates the Western Australian full time and part-time employment status of the Professional, Scientific & Technical Services industries:



**Figure 39 Western Australian Employment Status - Professional, Scientific & Technical Services**

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.<sup>153</sup> Average adult weekly full time earnings (before tax) in WA for the year to May 2012 stood at \$1517.70<sup>154</sup>.

The following indicates the Western Australian employment status by gender in the Professional, Scientific and Technical Services Industry:



**Figure 40 Western Australian Employment Status by Gender – Professional, Scientific & Technical**

<sup>152</sup> [http://www.deewr.gov.au/lmip/default.aspx?LMIP/LFR/WA\\_LFR\\_Industry\\_byStatus](http://www.deewr.gov.au/lmip/default.aspx?LMIP/LFR/WA_LFR_Industry_byStatus)

<sup>153</sup> <http://www.skillsinfo.gov.au/industry-information/professional-scientific-and-technical-services> retrieved September 2012

<sup>154</sup> ABS (2012) *Average Weekly Earnings, Western Australia* Cat 6302.0 Table 11E retrieved 6/10/12 from [www.abs.gov.au](http://www.abs.gov.au)

<sup>155</sup> [http://www.deewr.gov.au/lmip/default.aspx?LMIP/LFR/WA\\_LFR\\_Industry\\_byGender](http://www.deewr.gov.au/lmip/default.aspx?LMIP/LFR/WA_LFR_Industry_byGender) - May 2012

A further breakdown of industry employment below indicates a relatively high proportion of men occupy management, technical/trades and professional roles, while women occupy the majority of clerical/administrative positions in this industry.

**Table 13 ANZSCO 06, Professional Scientific & Technical Services employment – WA**

Occupation	Number of employees 2011 <sup>156</sup>	Number of employees 2012 <sup>157</sup>		
		MALE	FEMALE	TOTAL
Managers	6,650	6,000	3,000	9,000
Professionals	43,190	34,000	17,000	51,000
Technicians/trades	11,250	10,000	3,000	13,000
Community and personal service workers	290	0	0	0
Clerical and administrative workers	19,600	3,000	18,000	21,000
Sales workers	920	1,000	1,000	2,000
Machinery operators and drivers	-	1,000	-	1,000
Labourers	830	1,000	1,000	2,000

The national educational attainment profile in 2011 (**Figure 41**) and the WA profile as at Census 2006 (**Figure 42**, following) indicate 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.

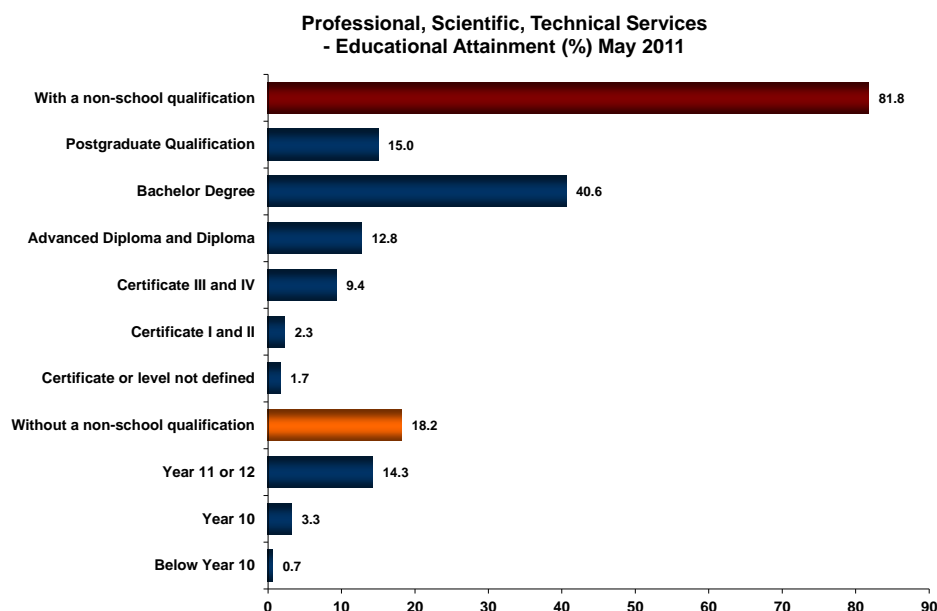


Figure 41 Educational profile source: [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au)

<sup>156</sup> 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](http://www.commerce.wa.gov.au)

<sup>157</sup> ABS (2012) Cat.No.6291.0.55.003 Table 1 Data cube E09 retrieved 22/10/12 from [www.abs.gov.au](http://www.abs.gov.au)

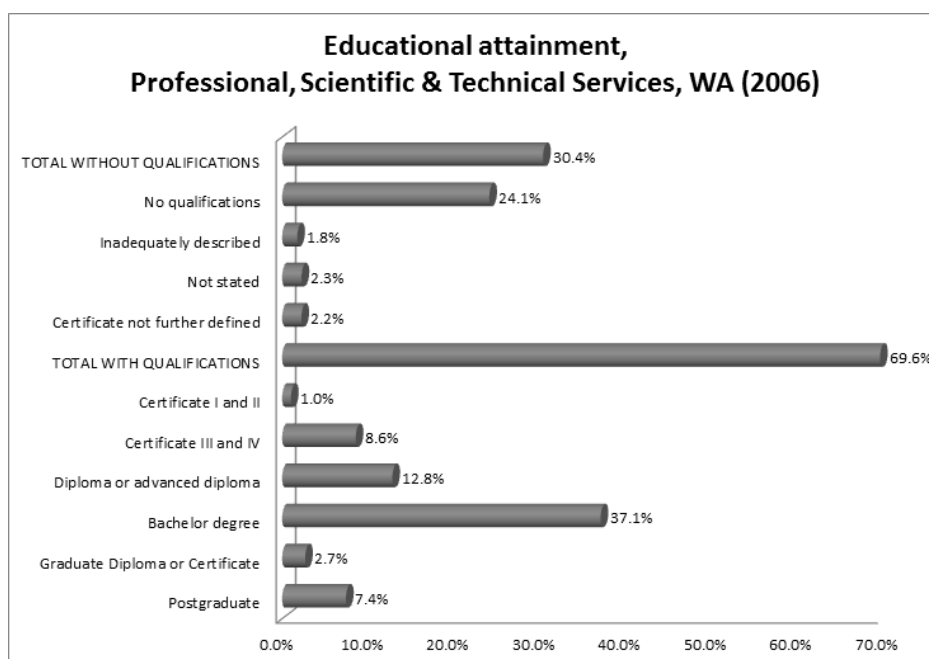


Figure 42 Education attainment profile, WA  
ABS, Census 2006 (Source: [www.commerce.wa.gov.au](http://www.commerce.wa.gov.au))

In 2006, there were 15,342 professional, scientific and technical service businesses based in WA<sup>158</sup>. More recent data suggests this number has grown significantly (**Table 14**) to more than 20,000 businesses - an additional 514 in the past year. However more than half of these do not employ staff.

<sup>158</sup> 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](http://www.commerce.wa.gov.au)

The data indicates the most significant growth in WA in the year to June 2011 has occurred in the business of management consulting.

Table 14 Businesses by Industry Class by Main State (WA) by Employment Size Ranges, 2010-11<sup>159</sup>

		Operating at end of financial year 30 June 2011					
		Non employing	1-19	20-199	200+	Total	Change
		no.	no.	no.	no.	no.	no.
6910	Scientific Research Services	252	103	6	0	361	-5
6921	Architectural Services	999	646	34	3	1682	-1
<b>6922</b>	<b>Surveying and Mapping Services</b>	<b>339</b>	<b>331</b>	<b>35</b>	<b>3</b>	<b>708</b>	<b>+14</b>
6923	Engineering Design and Engineering Consulting	2302	2211	181	13	4707	+89
6924	Other Specialised Design Services	813	358	14	0	1185	+36
6925	Scientific Testing and Analysis Services	316	272	29	6	623	+3
<b>6931</b>	<b>Legal Services</b>	<b>627</b>	<b>691</b>	<b>66</b>	<b>0</b>	<b>1384</b>	<b>+29</b>
<b>6932</b>	<b>Accounting Services</b>	<b>1853</b>	<b>1381</b>	<b>101</b>	<b>3</b>	<b>3338</b>	<b>+66</b>
<b>6940</b>	<b>Advertising Services</b>	<b>528</b>	<b>236</b>	<b>28</b>	<b>3</b>	<b>795</b>	<b>-2</b>
<b>6950</b>	<b>Market Research and Statistical Services</b>	<b>133</b>	<b>71</b>	<b>16</b>	<b>0</b>	<b>220</b>	<b>-2</b>
<b>6961</b>	<b>Corporate Head Office Management Services</b>	<b>12</b>	<b>9</b>	<b>3</b>	<b>0</b>	<b>24</b>	<b>+14</b>
<b>6962</b>	<b>Management Advice/Related Consulting Services</b>	<b>3403</b>	<b>1879</b>	<b>133</b>	<b>10</b>	<b>5425</b>	<b>+288</b>
6970	Veterinary Services	117	157	40	0	314	-6
6991	Professional Photographic Services	457	107	3	0	567	16
6999	Other Professional Scientific & Technical n.e.c	176	69	3	0	248	-25
<b>TOTAL</b>		<b>12 327</b>	<b>8521</b>	<b>692</b>	<b>41</b>	<b>21 581</b>	<b>+514</b>
<b>%</b>		<b>57%</b>	<b>40%</b>	<b>3%</b>	<b>0.2%</b>	<b>100%</b>	<b>+2.4%</b>

**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).

<sup>159</sup> 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](http://www.abs.gov.au)

## 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 90,000<sup>160</sup> 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 on Earth, 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

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<sup>160</sup> <http://www.cpsisc.com.au/resource-centre/cpp07/PSUG/ImpSIS/SISIntroduction> - October 2012

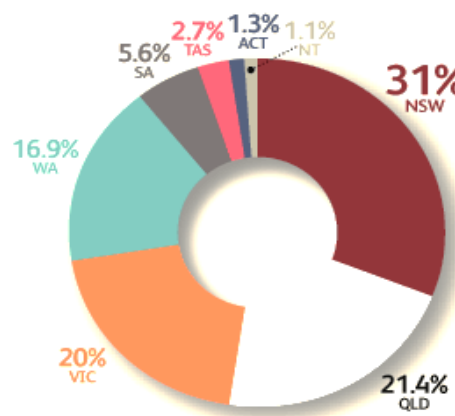


commercialised government enterprises, joint ventures and research and development corporations.<sup>161</sup>

IBIS World has reported<sup>162</sup>:

- 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.

Business locations



SOURCE: WWW.IBISWORLD.COM.AU

**Figure 43 Business Locations Surveying**

The Business Location chart indicates that Surveying

Businesses in Western Australia take up 16.9% of the Australian surveying business sector.

In Western Australia there are 636 registered surveyors with 264<sup>163</sup> 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.

<sup>161</sup> <http://www.cpsisc.com.au/resource-centre/cpp07/PSUG/ImpSIS/SISIntroduction> - October 2012

<sup>162</sup> <http://clients1.ibisworld.com.au/reports/au/industry/ataglance.aspx?entid=551> September 2012

<sup>163</sup> Land Surveyors Licensing Board of WA August 2012

- **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 to 2013-14, 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.<sup>164</sup> 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.

**Weekly average earnings for major occupations:**

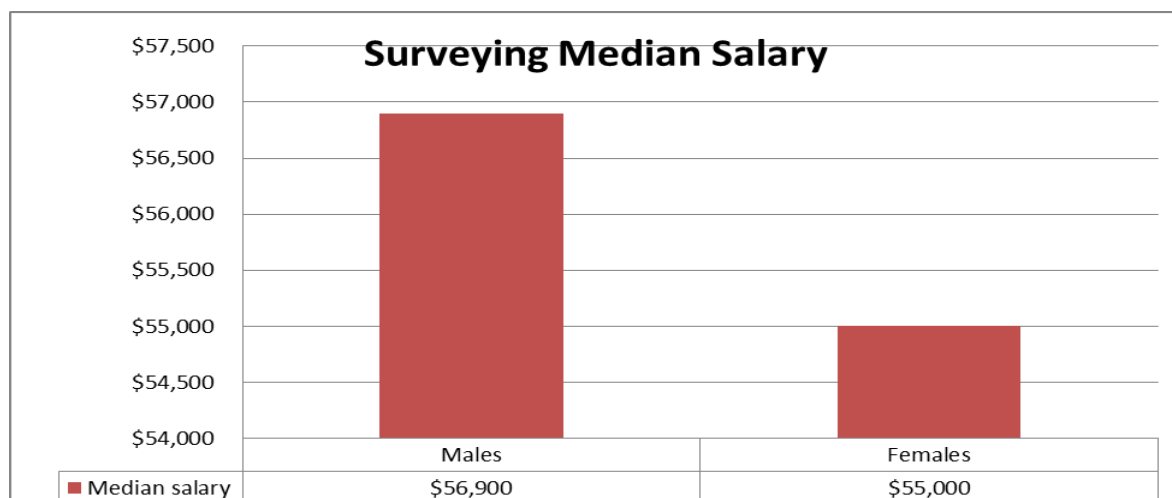
- Surveying Technician - \$800
- Survey Hand - \$600
- Spatial Field Hand - \$1,100
- GIS Assistant - \$1,000
- Surveyor - \$1,200

**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.

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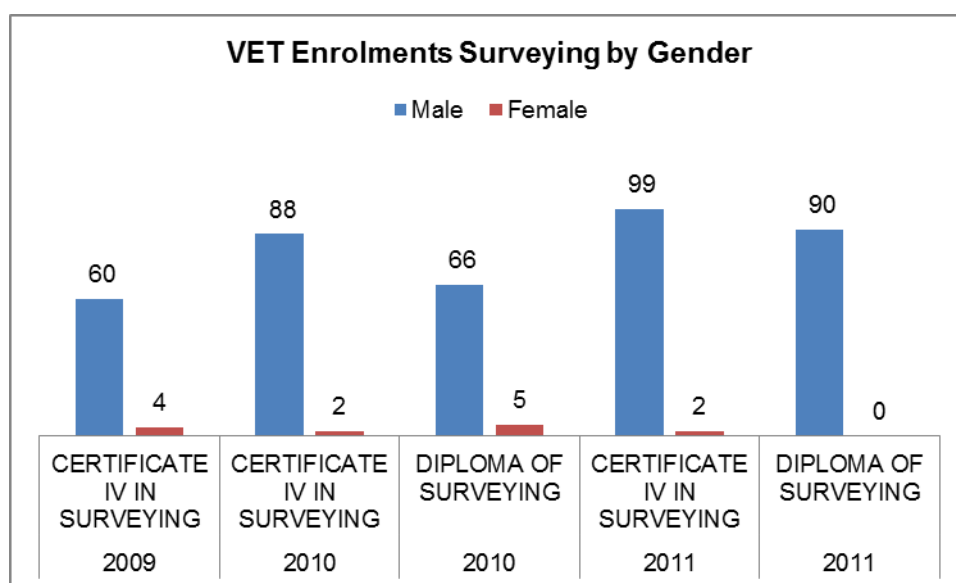
<sup>164</sup> <http://www.cpsisc.com.au/NewsArticles/environmental-scan> -2012-13

Although surveying professionals are in demand the following chart shows that male and female surveying graduates are entering the industry with differing remuneration as indicated in the following figure.



**Figure 44 Australian Surveying Median Salary**

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.



**Figure 45 VET Enrolments Surveying by Gender**

- **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 has commenced a Transitions and Pathways Program (TAPP) in 2012, to address these issues. The TAPP project is funded by the Australian Government Department of Industry, Innovation, Science, Research and Tertiary Education through the Australian Apprenticeships Mentoring Package.

- **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.<sup>165</sup>

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
- Complies with Section 7 of the Licensed Surveyors Act 1909

A Certificate of Competency

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 Interviews<sup>166</sup>

Western Australian Regions



Figure 46 Western Australian Regions

<sup>165</sup> [http://www.lslb.wa.gov.au/theboa\\_1.HTM](http://www.lslb.wa.gov.au/theboa_1.HTM) - September 2012

<sup>166</sup> Land Surveyors Licensing Board of WA

- **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 38 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.

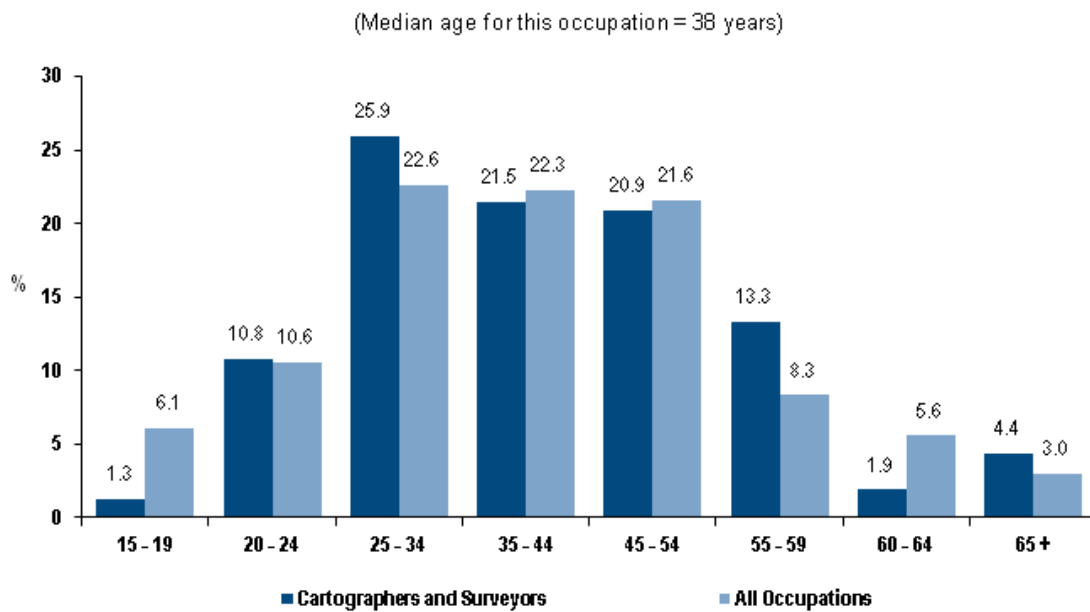


Figure 47 Age Profile Surveying Industry<sup>167</sup>

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

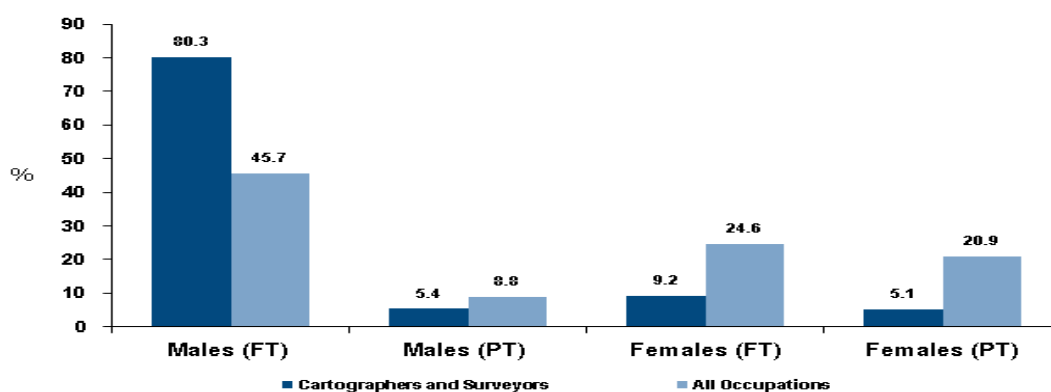


Figure 48 Gender Profile Surveying Industry

<sup>167</sup> <http://joboutlook.gov.au/pages/occupation.aspx?search=alpha&tab=stats&cluster=&code=2322> Source: ABS Labour Force Survey, annual average 2011.

<sup>168</sup> <http://joboutlook.gov.au/pages/occupation.aspx?search=&tab=stats&cluster=&code=2322> Source: ABS Labour Force Survey, annual average 2011.

- **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 surveying and spatial information industry due to the requirement for medium to high standards of literacy and numeracy.<sup>169</sup>

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.<sup>170</sup>

### **Mature-aged Workers**

Mature people are perfect for the surveying & spatial sectors and are not well represented.

### **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 and people with a disability are not represented as well as they might be.

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<sup>169</sup> TAPP Report August 2012

<sup>170</sup> TAPP Report August 2012

## 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.

According to information recently released by the Law Society of NSW based on commissioned research<sup>171</sup>

- there are 4 038 solicitors registered in WA, approximately 6.8% of the national figure of 57,791
- 72.4% of these 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 same research reports there are 828 private law firms in WA of which 78% are sole practitioners.

Data from the Australian Bureau of Statistics (June, 2011) reports a count of 1384 WA-based legal services businesses of which 691 had between 1 and 19 employees, and 66 between 20 and 199 staff (**Table 14**). Growth since then has seen a number of firms now employing in excess of 200 staff. Many of the large employing legal firms in WA are part of national or international practices, such as Clayton Utz, Blake Dawson (now Ashurst), Mallesons Stephen Jaques (now King and Wood Mallesons), Freehills (now Herbert Smith Freehills), Minter Ellison and others, although two of the largest employers Jackson McDonald and Lavan Legal are WA-based. Size does not necessarily dictate the value of legal services provided, which is a factor of reputation, specialisation and pro-active business development strategies. Department of Commerce workforce data (extract below<sup>172</sup>) presents similar information in relation to solicitors, and also includes other legal professionals in Western Australia.

Table 15 Legal services, WA employment, 2011

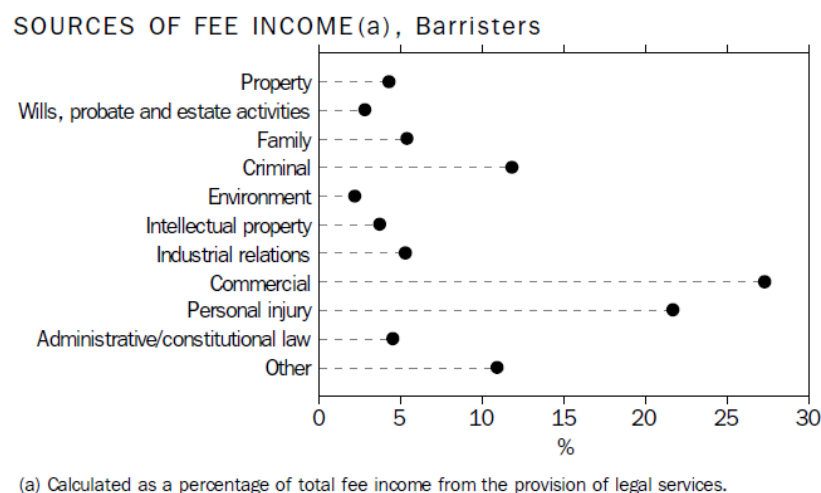
Occupation	Number of employees								TOTAL
	Male				Female				
	Full Time		Part Time		Full Time		Part Time		
Solicitors	2240	81%	550	19%	1100	-	-	-	3900
Barristers	630	-	-	-	-	-	-	-	630
Judicial and other legal professionals					300				300
Legal, social and welfare professionals	280								280
TOTAL	3150	85%	550	15%	1400	100%	-	-	5110
%	72%				28%				100%

<sup>171</sup> Law Society of NSW (2012) *2011 National Profile Final Report*

<sup>172</sup> Department of Commerce (2011) *Labour Market Overview* retrieved 14/10/12 from [www.commerce.wa.gov.au](http://www.commerce.wa.gov.au)

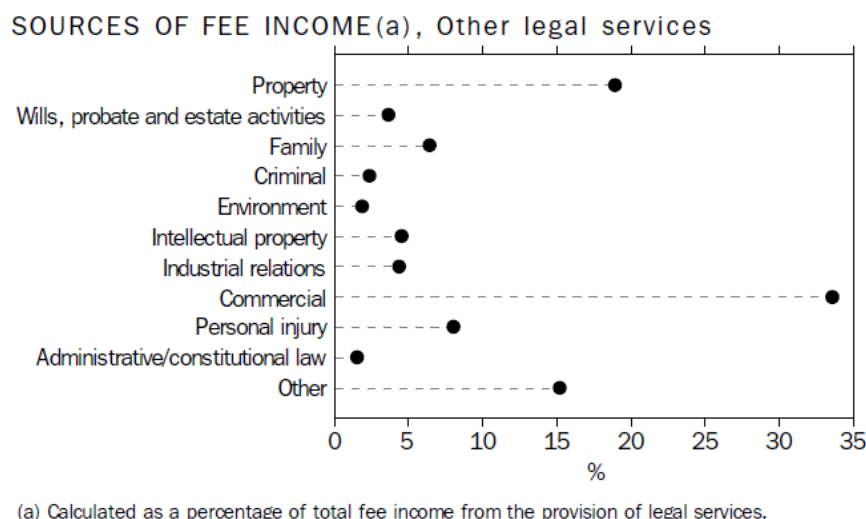
A range of office, administration and support roles significantly bolster these numbers employed in the legal services sector. On average, a ratio of 1.7 (non-legal) to 1 (legal)<sup>173</sup> applies.

The nature of the work of barristers is captured below<sup>174</sup>, showing that profession derives the majority of fee income from commercial law, followed by personal injury and criminal law.



**Figure 49 Sources of fee income - Barristers**

The nature of work undertaken by other legal services providers including solicitor firms is represented below<sup>175</sup>. Commercial and property fee income is predominant.



**Figure 50 Source of fee income - Other Legal Services**

In 2010 research into employee motivation and satisfaction conducted for the on-line recruitment firm Seek<sup>176</sup>, 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.

<sup>173</sup> WA Business News *Book of Lists 2011/12* p.60-62/p.71-73

<sup>174</sup> ABS (2009) *Legal Services Australia* Cat.no 8667.0 retrieved 14/10/12 from [www.abs.gov.au](http://www.abs.gov.au)

<sup>175</sup> ABS (2009) *Legal Services Australia* Cat.no 8667.0 retrieved 14/10/12 from [www.abs.gov.au](http://www.abs.gov.au)

<sup>176</sup> Seek (2010) *Australian Employee Satisfaction & Motivation Study* p.41 retrieved 26/10/12 from [www.seek.com.au](http://www.seek.com.au)



- **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 2016-17<sup>177</sup> 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 51**<sup>178</sup>) suggest an uneven growth path, with employment numbers fluctuating significantly from year to year.

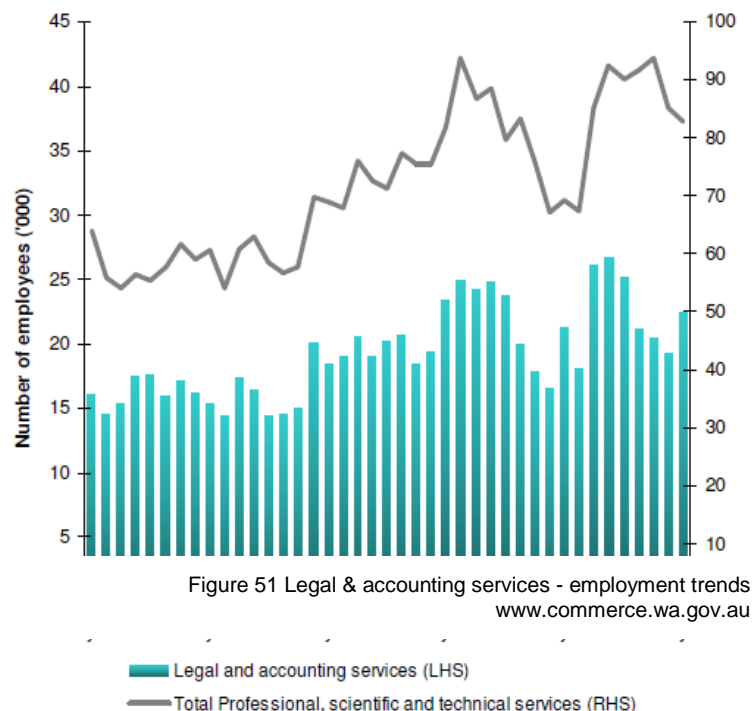
In a possible sign of the immediate direction for employment growth in the legal services sector, a recent King & Wood Mallesons (KWM) survey<sup>179</sup> of 350 in-house lawyers from 220 organisations Australia-wide reported that 79 per cent of in-house lawyers expected either no substantial change 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.

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 million<sup>180</sup>.

- **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 Law<sup>181</sup>.



<sup>177</sup> DEEWR (2012) *Industry Employment Projections, 2012 Report* retrieved 20/10/12 from [www.deewr.gov.au](http://www.deewr.gov.au)

<sup>178</sup> Department of Commerce (2011) *Labour Market Overview* p.2 retrieved 21/10/12 from [www.commerce.wa.gov.au](http://www.commerce.wa.gov.au)

<sup>179</sup> Australian Financial Review (31/8/2012) *Pie Shrinking, Firms Warned* p.36

<sup>180</sup> WA Business News (2012) Corporate Finance (ECM/M&A 2012; 2011) retrieved 21/10/12 from [www.wabusinessnews.com](http://www.wabusinessnews.com)

<sup>181</sup> University of Western Australia (2012) *Unistats* Table 3.4;5.2 retrieved 26/10/12 from [www.stats.uwa.edu.au](http://www.stats.uwa.edu.au)

There are currently 57 articulated 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 sector<sup>182</sup>.

West Australian data reported by the Law Society of NSW is shown in **Table 16** 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 16 Legal profession, employment sector (WA, 2011)<sup>183</sup>**

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%
<b>TOTAL</b>	<b>3050</b>	<b>100.0%</b>	<b>471</b>	<b>100.0%</b>	<b>256</b>	<b>100.0%</b>	<b>3777</b>	<b>100.0%</b>

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 Index<sup>184</sup> reports solicitors at a senior Associate level have been in greatest demand throughout 2012, based on the number of internet job vacancies – **Figure 52** illustrates a snapshot of these.

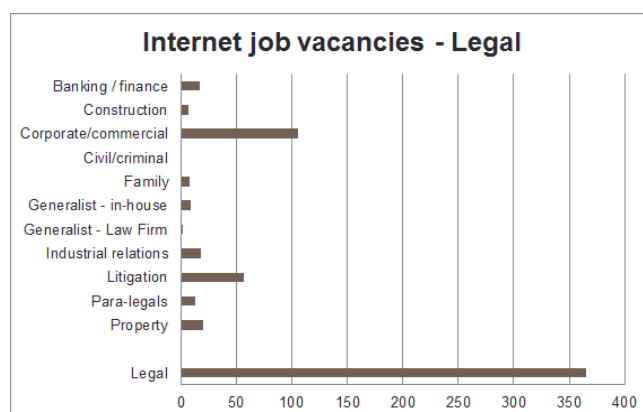


Figure 52 Source: Seek.com.au Oct 2012 (WA)

<sup>182</sup> Legal Practice Board of WA (2012) Articled Clerk Register retrieved 19/10/12 from [www.lpbwa.org.au](http://www.lpbwa.org.au)

<sup>183</sup> Law Society of NSW (2012) *Law Society National Profile, 2011* p.28

<sup>184</sup> Seek (2012) Seek EI 'Job Seeker Odd Spot' Jan-Sept, 2012 retrieved 25/10/12 from [www.seek.com.au](http://www.seek.com.au)

- **Regional Impact**

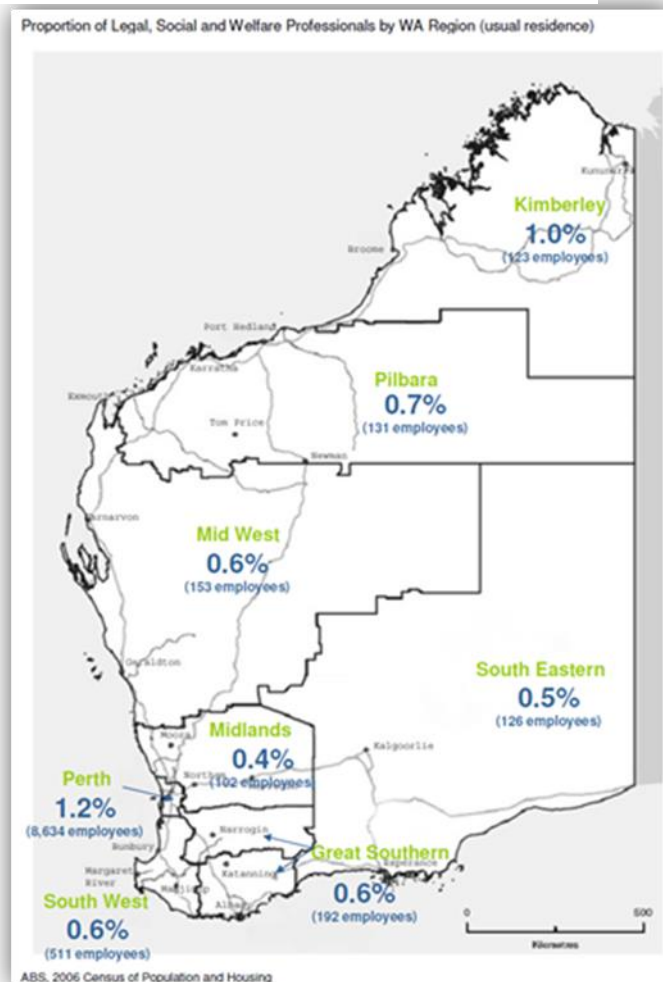
According to the Law Council of Australia<sup>185</sup>, while there are arguably sufficient numbers of law graduates to meet the “skills needs” of legal professional occupations in Australia, there is a severe “recruitment difficulty” in regional, rural and remote areas. A low number of solicitors are located in rural/country WA (3.9%) [Table 17], and a similarly low proportion (4.1%) [Table 18<sup>186</sup> below] of new entrants to the profession are choosing to work in the country.

Table 17 Source: [www.commerce.wa.gov.au](http://www.commerce.wa.gov.au)

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 program<sup>187</sup>. 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.

Table 18 Young lawyers, by location (WA, 2011)

Location	Number	%
City	1185	77.2%
Suburban	237	15.4%
Country/rural	63	4.1%
Interstate	12	0.8%
Overseas	37	2.4%
Unknown	1	0.1%
TOTAL	1535	100%



<sup>185</sup> Law Council of Australia (2012) Submission to AWPA 9/12/2011 retrieve 8/10/12 from [www.awpa.gov.au](http://www.awpa.gov.au)

<sup>186</sup> Law Society of NSW (2012) *Law Society National Profile, 2011* p.36

<sup>187</sup> The Law Society of Western Australia (2012) *Rural, Regional and Remote Program* retrieved 8/10/12 from [www.lawsocietywa.asn.au](http://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 Australia<sup>188</sup>.

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

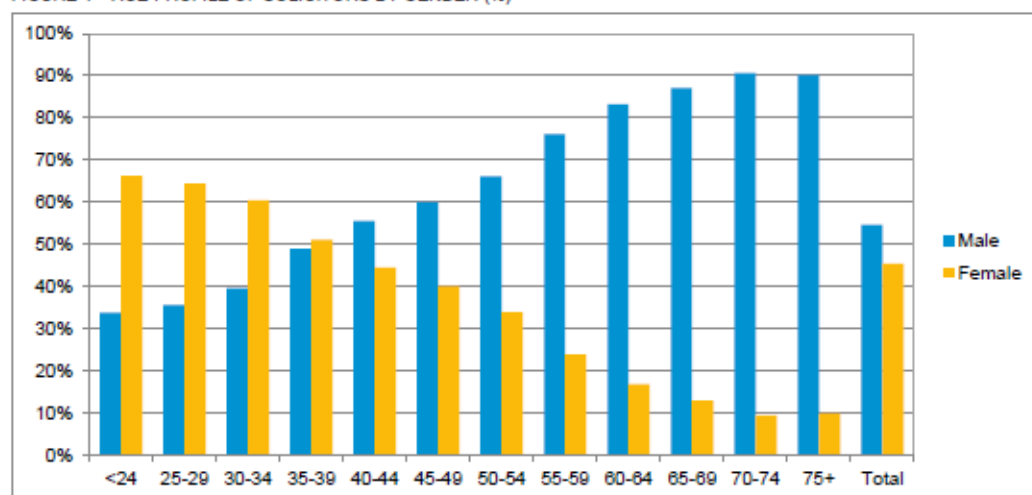
- completion of a Bachelor of Law or Juris Doctor degree from the University of WA, Murdoch University, The University of Notre Dame, or Edith Cowan University, or an interstate University or overseas legal qualification assessed by the Board;
- complete approved Practical Legal Training (PLT) or articles 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 53**<sup>189</sup>). 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 (**Table 19**) mirrors the national profile. Consistent with this data, just 64 of the 808 practicing senior counsel in Australia (7.9 percent) are women<sup>190</sup>.

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



Note: excludes ACT and Tasmania (missing data)

Figure 53 Law Society of NSW

<sup>188</sup> Legal Practice Board of Western Australia *Becoming a Lawyer* retrieved 19/10/12 from [www.lpbwa.org.au](http://www.lpbwa.org.au)

<sup>189</sup> Law Society of NSW (2012) *Law Society National Profile* August 2012, p.8

<sup>190</sup> The Australian Women Lawyers cited in The Australian Financial Review (7/9/12) *Few Women in Silk* p.37

Table 19 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.<sup>191</sup>

### **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.

### **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.

<sup>191</sup> TAPP Report August 2012

## 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, CPA 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 accountants are ranked among the top 20 occupations 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 (163,400<sup>192</sup>).

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 (**Figure 5454**<sup>193</sup>).

**Figure 54 Accounting services – employment (Nov, 2011)**

Level	Code	Occupation	Total employment, November 2011 ('000)	WA (% of Total)	WA Employment level, November 2011
4	2211	Accountants	158.1	9.5	15017
4	5512	Bookkeepers	117.5	12.7	14922
4	2212	Auditors and Company Secretaries	17.8	11.8	2098
4	5511	Accounting Clerks	147.7	11.6	17131

The nature of bookkeeping services varies<sup>194</sup> 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). Based on its annual national survey<sup>195</sup> of practitioners (around 700 of whom are in WA), the Institute of Certified Bookkeepers describes the sector as follows:

- 80% are female, 75% aged over 40;
- 80% own the business (45% with more than one person, 40% as sole trader);
- over 70% do not have any other **full time** employee;
- 87% are registered BAS agents; and
- annual turnover is typically in the range of \$50,000-\$75,000.

<sup>192</sup> ABS (2011) *Main employing occupations* retrieved 14/10/12 from [www.joboutlook.gov.au](http://www.joboutlook.gov.au)

<sup>193</sup> SkillsInfo (2011) *Main employing occupations* retrieved from [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au)

<sup>194</sup> Institute of Certificate Bookkeepers (2011) *ICB 2009-2011 Bookkeeper Comparison Survey* p.14-17

<sup>195</sup> Institute of Certified Bookkeepers (2011) *2009-11 Bookkeeper Comparison Survey*



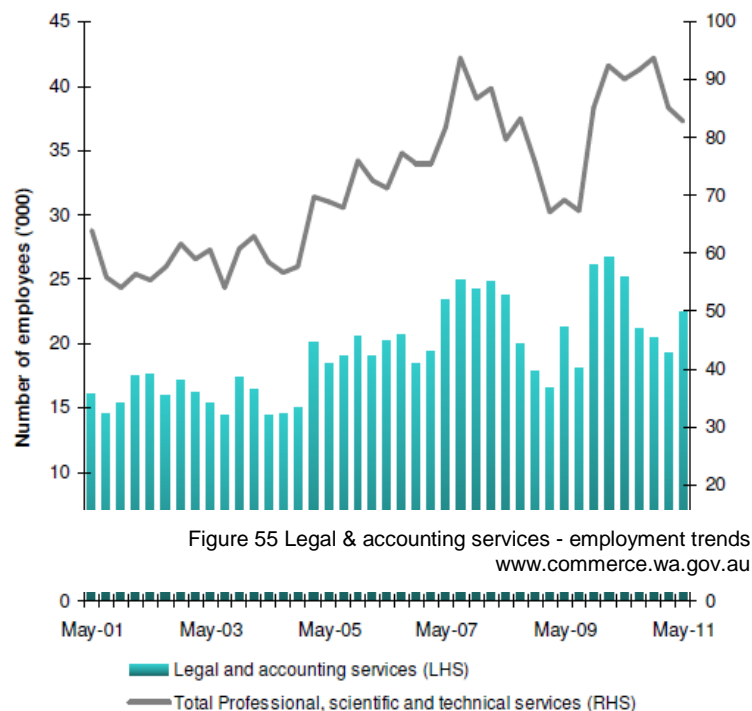
- **Industry Trends**

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 2016-17<sup>196</sup> 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<sup>197</sup> 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) survey<sup>198</sup> 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.

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<sup>196</sup> DEEWR (2012) *Industry Employment Projections, 2012 Report* retrieved 20/10/12 from [www.deewr.gov.au](http://www.deewr.gov.au)

<sup>197</sup> Department of Commerce (2011) *Labour Market Overview* p.2 retrieved 21/10/12 from [www.commerce.wa.gov.au](http://www.commerce.wa.gov.au)

<sup>198</sup> Australian Financial Review (31/8/2012) *Pie Shrinking, Firms Warned* p.36

<sup>199</sup> WA Business News (2012) Corporate Finance (ECM/M&A 2012; 2011) retrieved 21/10/12 from [www.wabusinessnews.com](http://www.wabusinessnews.com)

- **Labour and Skill Demand**

Accountants and bookkeepers are in 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 services<sup>200</sup>. 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 roles<sup>201</sup>.

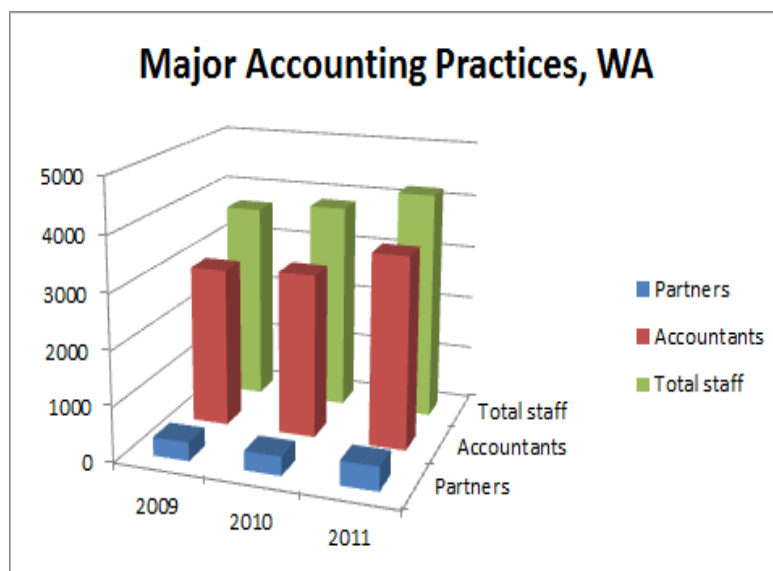
According to DEEWR research<sup>202</sup> recruitment difficulties remain for some specialist areas in accounting such as taxation, audit, self-managed superannuation funds or working with resource sector businesses. An extract from the relevant Occupational Report appears overleaf.

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 candidate<sup>203</sup> while one provider of internship programs has reported a 50.4% success rate (employment offer on completion) to qualified international accounting interns.

**Table 20 WA Business News. Book of Lists 2010.2011.2012**

In addition, while data presented earlier in **Table 14** Businesses by Industry Class by Main State (WA) by Employment Size Ranges, 2010-11, and in **Table 20** point to a marked increase in the number of WA accounting services businesses in the year to June 2011. 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.<sup>204</sup>



<sup>200</sup> Australian Financial Review (16/5/12) *'Client-centric PwC chief axes 211 jobs'*

<sup>201</sup> Australian Financial Review (11/7/12) *'Perth tops the country's pay stakes'*

<sup>202</sup> DEEWR (2012) *Occupational reports – Accountants, WA* (May, 2012) retrieved 19/10/12 from [www.deewr.gov.au](http://www.deewr.gov.au)

<sup>203</sup> Hays (2012) *Hays Salary Guide* p.20 retrieved 8/10/12 from [www1.hays.com.au](http://www1.hays.com.au)

<sup>204</sup> Reserve Bank of Australia (2012) *The Recent Economic Performance of the States*, March 2012



The following figure & 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.

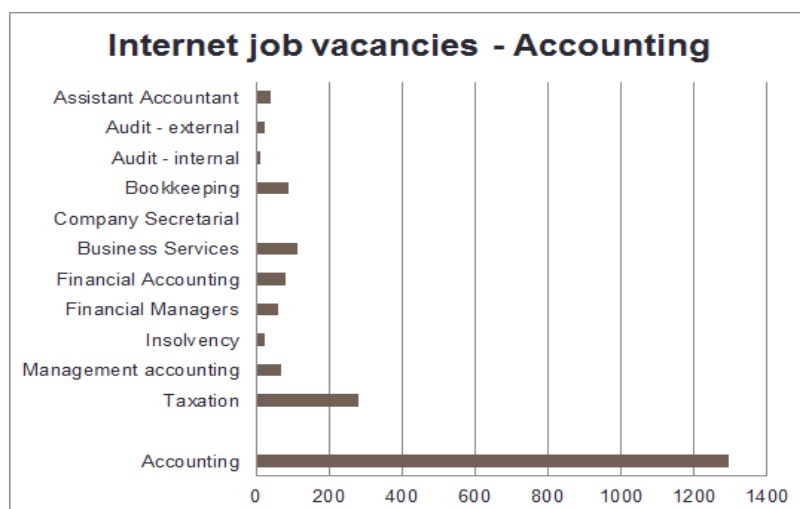


Figure 56 Source: Seek.com.au (WA) Oct 2012

ANZSCO 2211 (DEEWR Occupational reports – Accountants, WA (May, 2012)<sup>205</sup> (extract)

### 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

<sup>205</sup> DEEWR (2012) Occupational reports – Accountants, WA (May, 2012) retrieved 19/10/12 from [www.deewr.gov.au](http://www.deewr.gov.au)

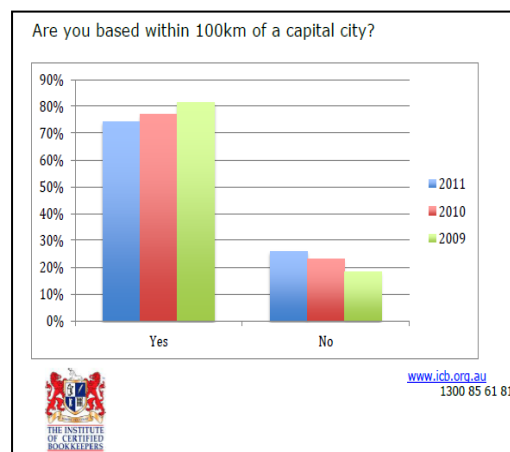
- **Regional Impact**

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 57<sup>206</sup>) although a slowly increasing proportion is located outside of metropolitan centres.

Following is a snapshot of VET enrolments<sup>207</sup> 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.

**Figure 57 Regional coverage, Institute of Certified Bookkeepers**



**Table 21 Accounting/Bookkeeping - Regional education and training, WA**

Region	VET, 2011	FNS Trainees, 2012
<b>Great Southern</b> Population ~ 60 100	210	1
<b>Goldfields-Esperance</b> Population ~ 59 800	0	4
<b>South West</b> Population ~ 166 000	92	4
<b>Peel:</b> Population ~ 113 500	105	0
<b>Wheatbelt</b> Population ~ 76 100	2	5
<b>Mid-West and Gascoyne</b> Population ~ 66 900	5	3
<b>Pilbara</b> Population ~ 49 900	82	0
<b>Kimberley</b> Population ~ 36 500	12	3
		1

<sup>206</sup> Institute of Certified Bookkeepers (2011) *2009-11 Bookkeeper Comparison Survey*

<sup>207</sup> DTWD (2012) VET Statistics Unit: Special data request 4322

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 has commenced a Transitions and Pathways Program (TAPP) in 2012, to address a number of these issues. The TAPP project is funded by the Australian Government Department of Industry, Innovation, Science, Research and Tertiary Education through the Australian Apprenticeships Mentoring Package.



Figure 58 Western Australian Regions  
www.businessmigration.wa.gov.au

### • 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 illustrated<sup>208</sup>. 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 varies<sup>209</sup>, 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 in that it does not involve the preparation of highly complex taxation / financial statements. 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. IPA requires a minimum Advanced Diploma in Accounting qualification.

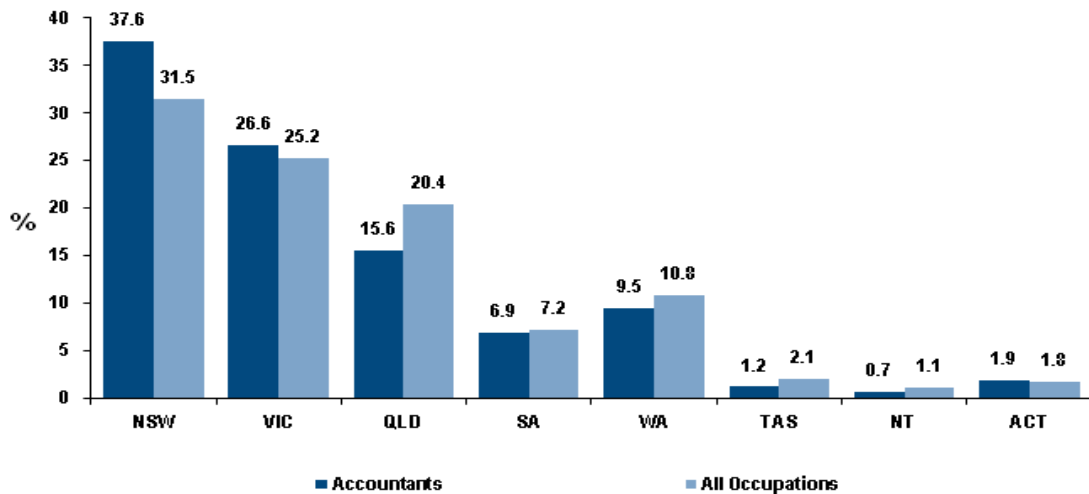
<sup>208</sup> Australian Financial Review (1-2/9/2012) *Tax Practitioners swoop* p.11

<sup>209</sup> Institute of Certificate Bookkeepers (2011) *ICB 2009-2011 Bookkeeper Comparison Survey* p.14-17

- **Gender / Age Participation**

The graph shows the Western Australian share of employment (per cent) for accountants compared with all other states. This highlights the low number of accountants employed in Western Australian compared to New South Wales, Victoria and Queensland. <sup>210</sup>

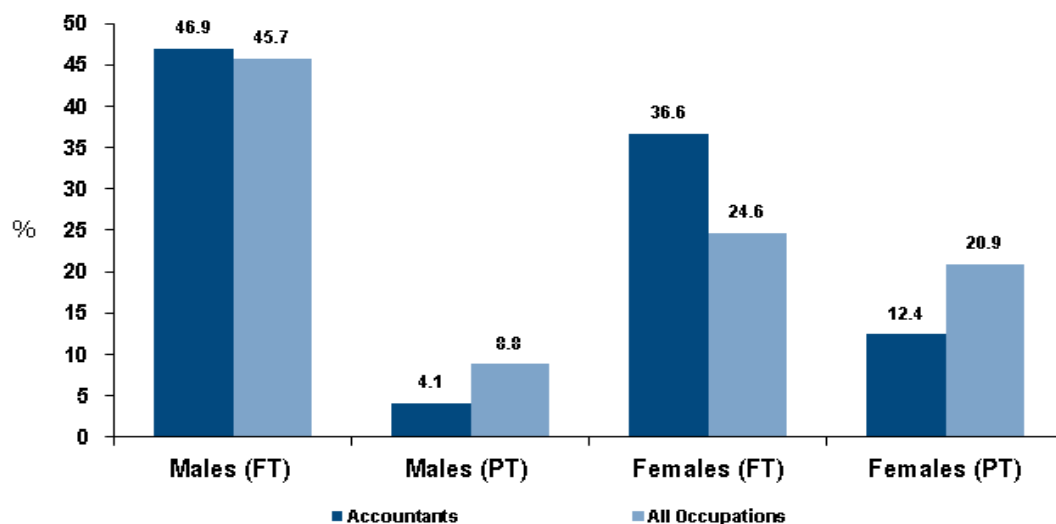
### Employment by Region (per cent share)



**Figure 59 Accountants by region**

Information below 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. <sup>211</sup>

### Gender (per cent share)



**Figure 60 Accountants by gender**

<sup>210</sup> Source: ABS Labour Force Survey, annual average 2011

<sup>211</sup> Source: ABS Labour Force Survey, annual average 2011

The information below shows the share of employment (per cent) by age group accounting services compared with all occupations. Source: ABS Labour Force Survey, annual average 2011. 212

## Age Profile (per cent share)

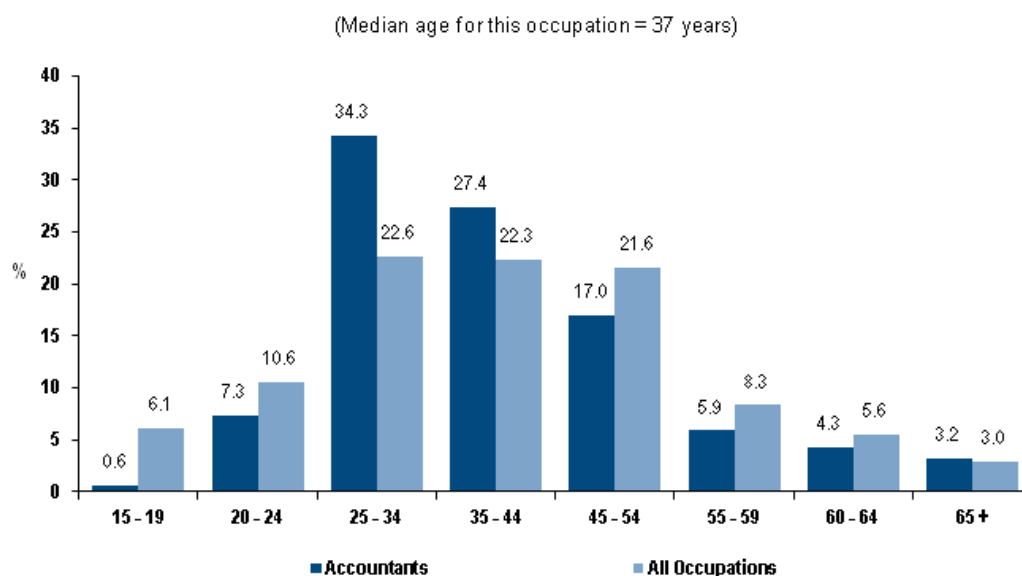


Figure 61 Accountants by age profile

- **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.<sup>213</sup>

### Mature-aged Workers

Mature people are well suited to the accounting services industry but are not well represented.

### 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 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.

<sup>212</sup> Source: ABS Labour Force Survey, annual average 2011

<sup>213</sup> TAPP Report August 2012

## Overview of the Advertising/Marketing Services Industry

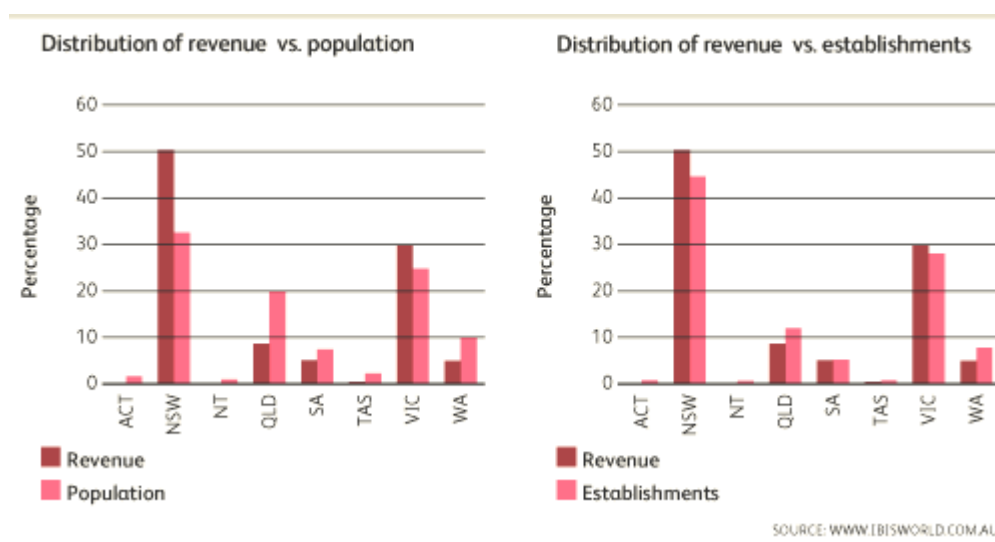
### • Industry Analysis

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 Australia<sup>214</sup>. Of 795 WA-based advertising businesses<sup>215</sup>, around 66 per cent (528) do not employ staff.

As illustrated in **Figure 62**<sup>216</sup> 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. Expenditure levels may be about to rise to the extent there is a state and federal election pending in 2013.

**Figure 62 Advertising industry – market concentration**



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.

<sup>214</sup> ABS (2012) *Labour Force Survey DEEWR Trend Data to November 2011* retrieved 21/10/12 from [www.deewr.gov.au](http://www.deewr.gov.au)

<sup>215</sup> 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](http://www.abs.gov.au)

<sup>216</sup> IBISWorld (2012) *Australia Industry Reports – Advertising Services* (Products and markets) retrieved 26/10/12 from [www.ibisworld.com.au](http://www.ibisworld.com.au)

## - 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.

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 Hudson<sup>217</sup>, 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 World<sup>218</sup> 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 firms<sup>219</sup>. 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.<sup>220</sup>

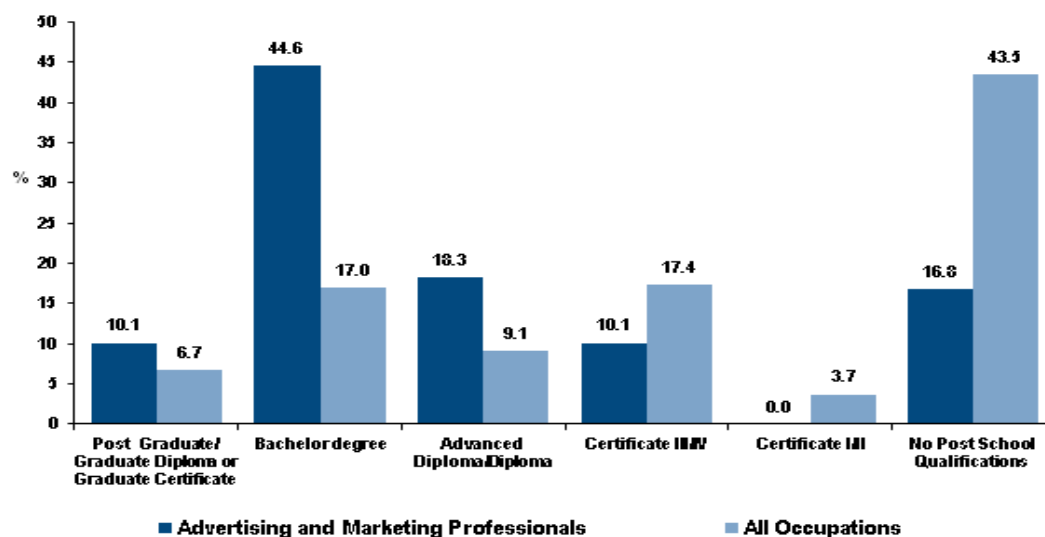


Figure 63 Educational attainment, per cent of employment, 2011

However as noted by IBIS World<sup>221</sup>, 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.

<sup>217</sup> Hudson (2012) *Salary & Employment Insights 2012* (Sales, marketing & communications) p.9 retrieved 8/10/12 from [www.hudson.com](http://www.hudson.com)

<sup>218</sup> IBISWorld (2012) *Australia Industry Reports – Advertising Services* (Products and markets) retrieved 26/10/12 from [www.ibisworld.com.au](http://www.ibisworld.com.au)

<sup>219</sup> Australian Marketing Institute (2011) *Senior Marketing Monitor*, Dec 2011

<sup>220</sup> ABS (2011) *Survey of Education and Work, May 2011* cat. no. 6227.0 retrieved 20/10/12 from [joboutlook.gov.au](http://joboutlook.gov.au)

<sup>221</sup> IBISWorld (2012) *Australia Industry Reports – Advertising Services* retrieved 26/10/12 from [www.ibisworld.com.au](http://www.ibisworld.com.au)

Employment nationally has maintained a growth trend.

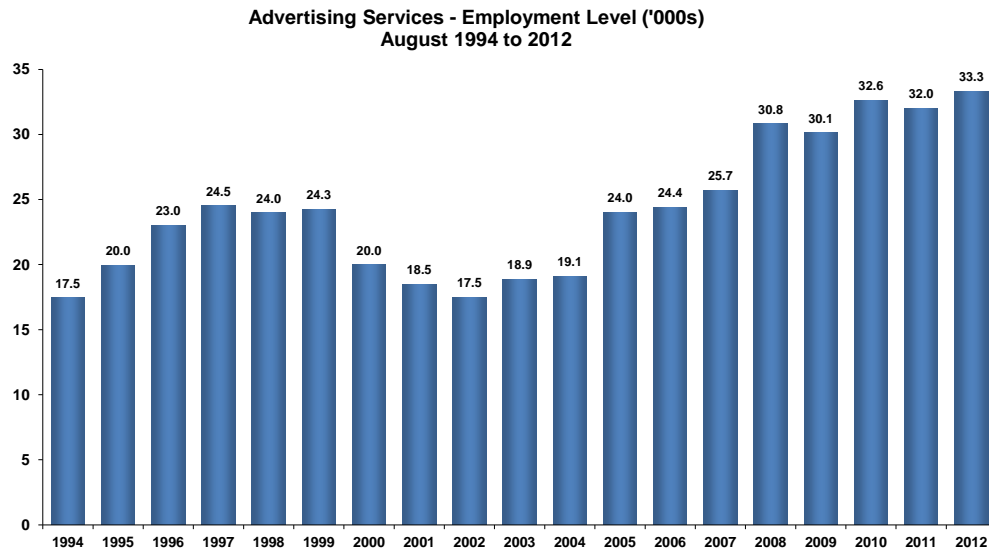


Figure 64 National employment in advertising services  
Source: [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au)

In WA in 2011, there were:

- 121 Certificate IV enrolments in related VET qualifications: Advertising (16) and Marketing (105);
- 84 Diploma enrolments: Advertising (17) and Marketing (67); and
- one (1) Advanced Diploma of Marketing enrolment

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.<sup>222</sup>

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 65 Western Australian Regions

The FAPSTC has commenced a Transitions and Pathways Program (TAPP) in 2012, to address these issues. The TAPP project is 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.

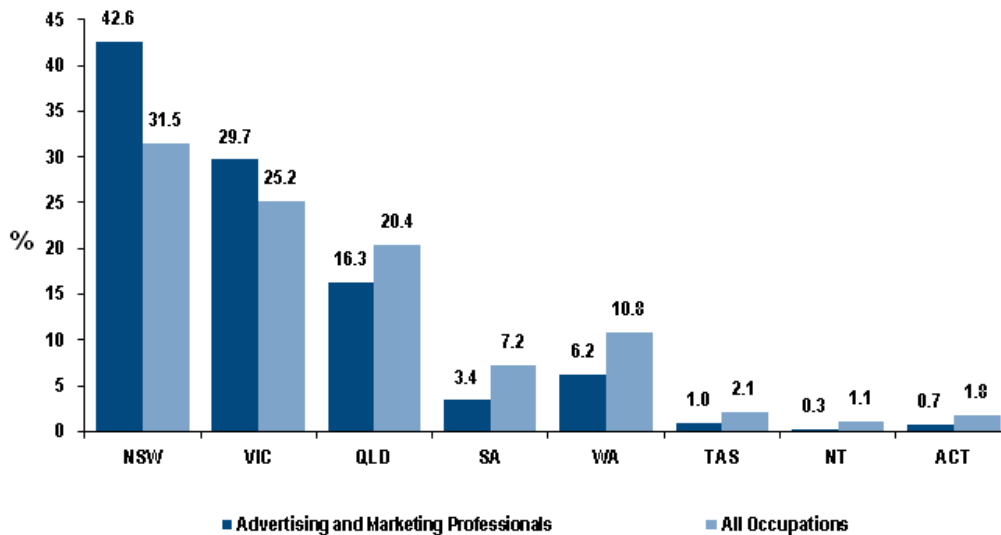
False and misleading advertising is an offence under the Commonwealth *Competition and Consumer Act 2010* (previously the Trade Practices Act 1974) and is overseen by the Australian Competition and Consumer Commission (ACCC).

<sup>222</sup>TAPP Report 2012

- **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. Source: ABS Labour Force Survey, annual average 2011.<sup>223</sup>

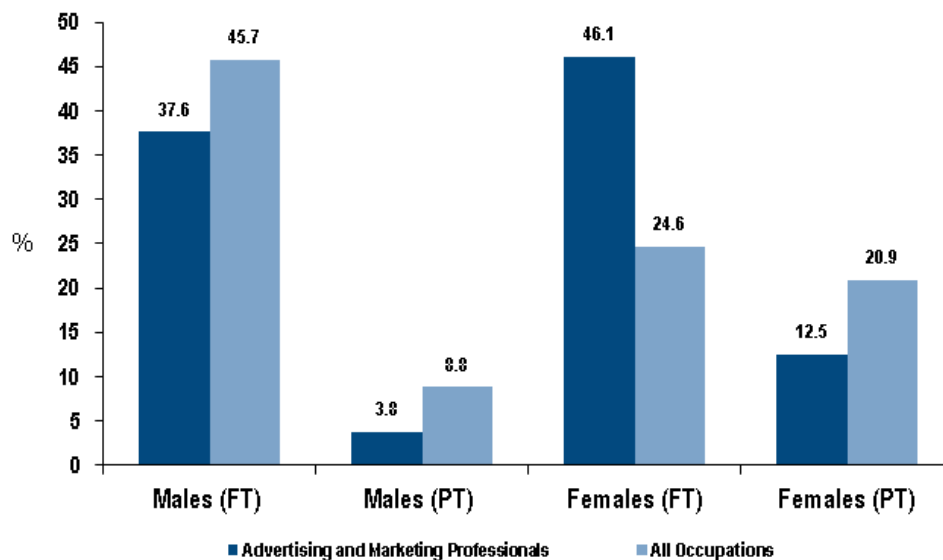
### Employment by Region (per cent share)



**Figure 66 Advertising & Marketing Professionals by region**

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.

### Gender Profile (per cent share)



**Figure 67 Advertising & Marketing Professionals by gender**

<sup>223</sup> Source: ABS Labour Force Survey, annual average 2011

The information below 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.<sup>224</sup>

### Age Profile (per cent share)

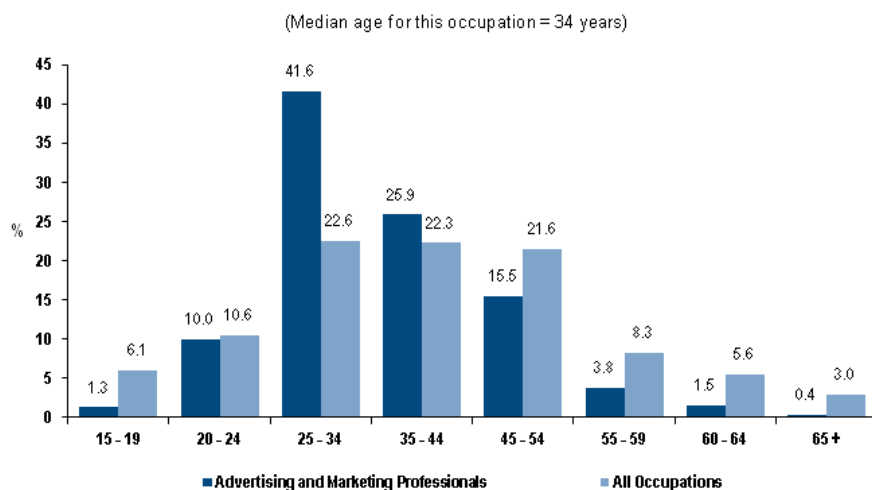


Figure 68 Advertising & Marketing Professionals by age profile

#### • 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.<sup>225</sup>

#### 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.

<sup>224</sup> Source: ABS Labour Force Survey, annual average 2011

<sup>225</sup> 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.<sup>226</sup>

### • 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 technology<sup>227</sup>.

The WA employment trend depicted in **Figure 69**<sup>228</sup> 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.

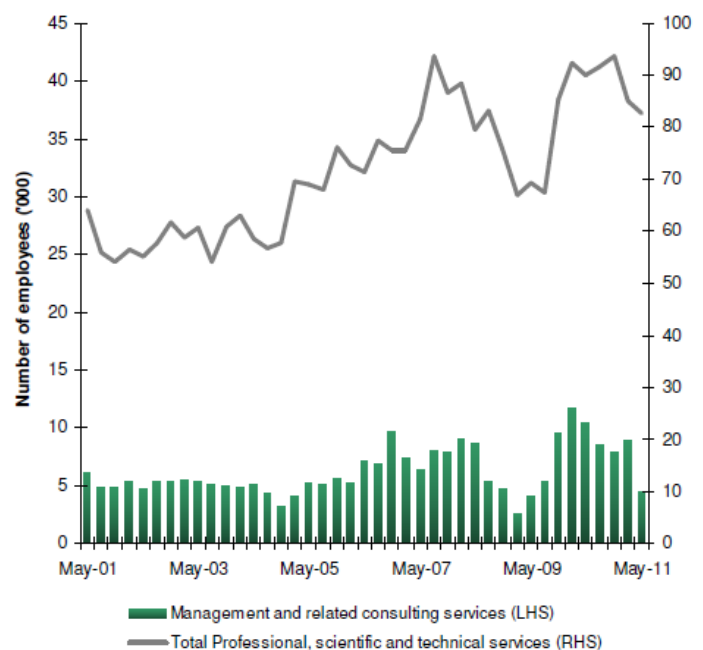


Figure 69 Employment trend, Management Advice/Consulting - WA

<sup>226</sup> <http://www.myfuture.edu.au/the%20Facts/Work%20and%20Employment/Industries/Details/Class%20Details.aspx?Anzsic=6962>

– December 2012

<sup>227</sup> IBISWorld (2012) *Australian Industry Reports – Management Consulting* retrieved 29/10/12 from [www.ibisworld.com.au](http://www.ibisworld.com.au)

<sup>228</sup> Department of Commerce (2011) *Labour Market Overview* p.2 retrieved 21/10/12 from [www.commerce.wa.gov.au](http://www.commerce.wa.gov.au)

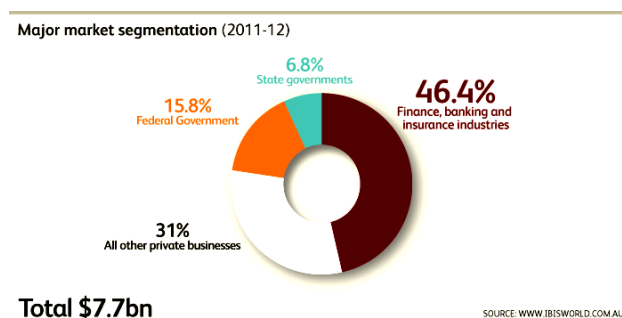
- **Labour and Skill Demand**

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 & Co<sup>229</sup>. 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 (**Figure 70**<sup>230</sup>). 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.

Figure 70 Management consulting in Australia



<sup>229</sup> WA Business News (17/10/12) *McKinsey Steps Up to Perth's global stage* retrieved 20/10/12 from wabusinessnews.com.au

<sup>230</sup> IBISWorld (2012) *Australian Industry Reports – Management Consulting* retrieved 29/10/12 from 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. .<sup>231</sup>

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.

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Figure 71 Western Australian Regions

<sup>231</sup> TAPP Report 2012

- [Gender / Age Participation](#)

## Employment by Region (per cent share)

The graph shows the State share of employment (per cent) for this occupation, compared with all occupations.<sup>232</sup> Source: ABS Labour Force Survey, annual average 2011.

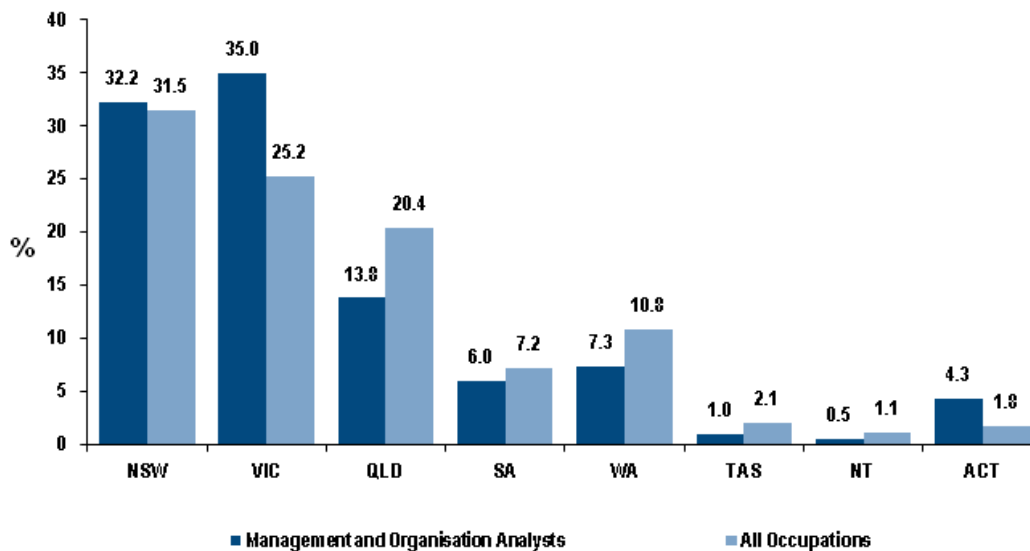


Figure 72 Management & Organisation Analysis's by region

## Gender (per cent share)

The graph shows the share of employment (per cent) for males and females, compared with all occupations. Source: ABS Labour Force Survey, annual average 2011.

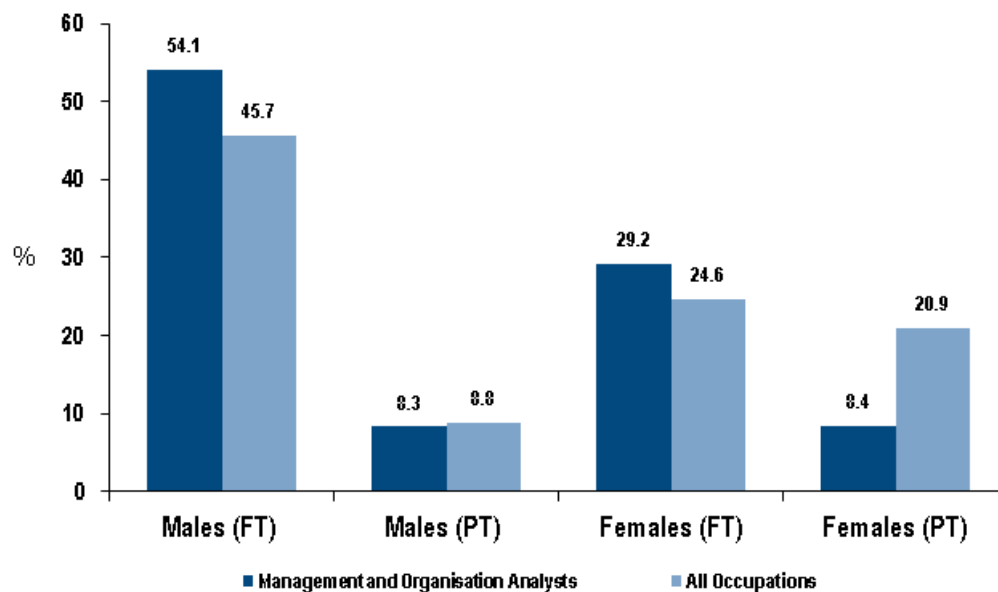


Figure 73 Management & Organisation Analysis's by gender

<sup>232</sup> Source: ABS Labour Force Survey, annual average 2011.

The graph shows the share of employment (per cent) by age group for this occupation, compared with all occupations. Source: ABS Labour Force Survey, annual average 2011.

## Age Profile (per cent share)

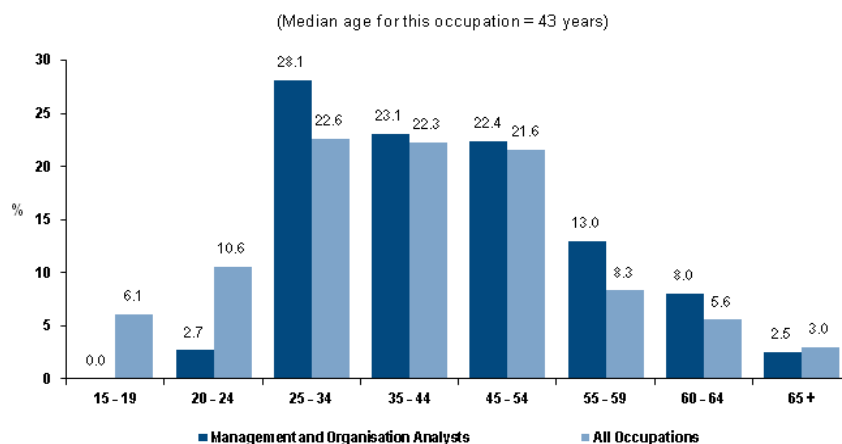


Figure 74 Management & Organisation Analysis's by age profile

### • 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.<sup>233</sup>

### 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

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

<sup>233</sup> TAPP Report August 2012



## MAJOR CHALLENGES AND BARRIERS

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### 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 community<sup>234</sup>. 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.

### 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 Seek<sup>235</sup>, 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.

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<sup>234</sup> Retrieved 19/10/12 from [www.lawfoundation.net.au](http://www.lawfoundation.net.au)

<sup>235</sup> Seek (2010) *Australian Employee Satisfaction & Motivation Study* p.30 retrieved 26/10/12 from [www.seek.com.au](http://www.seek.com.au)

## NEW AND EMERGING SKILLS

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### 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.

## OCCUPATIONS IN DEMAND

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ANZSCO6	Occupation	Priority_Memo
251312	Occupational Health and Safety Adviser <i>"Training Council identified occupation"</i> <b>SPOL</b>	<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 &amp; 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 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	Human Resource Manager <i>"Training Council identified occupation"</i>  SPOL	<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	Bookkeeper <i>"Training Council identified occupation"</i> SPOL	<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	Human Resource Clerk <i>"Training Council identified occupation"</i>	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 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

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.

- Introduce a 'Women in Spatial Information & Surveying Services Scholarship'.

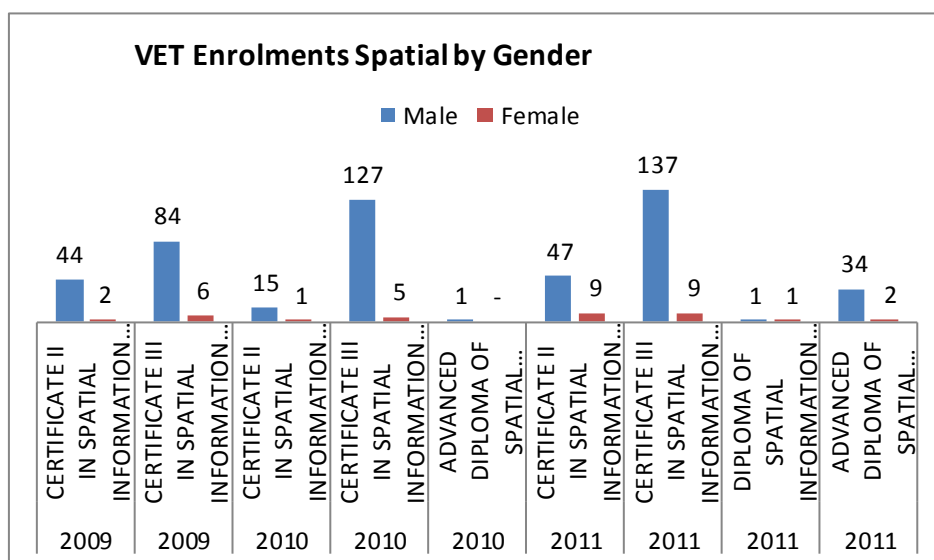


Figure 75 VET Enrolments Spatial by Gender

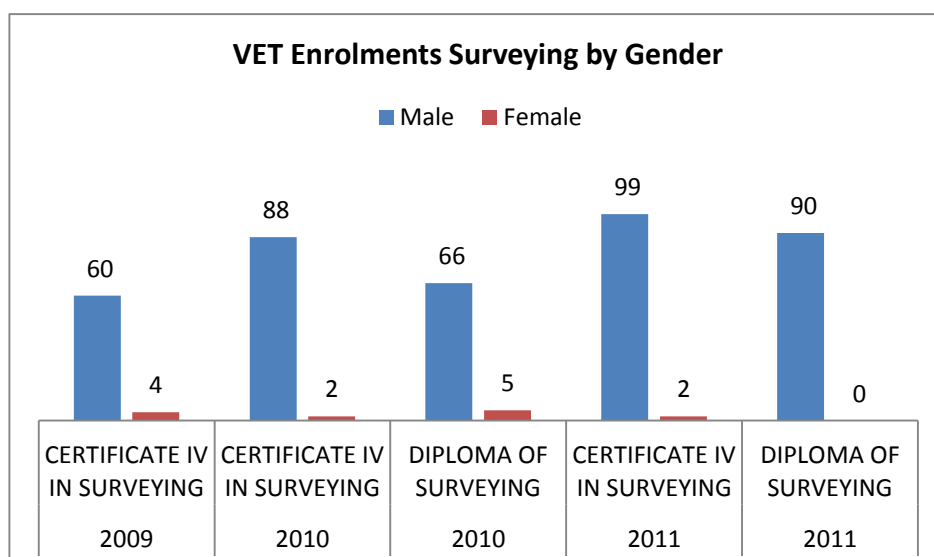


Figure 76 VET Enrolments Surveying by Gender

## 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

## 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 22 VET enrolments & completions – Accounting Services**

## 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 23 VET enrolments & completions – Legal Services**

## 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	

**Table 24 VET enrolments & completions – Marketing & Advertising Services**

## **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 - 2011	2012
Certificate IV in Surveying (CPP40107 & updated qualification code CPP40109)	9	7
Diploma of Surveying CPP50107	11	3
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.

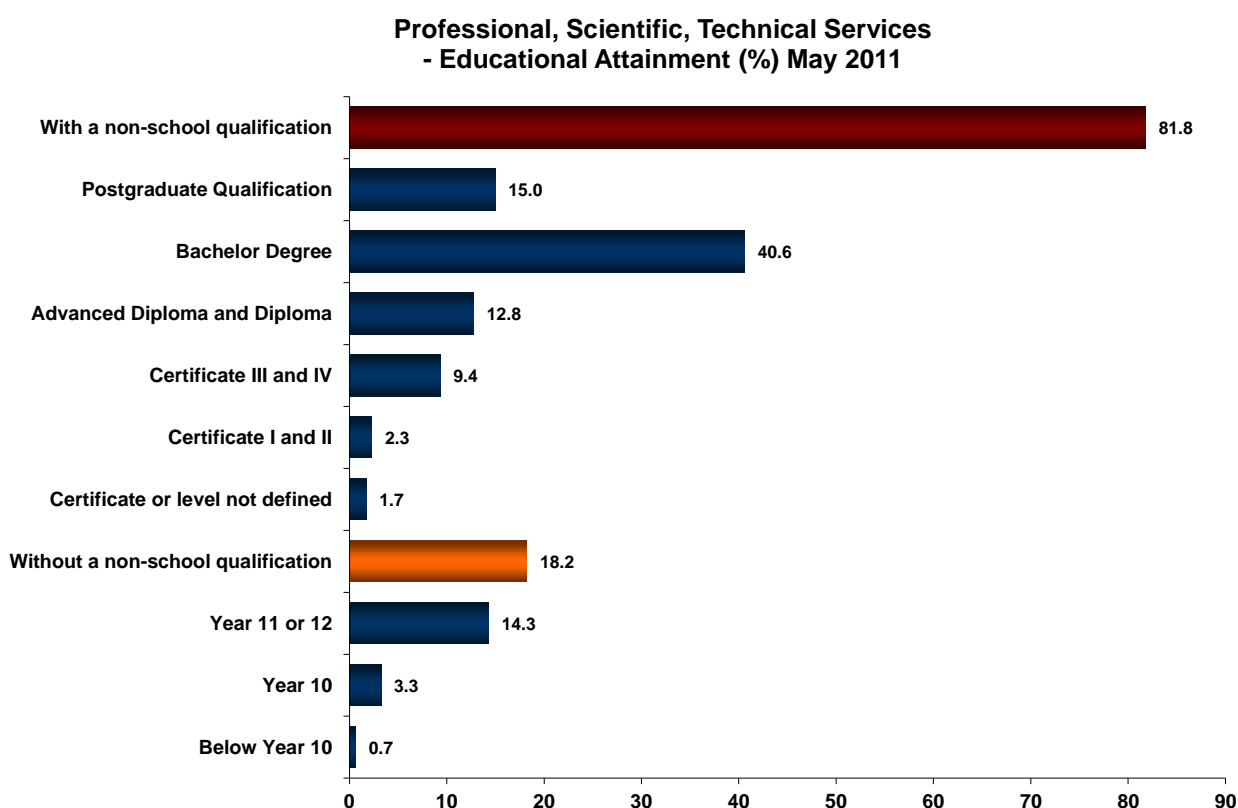


Figure 77 SkillsInfo, Industry reports and charts

## 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.<sup>236</sup>

<sup>236</sup> <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 knowledge<sup>237</sup>:

University of WA	Bachelor of Laws Juris Doctor
Edith Cowan University	Bachelor of Laws
Murdoch University	Bachelor of Laws Juris Doctor
University of Notre Dame	Bachelor of Laws Juris Doctor
Curtin University	Pending approval

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.

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 universities<sup>238</sup>.

**Table 25 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	

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 employment<sup>239</sup>) 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 service<sup>240</sup>. 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)<sup>241</sup>.

<sup>237</sup> Legal Practice Board of Western Australia (2012) *Academic Requirements for Admission* retrieved 19/10/12 from [www.admittance.lpbwa.org.au](http://www.admittance.lpbwa.org.au)

<sup>238</sup> Graduate Careers Australia (2012) *Graduate Destinations Report 2011*, Table A1 retrieved 19/10/12 from [www.graduatecareers.com.au](http://www.graduatecareers.com.au)

<sup>239</sup> Graduate Careers Australia (2012) *Graduate Destinations Report 2011*, Table 5 retrieved 19/10/12 from [www.graduatecareers.com.au](http://www.graduatecareers.com.au)

<sup>240</sup> Graduate Careers Australia (2012) *Graduate Destinations Report 2011*, Table 22 retrieved 19/10/12 from [www.graduatecareers.com.au](http://www.graduatecareers.com.au)

<sup>241</sup> Graduate Careers Australia (2012) *Graduate Destinations Report 2011*, Table 23 retrieved 19/10/12 from [www.graduatecareers.com.au](http://www.graduatecareers.com.au)

## 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 Master of Commerce Master of Professional Accounting
Edith Cowan University	Bachelor of Business
Murdoch University	Bachelor of Business
University of Notre Dame	Bachelor of Commerce (Accounting)
Curtin University	Bachelor of Commerce

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;

FAPSTC is concerned some RTOs have also been promoting Certificate IV programs to school students as an alternative University entrance pathway.

## 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

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- 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 workforce<sup>242</sup>.

In Western Australia, industry employment stands at some 48,900<sup>243</sup> 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

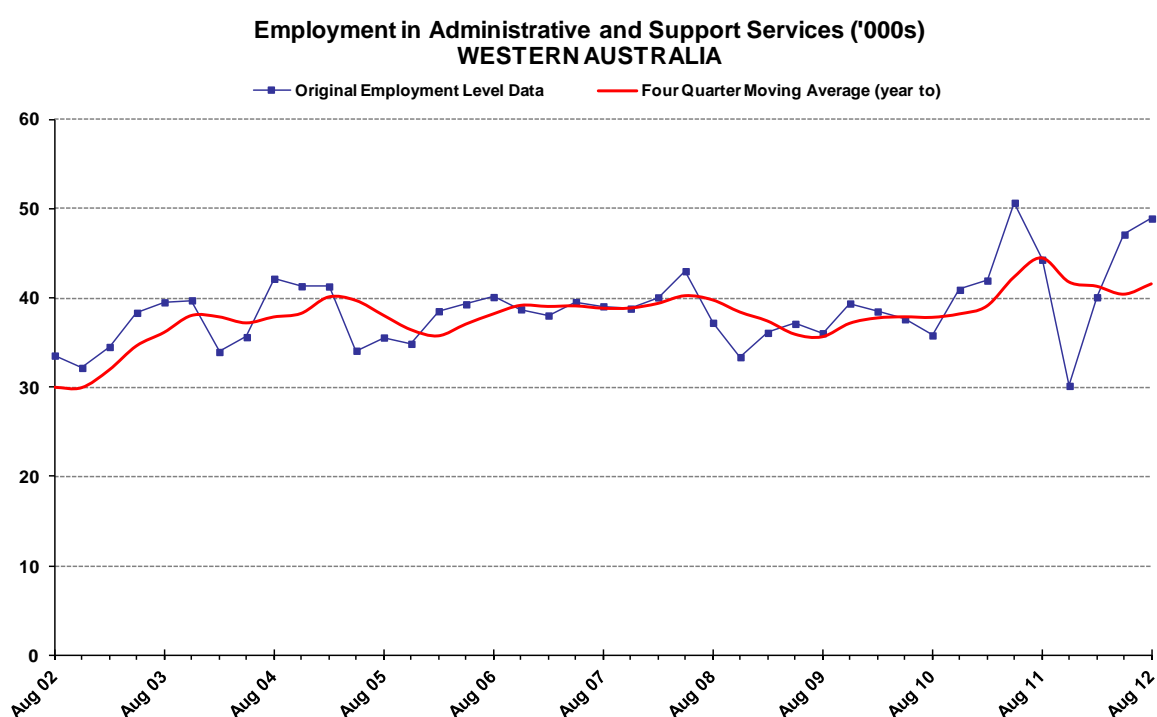


Figure 78 Industry employment, WA (Source: [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au))

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 area<sup>244</sup>. 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.

<sup>242</sup> <http://www.skillsinfo.gov.au/industry-information/administrative-and-support-services> - September 2012

<sup>243</sup> Australian Bureau of Statistics (2012) *ABS Labour Force data, August 2012* retrieved 13/10/12 from [www.abs.gov.au](http://www.abs.gov.au)

<sup>244</sup> DEEWR (2012) *Projected Regional Employment Growth by Industry*, retrieved 22/10/12 from [www.deewr.gov.au](http://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 (Figure 79)<sup>245</sup>, many more administrative positions are found across all industry sectors.

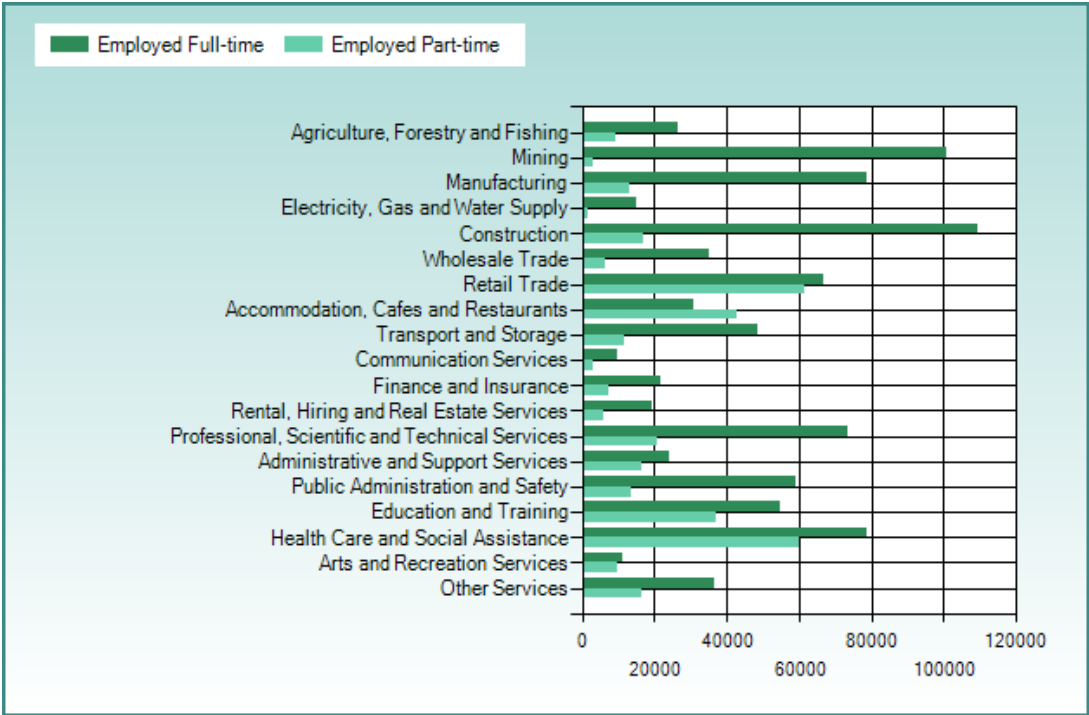


Figure 79 Industry employment status, WA

The following indicates the Western Australian employment status by gender of workers in the Administrative & Support Services Industry:

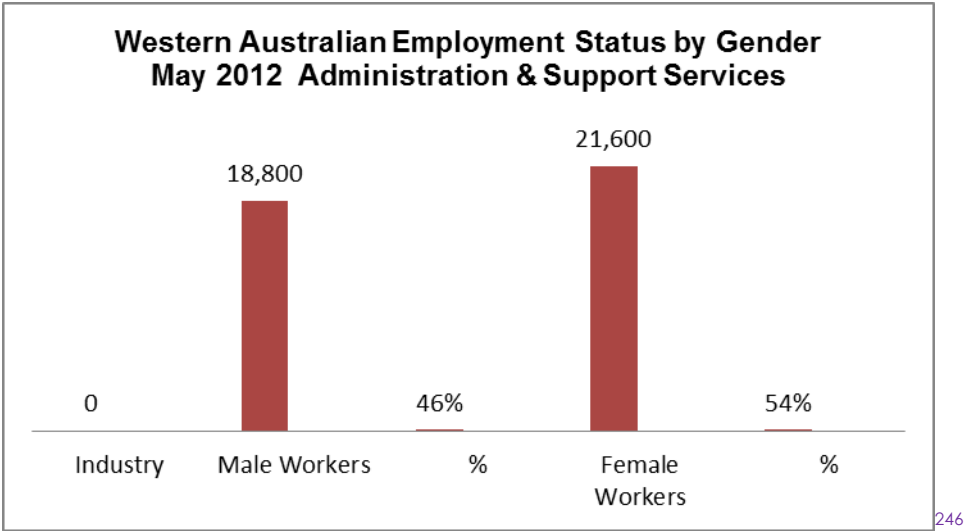


Figure 80 Western AusreLIn Employment Status buy Gender - Administration & Support

<sup>245</sup> [http://www.deewr.gov.au/lmip/default.aspx?LMIP/LFR/WA\\_LFR\\_Industry\\_byStatus](http://www.deewr.gov.au/lmip/default.aspx?LMIP/LFR/WA_LFR_Industry_byStatus) - September 2012  
<sup>246</sup> [http://www.deewr.gov.au/lmip/default.aspx?LMIP/LFR/WA\\_LFR\\_Industry\\_byGender](http://www.deewr.gov.au/lmip/default.aspx?LMIP/LFR/WA_LFR_Industry_byGender) - May 2012

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.

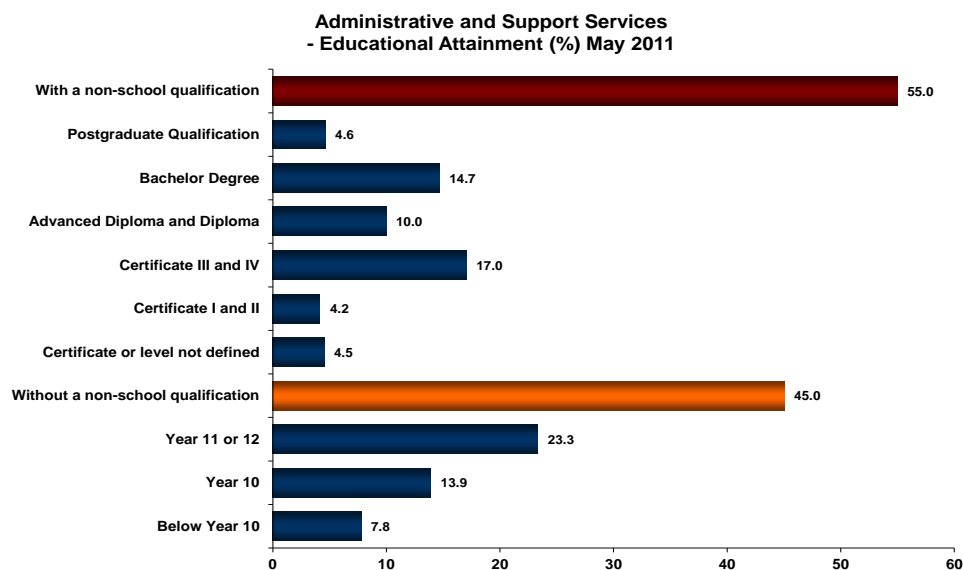


Figure 81 Source: [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au)

As indicated Figure 82, 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. <sup>247</sup>

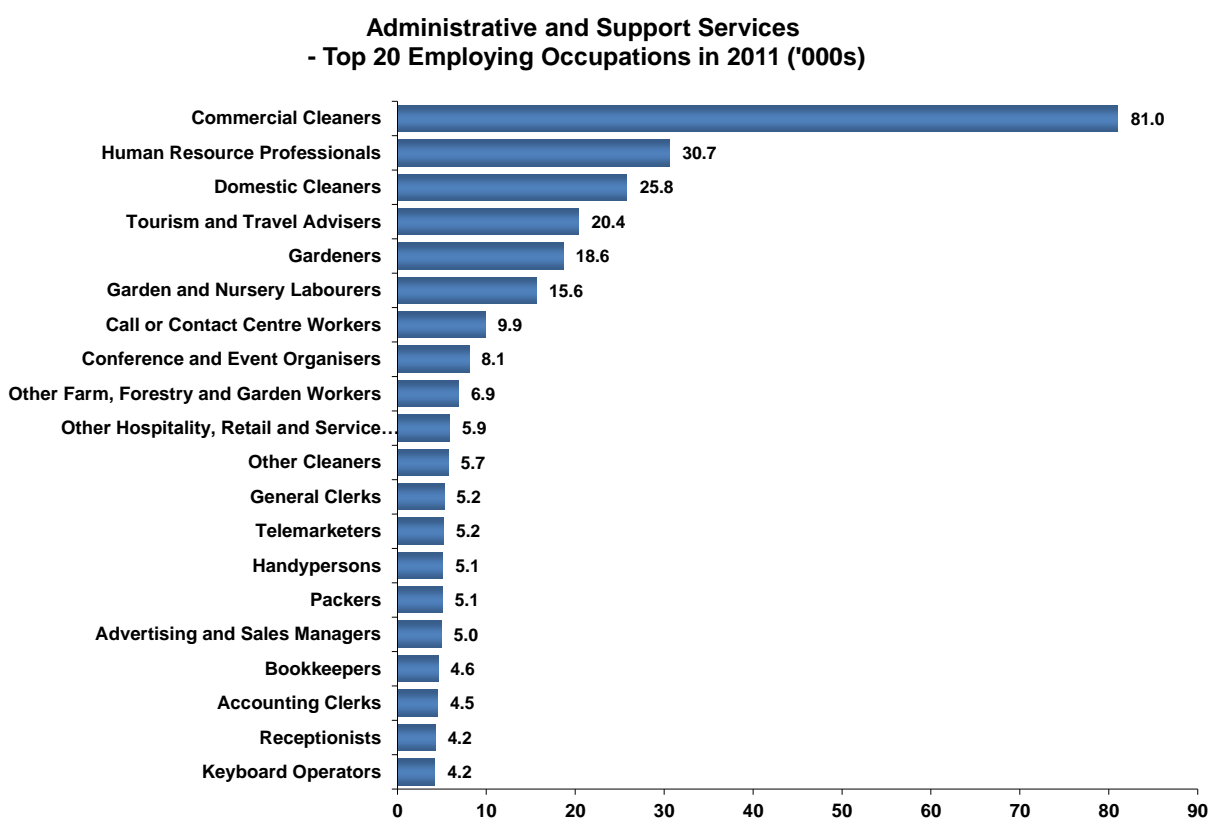


Figure 82 Top 20 occupations (national data)  
Source: [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au)

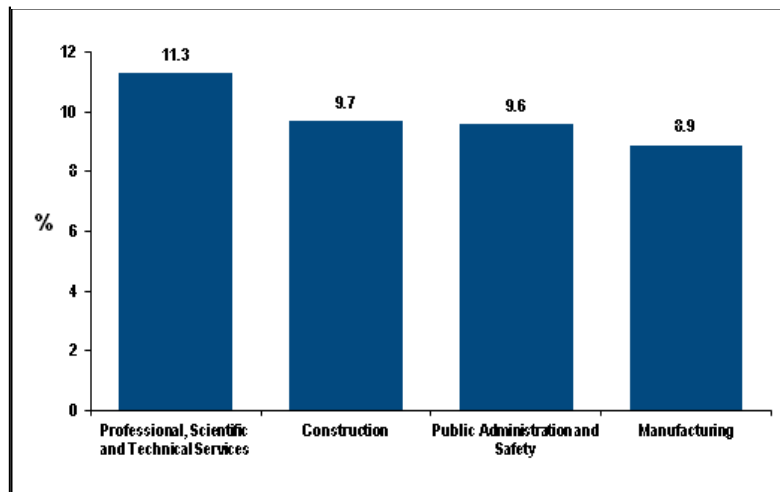
<sup>247</sup> DEEWR (2012) *Employment Projections by Industry* retrieved 22/10/12 from [www.deewr.gov.au](http://www.deewr.gov.au)

## 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.<sup>248</sup>

**Figure 83 Office manager, industry employment (Nov 2011)**



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 industries<sup>249</sup>, 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 industries (Figure 83<sup>250</sup>).

As indicated in **Figure 84** below, a high proportion of this group in WA is without a post school qualification.

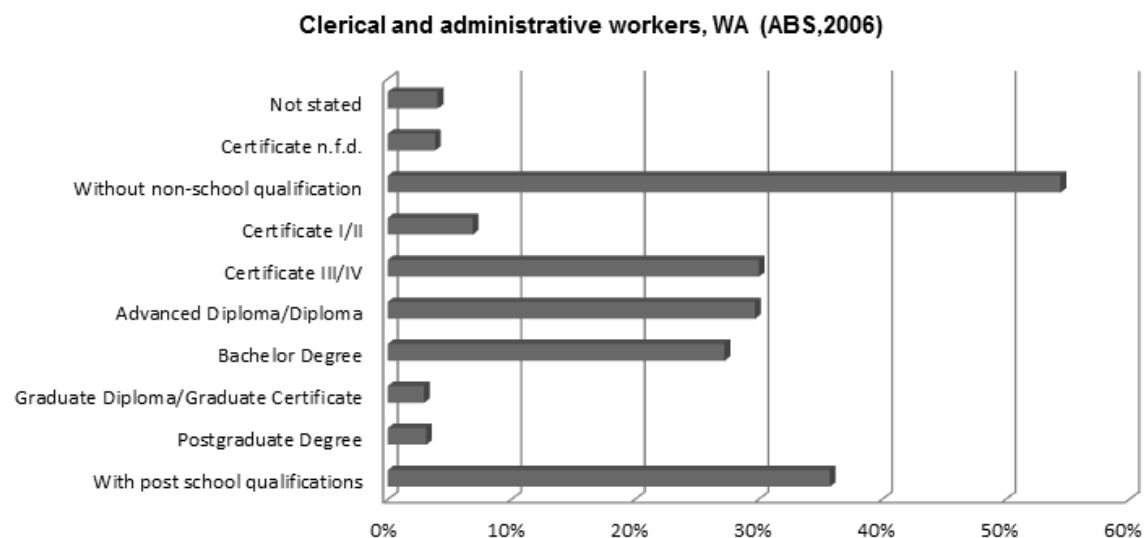


Figure 84 Education profile,  
Source: [www.commerce.wa.gov.au](http://www.commerce.wa.gov.au) (ABS, Census 2006)

<sup>248</sup> "Office and administrative support occupations" (<http://www.bls.gov/oco/oco1005.htm>), Bureau of Labour Statistics (2011).

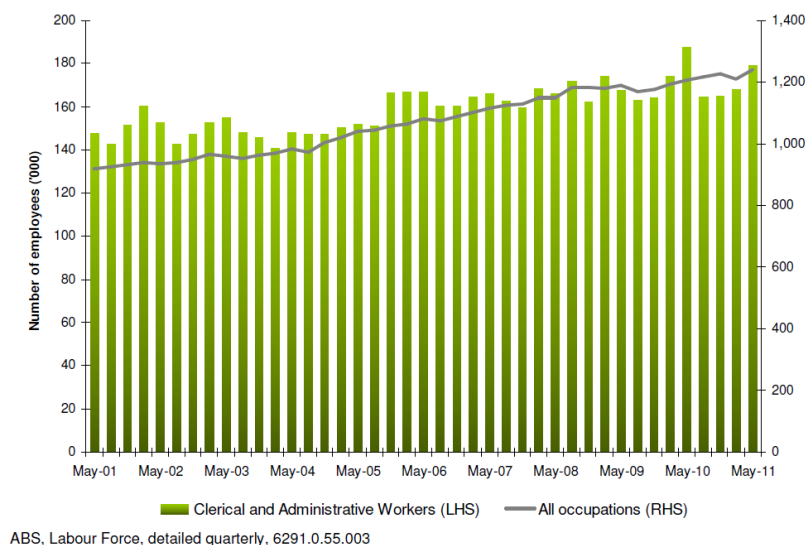
<sup>249</sup> WA Department of Commerce (2011) *Clerical and Administrative Workers in WA: 2011 Labour market overview*, retrieved 24/10/12 from [www.commerce.wa.gov.au](http://www.commerce.wa.gov.au)

<sup>250</sup> Source: [joboutlook.gov.au](http://joboutlook.gov.au)

- **Industry Trends**

Over the past ten years, the number of clerical and administrative workers has increased at an average of 2.1% per year.<sup>251</sup>

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.



administrative workers, WA

Figure 85 Clerical and

Figure 86<sup>1</sup> Administrative/Office Administration employment, 2011

Level	Code	Occupation	Total employment, November 2011	WA (% of Total)	WA Employment level, November 2011
1	5	<b>CLERICAL AND ADMINISTRATIVE WORKERS</b>	<b>1731.5</b>		
2	5A	<b>Office Managers, Administrators and Secretaries</b>	<b>410.7</b>		
4	5111	Contract, Program and Project Administrators	101.1	9.2	9300
4	5121	Office Managers	155.9	12.0	18705
4	5122	Practice Managers	19.3	7.0	1350
4	5211	Personal Assistants	58.7	9.2	5404
4	5212	Secretaries	76.0	10.3	7828
2	5B	<b>General-Inquiry Clerks, Call Centre, Receptionists</b>	<b>551.9</b>		
4	5311	General Clerks	187.2	10.1	18911
4	5321	Keyboard Operators	75.9	11.6	8804
4	5411	Call or Contact Centre Workers	36.9	8.4	3096
4	5412	Inquiry Clerks	70.2	8.1	5683
4	5421	Receptionists	181.9	11.5	20918
2	55	<b>Numerical Clerks</b>	<b>416.9</b>		
4	5511	Accounting Clerks	147.7	11.6	17131
4	5513	Payroll Clerks	37.7	10.0	3769
2	56	<b>Clerical and Office Support Workers, Couriers</b>	<b>111.8</b>		
4	5611	Betting Clerks	2.9	17.1	498
4	5613	Filing and Registry Clerks	20.1	12.2	2450
4	5616	Switchboard Operators	7.1	6.3	444
4	5619	Other Clerical and Office Support Workers	16.5	11.9	1966
2	59	<b>Other Clerical and Administrative Workers</b>	<b>236.8</b>		
4	5991	Conveyancers and Legal Executives	8.8	8.6	759
4	5992	Court and Legal Clerks	14.2	10.0	1419
4	5993	Debt Collectors	10.5	8.0	843
4	5994	Human Resource Clerks	11.0	14.0	1544
4	5995	Inspectors and Regulatory Officers	36.5	11.5	4195
4	5999	Other Clerical & Administrative Workers	17.8	6.7	1195

<sup>251</sup> 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](http://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 nationally<sup>252</sup>. A significant number of clerical job vacancies have been consistently reported, and demand remains strong in certain regional centres.

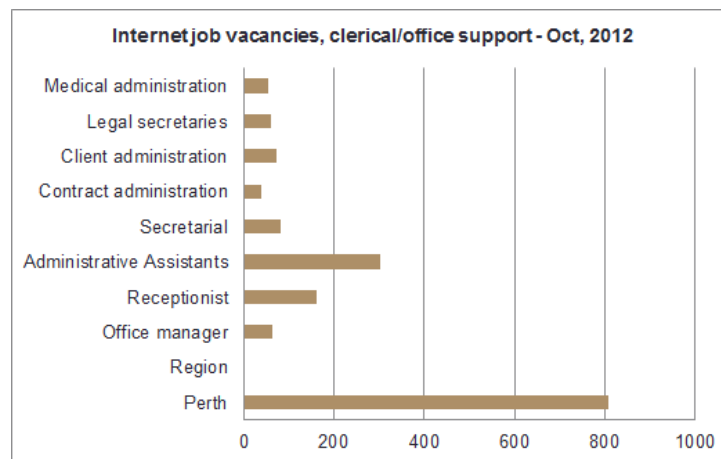


Figure 87 Clerical job vacancies, WA

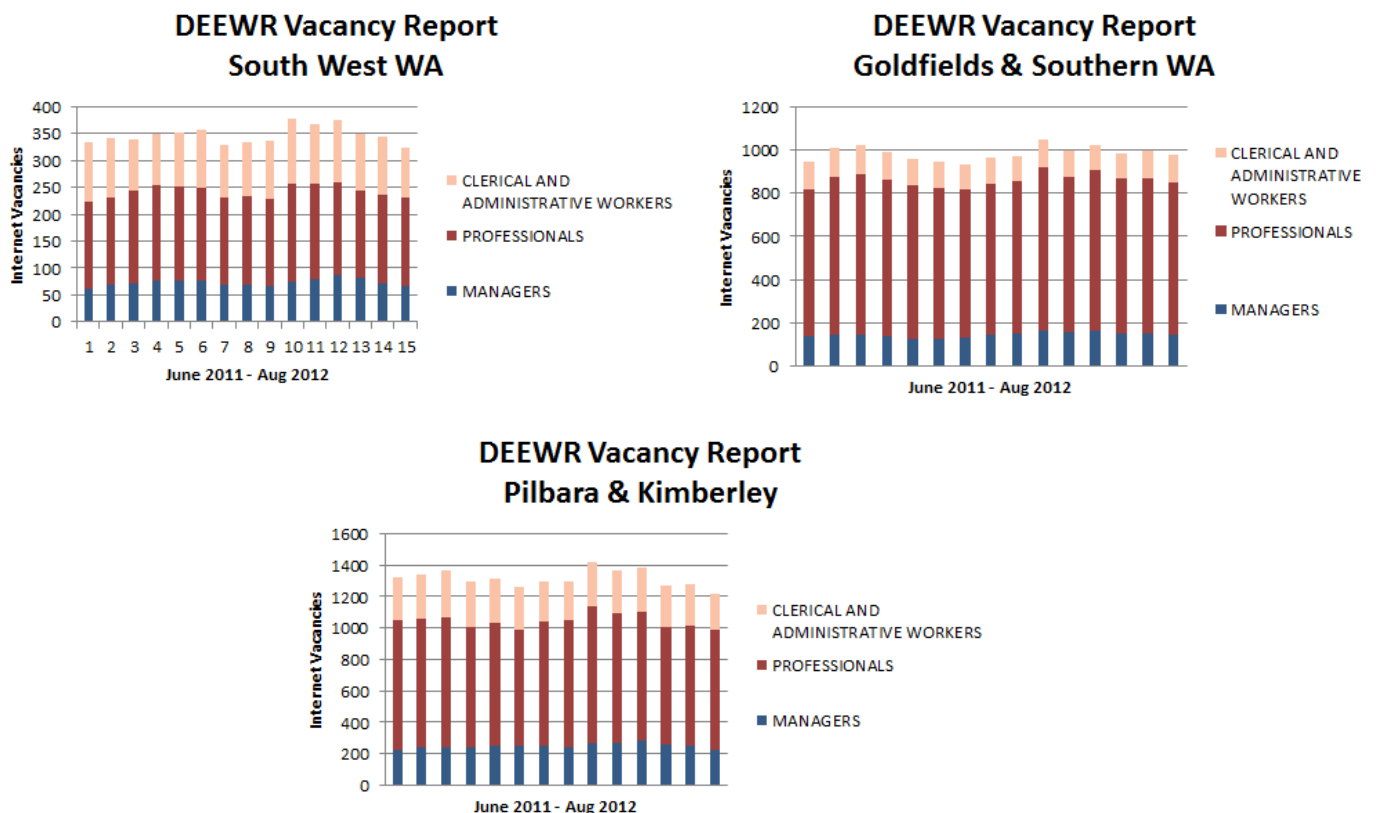


Figure 88 Regional job vacancies, WA  
Source: [www.deewr.gov.au](http://www.deewr.gov.au)

<sup>252</sup> 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. .<sup>253</sup>

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 has commenced a Transitions and Pathways Program (TAPP) in 2012, to address these issues. The TAPP project is funded by the Australian Government Department of Industry, Innovation, Science, Research and Tertiary Education through the Australian Apprenticeships Mentoring Package.



Figure 89 Western Australian Regions

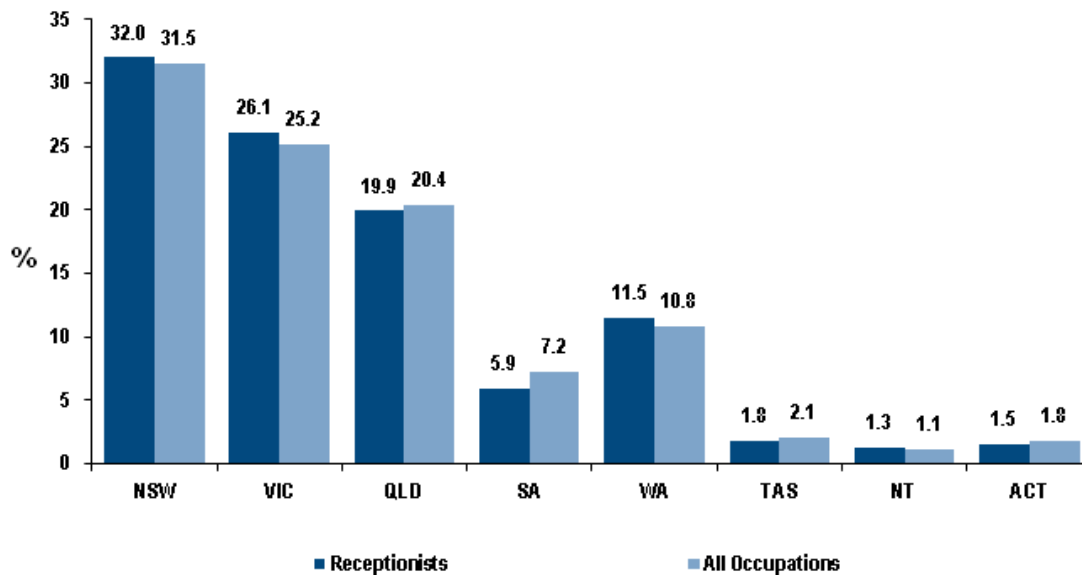
<sup>253</sup> TAPP Report 2012

- [Gender / Age Participation](#)

254

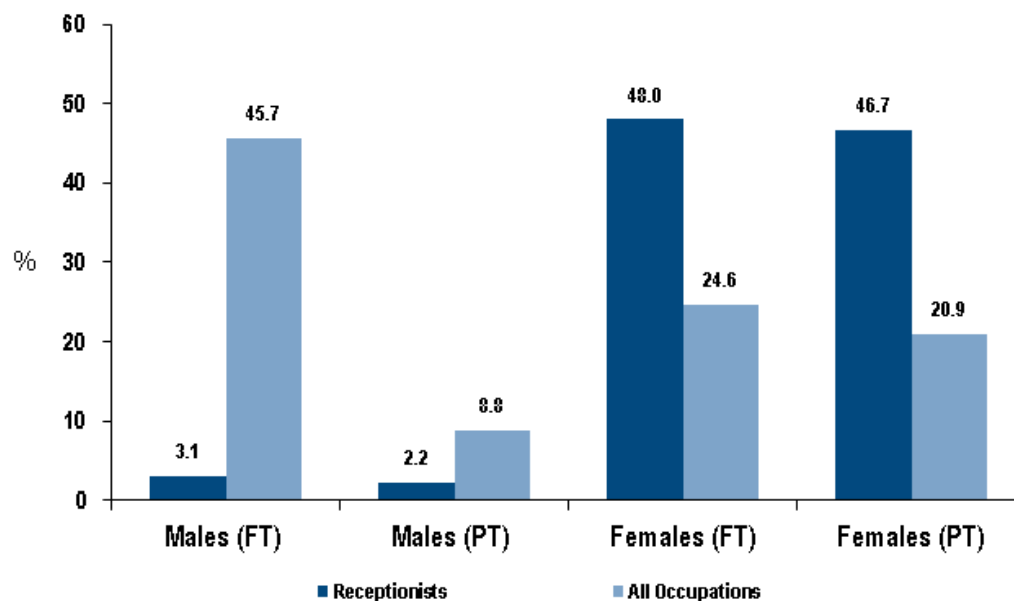
## Employment by Region (per cent share)

The graph shows the State share of employment (per cent) for this occupation, compared with all occupations. Source: ABS Labour Force Survey, annual average 2011.



## Gender (per cent share)

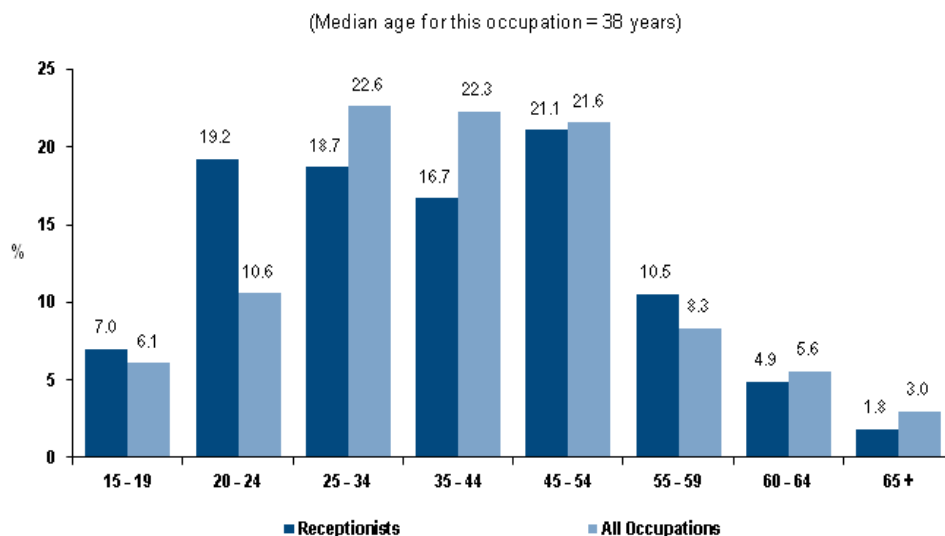
The graph shows the share of employment (per cent) for males and females, employed full and part-time, compared with all occupations. Source: ABS Labour Force Survey, annual average 2011.



<sup>254</sup> Source: ABS Labour Force Survey, annual average 2011

## Age Profile (per cent share)

The graph shows the share of employment (per cent) by age group for this occupation, compared with all occupations. Source: ABS Labour Force Survey, annual average 2011<sup>255</sup>.



### • 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.<sup>256</sup>

### **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.

<sup>255</sup> Source: ABS Labour Force Survey, annual average 2011

<sup>256</sup> TAPP Report August 2012

## Overview of the Employment Services Industry

- [Industry Analysis](#)

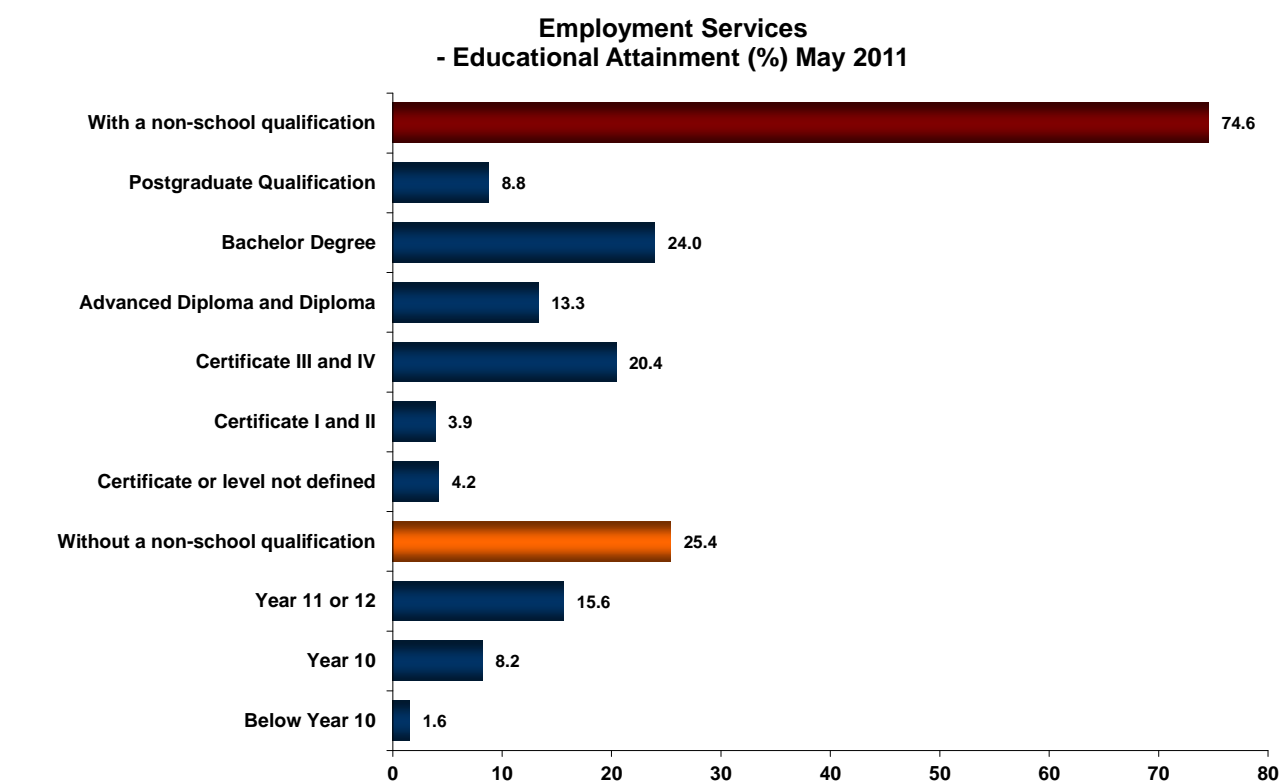
Employment services include professionals involved in the management of an organisation's workforce, or human resources either internally as an employee or externally as a consultant/adviser. The profession is responsible for the design, implementation and evaluation of attraction, selection, training, 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 include 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.

**Figure 90 Occupation projections, Nov 2011**

Code	Occupation	Total employment, November 2011	WA (% of Total)	WA Employment level, November 2011
1323	Human Resource Managers	47.4	12.4	5879
2231	Human Resource Professionals	61.2	10.6	6492
5994	Human Resource Clerks	11.0	14.0	1544

industry acceptance of both university degree and vocational qualifications. Certificate III and IV qualifications are strongly represented.



<sup>257</sup> Source: [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au)

- **Industry Trends**

Given the predominance of small businesses among West Australian employers, responsibility for the human resources function in all except a small number of these organisations often falls within the responsibility of an owner/manager with clerical/office administration support staff performing key functions. This provides a business opportunity for external employment services providers to provide specialist services in recruitment, remuneration, employee/industrial relations, learning & development, workplace health and safety, and payroll management, although industry associations also play an important role.

As at 30 June 2011, there were 643 WA-based “Employment Placement and Recruitment Services” businesses (6% of the national total of 11,170)<sup>258</sup>. 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.

Research into multi-national organisations (MNO) operating in Australia<sup>259</sup> 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.

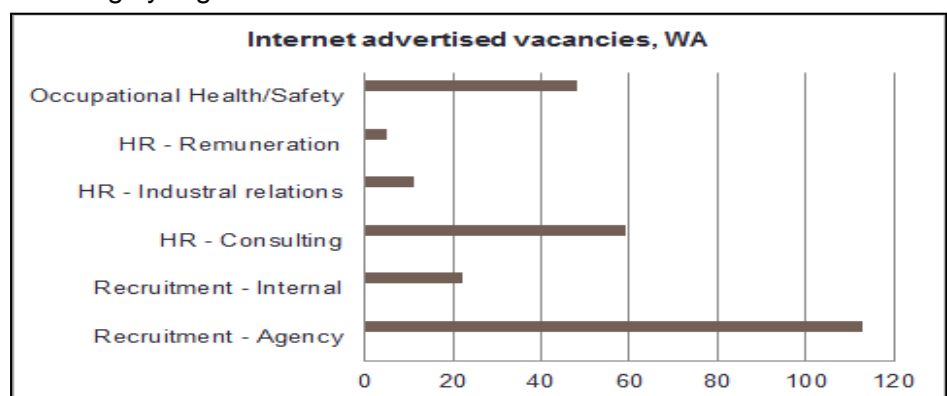
On-line recruitment services are increasingly a feature of the employment services sector, adding to the competitive nature of the industry in an environment where job vacancies can be advertised, interviews arranged, reference checks carried out and short listing for employers can all be undertaken 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. (FAPSTC job advertisement survey 2011-12; Seek.com.au, Figure 91)

Most positions advertised for human resources professionals call for experienced personnel, with relevant qualifications also highly regarded.

Figure 91 Human resources - job vacancies, Oct 2012  
Source: Seek.com.au



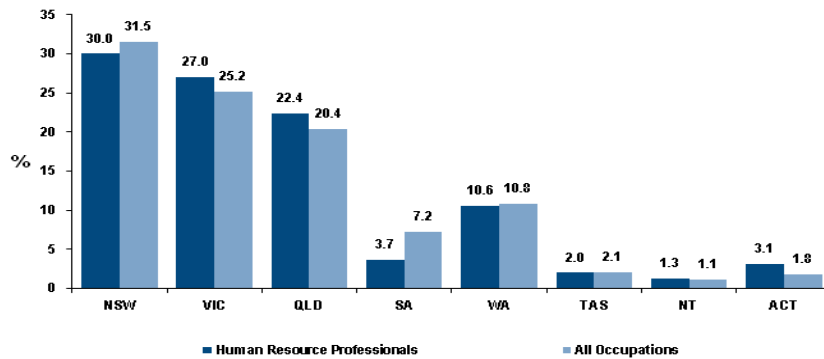
<sup>258</sup> ABS (2011) *Counts of Australian Business by industry class* Cat.No.8165.0 retrieved 28/9/2012 from [www.abs.gov.au](http://www.abs.gov.au)

<sup>259</sup> 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](http://www.ahri.com.au)

- **Gender / Age Participation**

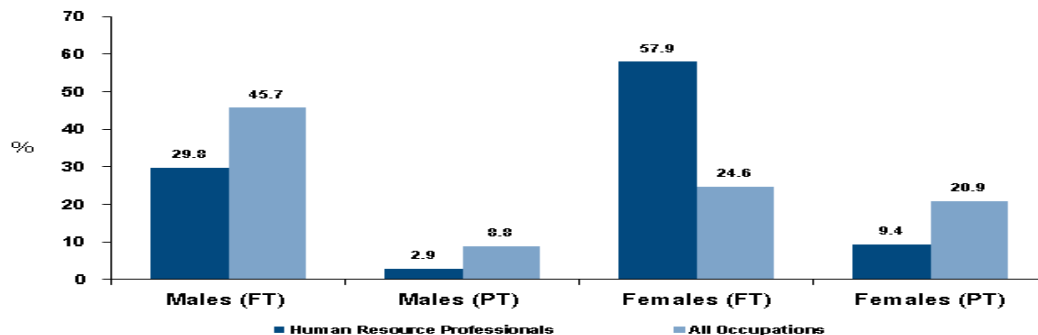
### Employment by Region (per cent share)

The graph shows the State share of employment (per cent) for this occupation, compared with all occupations. Source: ABS Labour Force Survey, annual average 2011



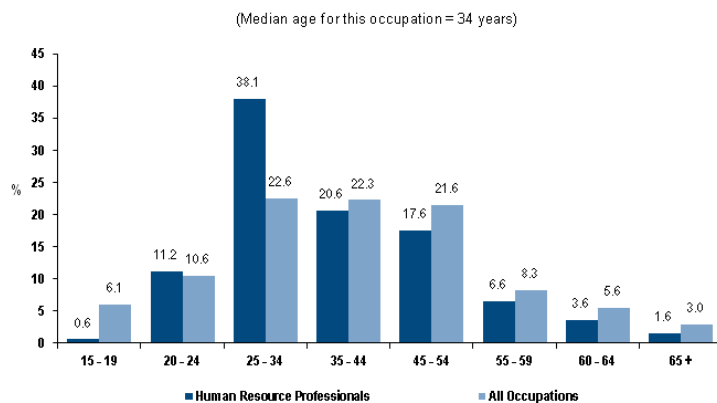
### Gender (per cent share)

The graph shows the share of employment (per cent) for males and females, employed full and part-time, compared with all occupations.<sup>260</sup> Source: ABS Labour Force Survey, annual average 2011



### Age Profile (per cent share)

The graph shows the share of employment (per cent) by age group for this occupation, compared with all occupations. Source: ABS Labour Force Survey, annual average 2011.<sup>261</sup>



<sup>260</sup> Source: ABS Labour Force Survey, annual average 2011

- **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 employment services industry due to the requirement for medium to high standards of literacy and numeracy.<sup>262</sup>

### **Mature-aged Workers**

Mature people are well suited to the employment 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 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.

### **People with a Disability**

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

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<sup>261</sup> <http://joboutlook.gov.au/pages/occupation.aspx?search=alpha&tab=stats&cluster=&code=2231>

<sup>262</sup> TAPP Report August 2012

## 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 to the low barriers for market entry and consequential significant competition. 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. 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.

The Cleaning Council 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.

Cleaning industry working groups 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 operator must be prepared to offer high-quality service at a reasonable rate. However, 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.<sup>263</sup>

- **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 Services 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.

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

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<sup>263</sup> <http://clients1.ibisworld.com.au/reports/au/industry/currentperformance.aspx?entid=574>

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.<sup>264</sup>

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.

- **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.

Migrants are an important part of the labor force in this field and knowledge of related regulations is essential. Cleaning jobs tend to be low paying 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, the majority of companies invests in and relies on training programs. The training programs provide a tailored package that provides the employee with the adequate skills to maintain a successful career in the industry. Employers look for trained and skilled staff such that they 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 industry and may be attributed to the workers' lack of understanding of working in the cleaning industry and the skills required. Job roles in the cleaning industry are found in the commercial or residential fields with the participant requiring very different qualities. Commercial cleaning may relate more to the speed and efficiency of the 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. Shortage of skilled labour is an ongoing issue due to competition from higher paying unskilled or semi-skilled occupations in the mining sector.

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<sup>264</sup> <http://clients1.ibisworld.com.au/reports/au/industry/atagance.aspx?entid=574>

- **Regional Impact**

The large increase in global commodity prices since the mid 2000's has resulted in significant growth in Australia's investment spending and export values. This has been most distinct in Western Australia and Queensland, which are the states with the highest concentration of mining resources. As a result, spending on consumption and investments across household, business and government sectors combined in the resource-rich states has exceeded that of the other states. This increase in spending has resulted in an increased demand for the performance of cleaning services.

Due to high commodity prices, the mining sector is able to attract cleaners to work for them. Salaries for unskilled mining jobs with no experience, averages \$1,200 - \$2,000 a week. The average salary in the mining industry is currently approximately \$90,000 per year. As a result Western Australia is experiencing a high level of staff turnover. The ability to retain skilled and experienced staff is a major challenge for all organisations in Western Australia. Based on these figures the Cleaning Companies in regional areas find it harder to retain and maintain 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.<sup>265</sup>

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 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 has commenced a Transitions and Pathways Program (TAPP) in 2012, to address these issues. The TAPP project is funded by the Australian Government Department of Industry, Innovation, Science, Research and Tertiary Education through the Australian Apprenticeships Mentoring Package.

**Western Australian Regions**



Figure 92 Western Australian Regions

<sup>265</sup> *Cleaning Council October 2012*

- **Gender / Age Participation**

Larger commercial cleaning organisations employ predominantly part-time employees and a fair 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.<sup>266</sup>

- **Under-represented Group 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**

Indigenous people have minimal representation in the cleaning industry.

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.<sup>267</sup>

### **Mature-aged Workers**

Mature people are perfect for the property industry and are not well represented

### **People from a Non-English Speaking Background**

Language, literacy and numeracy are not essential although an advantage for new entrants to the cleaning industry. Non-English speaking migrants are an important part of the labor force in this field and although speaking English is an advantage the industry has adapted their work environment to meet the need. The cleaning industry uses colour coding, written and picture signage and team leader with multi language skills to overcome difficulties.

### **People with a Disability**

Tasks performed in the cleaning industry can be very physical and varied which does limit the scope for people with some disabilities to gain employment. However, the cleaning industry is adaptable and is an excellent employment opportunity.

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<sup>266</sup> *Cleaning Council WA October 2012*

<sup>267</sup> TAPP Report August 2012

## 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.<sup>268</sup>

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.<sup>269</sup>

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 is the Proposed National Licensing for Property Occupations and the introduction of the National Occupational Licensing Authority under the direction of COAG.

The Australian Institute of Conveyancers (AIC) shares the concerns of the Real Estate Institute of Australia (REIA) on the merits of the current proposal for national licensing. The conveyancing industry sees a dumbing-down of educational qualifications and removal of ongoing professional development facing the real estate industry and there is a concern that conveyancing may be subject to the same processes.

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<sup>268</sup> AICWA  
<sup>269</sup> [www.landgate.wa.gov.au](http://www.landgate.wa.gov.au) – September 2012

- **Industry Trends**

Over the last 2 years (2010 – 2012), due to the global financial crisis and restructuring of lending criteria by banks and other financial institutions, there has been a significant reduction in the number of property sales and related settlements. This has led to downsizing of some settlement agencies and even some business closures. However, in August to September 2012 the real estate market showed increased sales and settlements and conveyancers are now looking for new staff as a result of increased business.

The industry is moving towards which 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.<sup>270</sup>

- **Labour and Skill Demand**

In August to September 2012 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.

The Conveyancing industry faces the introduction of National Licensing in the second wave of the Proposed National Occupational Licensing and the industry is concerned about the outcome. (see regulatory requirements)

- **Regional Impact**

The regions of Bunbury Busselton, Albany, Esperance, Geraldton and Broome are well serviced by Real Estate Settlement Agents. 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.

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<sup>270</sup> site:<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.<sup>271</sup>

### **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.

### **Proposed National Licensing for the Conveyancing Industry**

A major change to the conveyancing industry is the Proposed National Licensing for Property Occupations and the introduction of the National Occupational Licensing Authority under the direction of COAG.

The Council of Australian Governments' National Licensing Steering Committee will prepare a Consultation Regulation Impact Statement for the Conveyancing Industry as part of the second

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<sup>271</sup> [http://www.commerce.wa.gov.au/ConsumerProtection/Content/Licences/Settlement\\_Industry/Settlement\\_Industry.html](http://www.commerce.wa.gov.au/ConsumerProtection/Content/Licences/Settlement_Industry/Settlement_Industry.html) - September 2012



wave of proposals for national licensing in Australia due for release in 2013. The Australian Institute of Conveyancers (AIC) shares the concerns of the Real Estate Institute of Australia (REIA) on the merits of the current proposal for national licensing. The conveyancing industry sees a dumbing-down of educational qualifications and removal of ongoing professional development facing the real estate industry and it is a concern that conveyancing may be subject to the same processes.

The industry is apprehensive about inefficiency that may be created by Real Estate Agents in the property process due to their lack of knowledge and standards and the Conveyancers exposure to high risk dealings as a result.

The Conveyancing Industry is worried that if the current proposal to deregulate real estate agents handling commercial property sales is put in place that they would need to reconsider their handling commercial transactions in the future.<sup>272</sup>

- **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.<sup>273</sup>

### **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.

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<sup>272</sup> The Australian Institute of Conveyancers (AIC)

<sup>273</sup> TAPP Report August 2012



## 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.

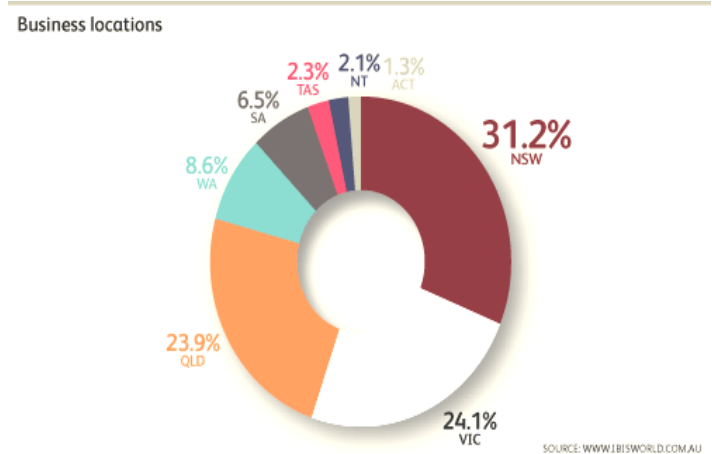
The industry faces tight controls on its operations from stringent environmental regulations. Consumers are also wary about applying pest control chemicals around the home and are seeking alternatives. However, stricter health regulations now require regular monitoring and control of pests across business and commercial properties, particularly in the food and hospitality industries, which boosts demand for pest control services.

As indicated, 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 830 Pest Management Business Registrations and 2,100 Pest Management Technician's licenced in Western Australia.

<sup>274</sup>

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. The industry loses 200 – 300 workers each year; however these figures are gained back through new registrations therefore the figures are fairly stable.

<sup>275</sup>



**Figure 93 Business Locations - Pest Management**

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.

<sup>274</sup> Health Department 21.9.2012

<sup>275</sup> Health Department 7.5.2012

- **Industry Trends**

Fumigation of quarantinable goods is now growing in importance due to the gas and mining industry generally. Steady growth is expected to continue across most sectors of the industry with the mining sector often driving the need for higher performance and better trained technicians which industry will need to embrace if they are to successfully compete. The agriculture spray contracting industry has leveled off with many farms becoming larger with high tech machinery now being used generally by the same 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.

- **Labour and Skill Demand**

In Western Australia there is a higher % of owner operator businesses compared to those based on the East Coast of Australia, this creates a very price sensitive and \$ driven industry. <sup>276</sup>

Attracting the better educated to this industry is also a challenge and has been for many years. 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.

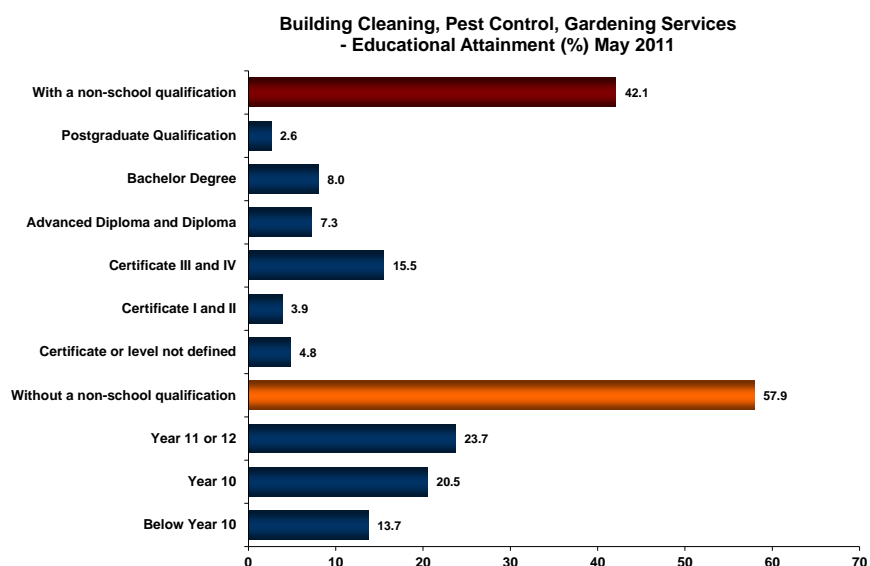


Figure 94 SkillsInfo, 2011 - Industry reports and charts

The pest management industry is a complex but rewarding industry that attracts a wide sector of recruits from unfortunately a demising employment pool. Despite recruiting and salary pressures, industry in WA is in relatively good shape.<sup>277</sup>

<sup>276</sup> Health Department 21.9.2012

<sup>277</sup> Health Department 21.9.2012

## - 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 has commenced a Transitions and Pathways Program (TAPP) in 2012, to address these issues. The TAPP project is funded by the Australian Government Department of Industry, Innovation, Science, Research and Tertiary Education through the Australian Apprenticeships Mentoring Package.

## Western Australian Regions



## - Regulatory Requirements

There is a legal requirement for a person to hold a current licence 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 Licence. Where a person holds a licence 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 licence was introduced in Dec 2007 and became law in Feb 2011.

The control of environment weeds makes up for approximately 40% of the Pest Management licensed industry in Western Australia. 278

<sup>278</sup> [http://www.public.health.wa.gov.au/3/1137/2/pesticide\\_licenses.pm](http://www.public.health.wa.gov.au/3/1137/2/pesticide_licenses.pm)

- **Gender / Age Participation**

This industry caters for a wide spectrum of ages and gender, so to state an average age for the industry would not provide a very accurate picture of the appeal this industry has in attracting new recruits. In general, a wide range of ages and gender types seek a license which adds to a healthy eclectic mix throughout various industry groups. Notably women are very well represented in the licensed control of environment weeds.<sup>279</sup>

- **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.

The pest management industry is not a career choice for a larger number of people; however, over the last 5 years the mining sector has attracted a number of indigenous people to engage in the control of environmental weeds.<sup>280</sup>

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.<sup>281</sup>

### **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.

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<sup>279</sup> Health Department 21.9.2012

<sup>280</sup> TAPP Report August 2012

<sup>281</sup> TAPP Report August 2012

## **MAJOR CHALLENGES AND BARRIERS**

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### **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.

Some migrants are largely unskilled job seekers with low levels of English and literacy and therefore not job ready

### **Major Challenges and Barriers – Conveyancing Services**

A major change to the conveyancing industry is the Proposed National Licensing for Property Occupations and the introduction of the National Occupational Licensing Authority under the direction of COAG.

The Australian Institute of Conveyancers (AIC) shares the concerns of the Real Estate Institute of Australia (REIA) on the merits of the current proposal for national licensing. The conveyancing industry sees a dumbing-down of educational qualifications and removal of ongoing professional development facing the real estate industry and it is a concern that conveyancing may be subject to the same processes.

### **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.<sup>282</sup>

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.<sup>283</sup>

## **NEW AND EMERGING SKILLS**

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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 region<sup>284</sup> as well as an exporter of raw commodities. IBSA is currently undertaking research to identify contemporary and emerging needs of Australian leaders and managers<sup>285</sup>.

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<sup>282</sup> Health Department 21.9.2012

<sup>283</sup> Department of Health 21.9.2012

<sup>284</sup> Australian Financial Review, 4/9/2012 p.48

<sup>285</sup> IBSA (2012) *Leadership and Management Project* retrieved 16/10/12 from [www.ibsa.org.au](http://www.ibsa.org.au)

## 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.)
511112	Program or project administrator <i>"Training Council identified occupation"</i> <b>SPOL</b>	Demand remains across FAPSTC industry sectors and particularly among those providing support services alongside the mining and 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.

## WORKFORCE DEVELOPMENT OPPORTUNITIES

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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 VET<sup>286</sup> 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. Performing a clerical HR role can satisfy the experience requirements of an employer to move into a higher level occupation in demand, such as in a consultant or adviser role.

There are large numbers of VETiS and institutional completions of Certificate II/III in Business qualifications but few are employment-related.

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<sup>286</sup> 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

### VET enrolments - Administrative / Office Administration Services

Code	Title	Non Indigenous	Indigenous	VETis
BSB10107	Certificate I in Business	72	71	26
BSB20107	Certificate II in Business	1191	344	227
	TOTAL CERTIFICATE I / II	1263	415	253
BSB30110	Certificate III in Business	96	7	35
superseded	Certificate III in Business BSB30107	54	621	
BSB30307	Certificate III in Micro Business Operations	8	3	
BSB30407	Certificate III in Business Administration	768	39	10
BSB30807	Certificate III in Recordkeeping	1		
BSB31007	Certificate III in Business Administration (Legal)	60		
BSB31107	Certificate III in Business Administration (Medical)	73		
BSB40110	Certificate IV in Legal Services	1		18
BSB40207	Certificate IV in Business	588	13	91
superseded	Certificate IV in Business BSB40101		1	
BSB40407	Certificate IV in Small Business Management	294	25	
BSB40507	Certificate IV in Business Administration	365	13	
BSB40807	Certificate IV in Frontline Management	381	16	
superseded	Certificate III in Frontline Management BSB31207		61	
BSB41007	Certificate IV in Human Resources	360	12	
BSB41107	Certificate IV in International Trade	14		
BSB41407	Certificate IV in Occupational Health and Safety	1184	24	
BSB41507	Certificate IV in Project Management	208	1	
BSB41607	Certificate IV in Purchasing	3		
BSB41707	Certificate IV in Recordkeeping	1		
	TOTAL CERTIFICATE III / IV	4459	836	154
BSB50207	Diploma of Business	495	5	
BSB50311	Diploma of Customer Contact	22		
BSB50407	Diploma of Business Administration	118		
BSB50607	Diploma of Human Resources Management	245	3	
BSB50807	Diploma of International Business	9		
BSB51107	Diploma of Management	363	11	
BSB51307	Diploma of Occupational Health and Safety	320	4	
BSB51407	Diploma of Project Management	440	4	
BSB51507	Diploma of Purchasing	44		
BSB51607	Diploma of Quality Auditing	3		
BSB51707	Diploma of Recordkeeping	17		
BSB60207	Advanced Diploma of Business	3	1	
BSB60407	Advanced Diploma of Management	64	1	
BSB60607	Advanced Diploma of Occupational Health and Safety	48	1	
BSB60707	Advanced Diploma of Project Management	16		
BSB60907	Advanced Diploma of Management (Human Resources)	10		
	TOTAL DIPLOMA / ADVANCED DIPLOMA	2217	30	0



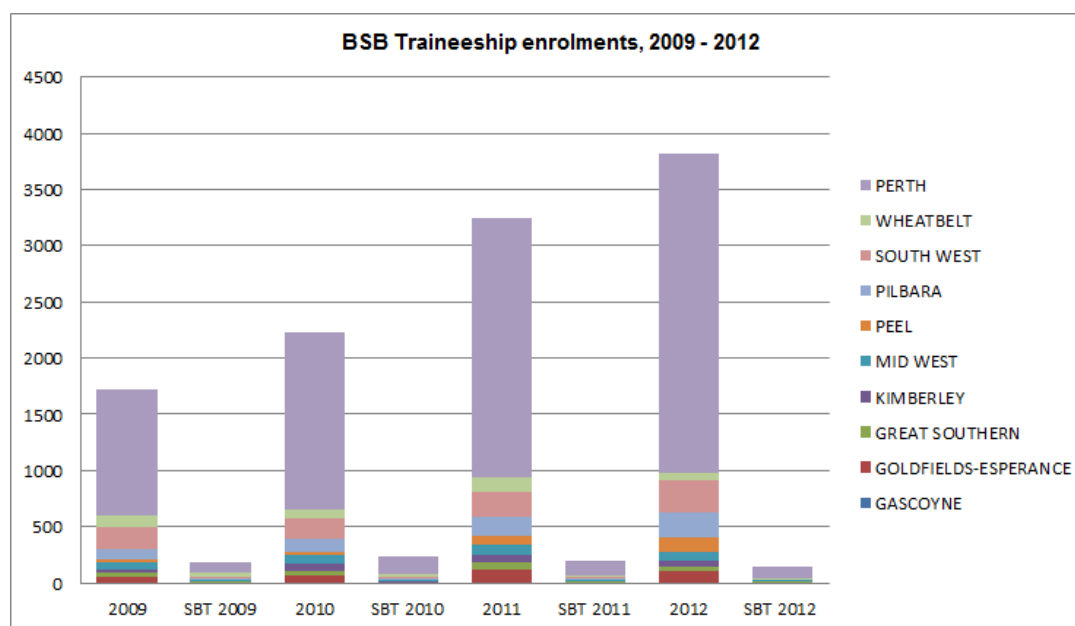
## Apprenticeships and Traineeships

The Administrative & Support Services industry has the following traineeships available from within the Business Services Training Package (BSB07):

Traineeship	Qualification	Enrolments	Completions (2011)
Business (Level 2)	BSB20107/ Certificate II in Business (also available as a SBT)	276	Data not available
Business (Level 3)	BSB30110 Certificate III in Business	453	
Business (Level 4)	BSB40207 Certificate IV in Business	195	
Business Administration (Level 3)	BSB30407 Certificate III in Business Administration	116	
Business Administration (Level 4)	BSB40507 Certificate IV in Business Administration	126	
Business Services (Occupational Health and Safety) (Level 4)	BSB41407 Certificate IV Occupational Health and Safety	277	
Customer Contact (Level 3)	BSB30207/11 Certificate III in Customer Contact	208	
Customer Contact (Level 4)	BSB40307/11 Certificate IV in Customer Contact	290	
Frontline Management (Level 4)	BSB40807 Certificate IV in Frontline Management	160	
Human Resources (Level 4)	BSB41007 Certificate IV in Human Resources	70	
Legal Administration (Level 3)	BSB31007 Certificate III in Business Administration (Legal)	4	
Legal Assistant (Level 4)	BSB40110 Certificate IV in Legal Services	1	
Medical Administration (Level 3)	BSB31107 Certificate III in Business Administration (Medical)	9	
Records Keeping (Level 3)	BSB30807 Certificate III in Recordkeeping	1	
Records Keeping (Level 4)	BSB41707 Certificate IV in Recordkeeping	1	
Unionism/Industrial relations	BSB41807 Certificate IV in Unionism/Industrial relations		
Management (Level 5)	BSB51107 Diploma of Management	1621	
		3808	

**Table 26 BSB07 Traineeships for Administrative & Support Services**

The trend in WA business services traineeship activity (including school based trainees) across all BSB training package qualifications in regional and metropolitan Perth is illustrated in **Figure 95** below.



**Figure 95 BSB traineeship enrolments**

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 - 2011	2012
PRM30204 Certificate III in Asset Maintenance (Pest Management – Technical) plus updated qualification CPP30911 Certificate III in Pest Management)	221	59

#### Cleaning Traineeship Enrolments

Qualification	2007 - 2011	2012
PRM20104 Certificate II in Asset Maintenance (Cleaning Operations) plus updated qualification CPP20611 Certificate II in Cleaning Operations	442	46
PRM30104 Certificate III in Asset Maintenance (Cleaning Operations) plus updated qualification CPP31011 Certificate III in Cleaning Operations	479	69

#### Fire Protection Equipment Traineeship Enrolments

Qualification	2007 - 2011	2012
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

## 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

In relation to business administration, NCVER<sup>287</sup> reports a total of 23,900 university enrolments (equivalent full time students) 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 from West Australian universities (not including overseas students)<sup>288</sup>.

The following breakdown of Bachelor degree graduates in management and commerce, by gender/year and University<sup>289</sup>, indicates increasing numbers overall and for some institutions in particular. Female commerce graduates have outnumbered males in each of the past three years.

**Table 27 Management and commerce graduates, WA, 2008-2010**

	Institution	2008	2009	2010	% change
Male	Curtin University	1488	1505	1500	+ 0.8%
	Edith Cowan University	369	404	417	+11.5%
	Murdoch University	168	277	405	+ 58.5%
	University of Notre Dame	68	67	67	(1.5)%
	University of Western Australia	385	425	462	+ 16.7%
	TOTAL	2478	2678	2851	+ 13.1%
Female	Curtin University	1731	1785	1977	+ 12.4%
	Edith Cowan University	418	450	524	+ 20.2%
	Murdoch University	289	400	656	+ 55.9%
	University of Notre Dame	80	83	108	+ 25.9%
	University of Western Australia	368	360	361	(1.9)%
	TOTAL	2886	3078	3626	+ 20.4%
		5364	5756	6477	+ 20.8%

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.

<sup>287</sup> NCVER (2012) *Tertiary Education and Training in Australia, 2010* Tables 3 and 11b retrieved 23/9/12 from [www.ncver.edu.au](http://www.ncver.edu.au)

<sup>288</sup> DEEWR (2012) *Award Course Completions, 2011* Table 11 retrieved 23/9/12 from [www.deewr.gov.au](http://www.deewr.gov.au)

<sup>289</sup> Department of Education, Employment and Workplace Relations (DEEWR) Higher Education Statistics Data Cube (uCube) which is based on the student and staff data collections retrieved 23/9/12 from [www.deewr.gov.au/HIGHEREDUCATION/PUBLICATIONS/HESTATISTICS/Pages/Default2.aspx](http://www.deewr.gov.au/HIGHEREDUCATION/PUBLICATIONS/HESTATISTICS/Pages/Default2.aspx)

## INDUSTRY ISSUES

- Proposed National Licensing for the Conveyancing/Property Industry
- 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 743,000 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 2.9 per cent per annum. The median age for workers in this industry is 43 years and median earnings are around \$1250 per week (before tax) for full-time employees.<sup>290</sup>

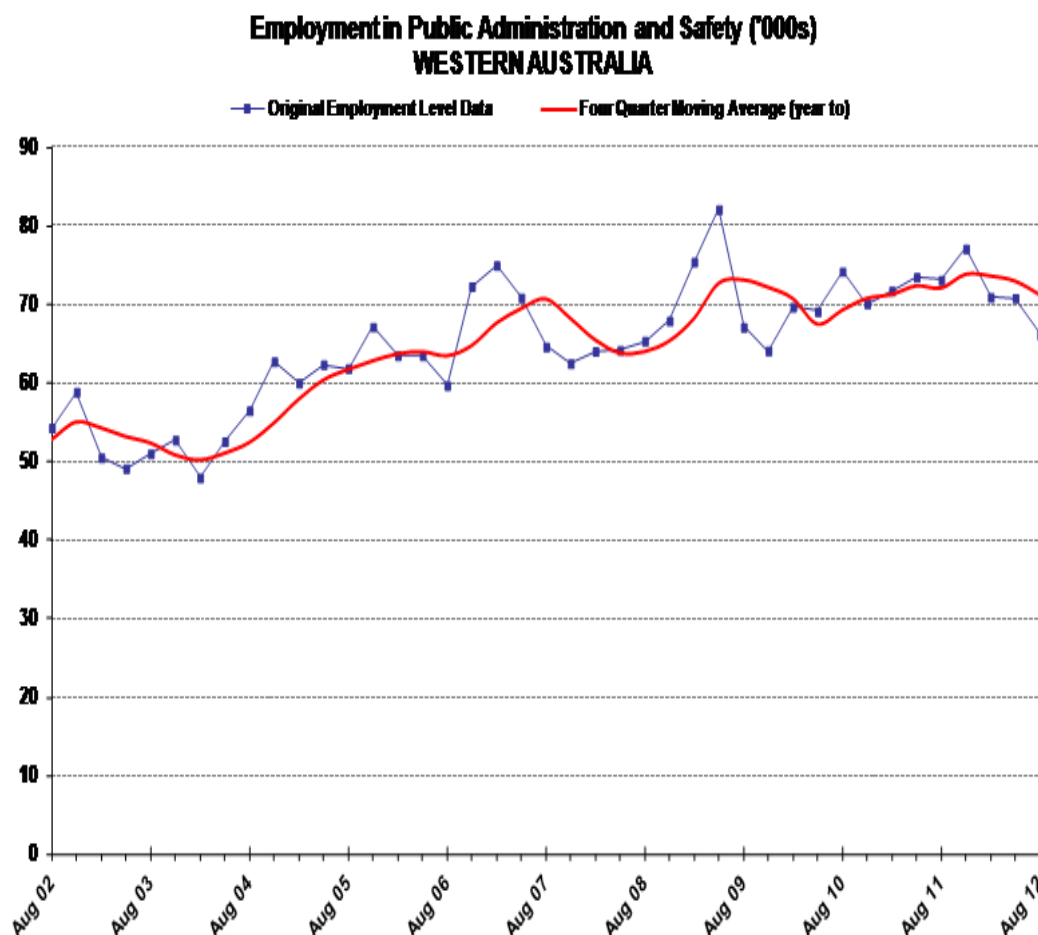


Figure 96 Employment in Public Administration and Safety - Western Australia

<sup>290</sup> <http://www.skillsinfo.gov.au/industry-information/public-administration-and-safety> - September 2012

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 a full time basis.

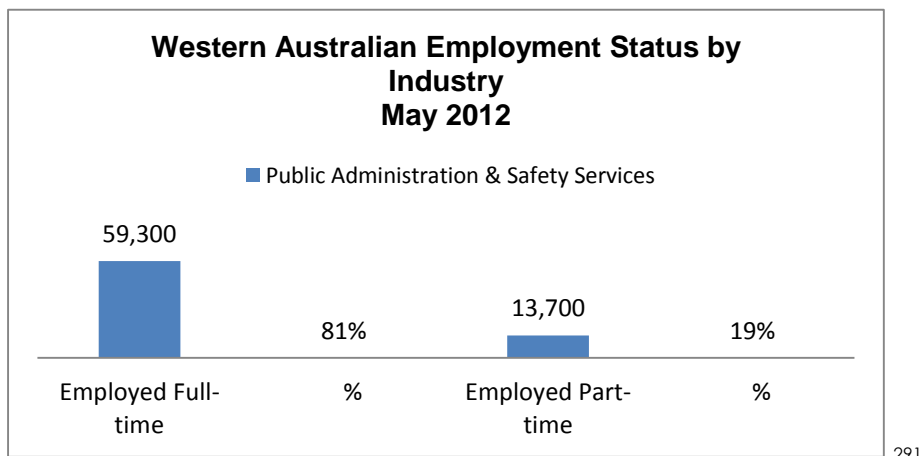


Figure 97 Western Australian Employment Status - Public, Administration & Safety Services

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 industry.

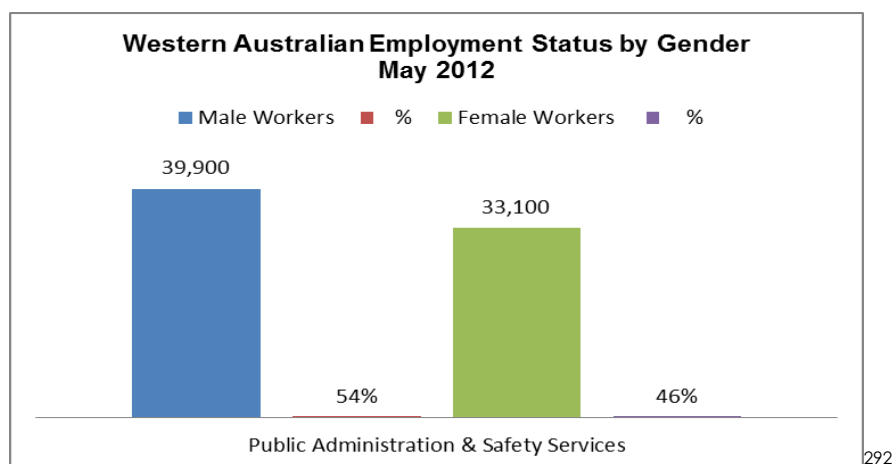


Figure 98 Western Australian Status by Gender - Public Administration & Safety Services

<sup>291</sup> [http://www.deewr.gov.au/lmip/default.aspx?LMIP/LFR/WA\\_LFR\\_Industry\\_byStatus](http://www.deewr.gov.au/lmip/default.aspx?LMIP/LFR/WA_LFR_Industry_byStatus)

<sup>292</sup> [http://www.deewr.gov.au/lmip/default.aspx?LMIP/LFR/WA\\_LFR\\_Industry\\_byGender](http://www.deewr.gov.au/lmip/default.aspx?LMIP/LFR/WA_LFR_Industry_byGender) - September 2011

## 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 35 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.<sup>293</sup>

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.<sup>294</sup>

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, fire fighting abilities, road rescue and mine rescue competences.<sup>295</sup>

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<sup>293</sup> <http://www.saiwa.asn.au/>

<sup>294</sup> Wilson/Global Security- September 2012

<sup>295</sup> Wilson/Global Security- September 2012

- **Labour and Skill Demand**

Currently personnel shortages are not an issue in the metropolitan area but certainly in country centres the high costs of living, lack of housing and general lack of required skills has produced enormous challenges in some areas. Security officers and guards make up 38.8% of employing occupations the Australian Public Administration and Safety Sector. Please refer to **Figure 99**<sup>296</sup>

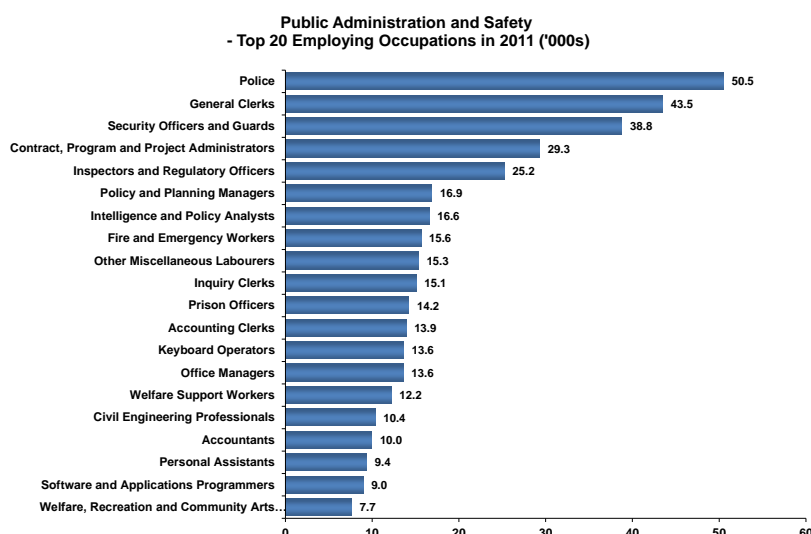


Figure 99 [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au)

- **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 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.<sup>297</sup>

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 has commenced a Transitions and Pathways Program (TAPP) in 2012, to address these issues. The TAPP project is funded by the Australian Government Department of Industry, Innovation, Science, Research and Tertiary Education through the Australian Apprenticeships Mentoring Package.



Figure 100 Western Australian Regions

<sup>296</sup> ABS (2012) Labour Force Survey retrieved 15/10/12 from [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au)

<sup>297</sup> Wilson/Global Security- September 2012

- **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: <sup>298</sup>

### **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](#)

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<sup>298</sup> <http://www.police.wa.gov.au/OurServices/PoliceLicensingServices/Security/Typesoflicences/tabid/1812/Default.aspx> - October 2012



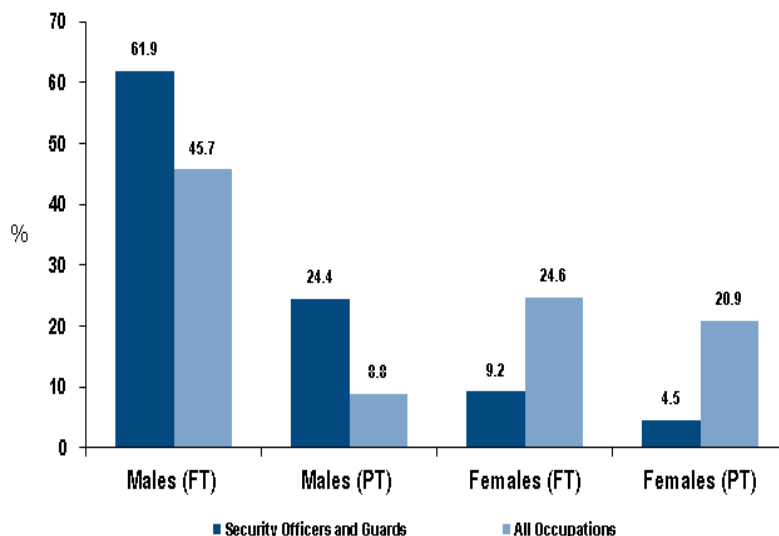
- **Gender / Age Participation**

**Figure 101 Security Officers & Guards by gender, full & part time profile**

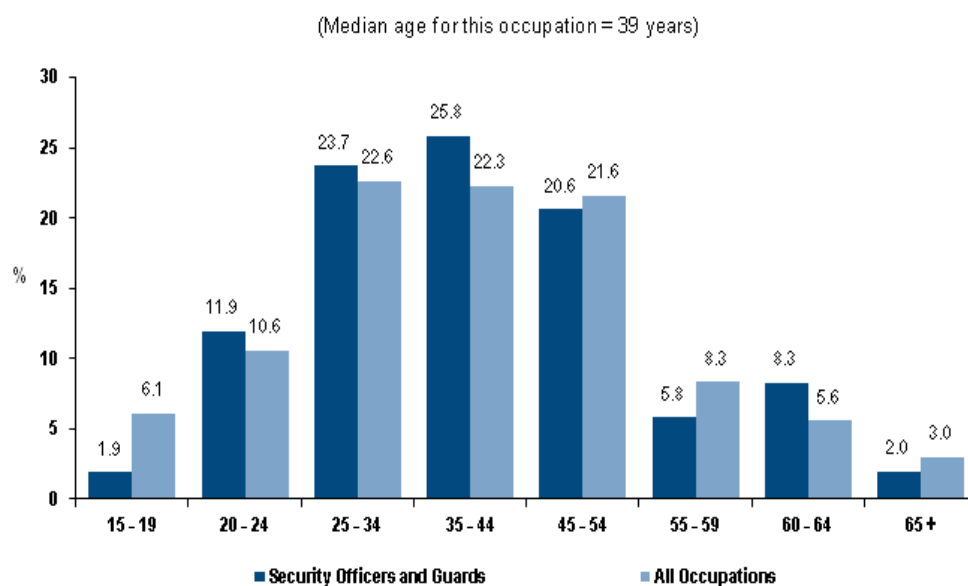
Security Officers and Guards are employed across several industries including: Public Administration and Safety; Transport, Postal and Warehousing; Retail Trade; and Accommodation and Food Services. They provide security and investigative services to organisations and individuals.

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 39 years.<sup>299</sup>



**Figure 102 Security Officers & Guards by age profile**



<sup>299</sup> <http://joboutlook.gov.au/Pages/occupation.aspx?search=alpha&tab=stats&cluster=&code=4422> Source: ABS Labour Force Survey, annual average 2011.

- **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.<sup>300</sup>

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.<sup>301</sup>

### **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**

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At the moment LLN related shortfalls are impacting as well as the fact that an increasing number of firms are now requesting Psychological profiles before commencement in the mining sector. Whilst these are currently mostly based around safety we are seeing a 40% fall out rate at this point.<sup>302</sup>

## **NEW AND EMERGING SKILLS**

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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, fire fighting abilities, road rescue and mine rescue competences.<sup>303</sup>

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<sup>300</sup> TAPP Report August 2012

<sup>301</sup> TAPP Report August 2012

<sup>302</sup> Wilson/Global Security- September 2012

<sup>303</sup> Wilson/Global Security- September 2012

## WORKFORCE DEVELOPMENT OPPORTUNITIES

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### 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

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**Pre-Employment:** The following indicates the VET enrolments for security demonstrating the large number of enrolments in the Pilbara due to the mining industry.

### VET Enrolments Security Courses

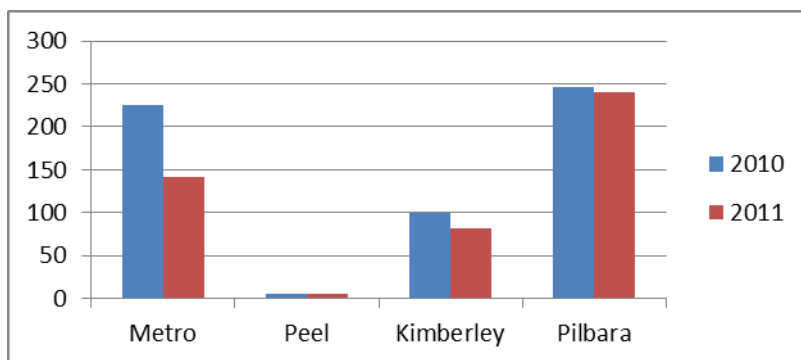


Figure 103 VET Enrolments Security

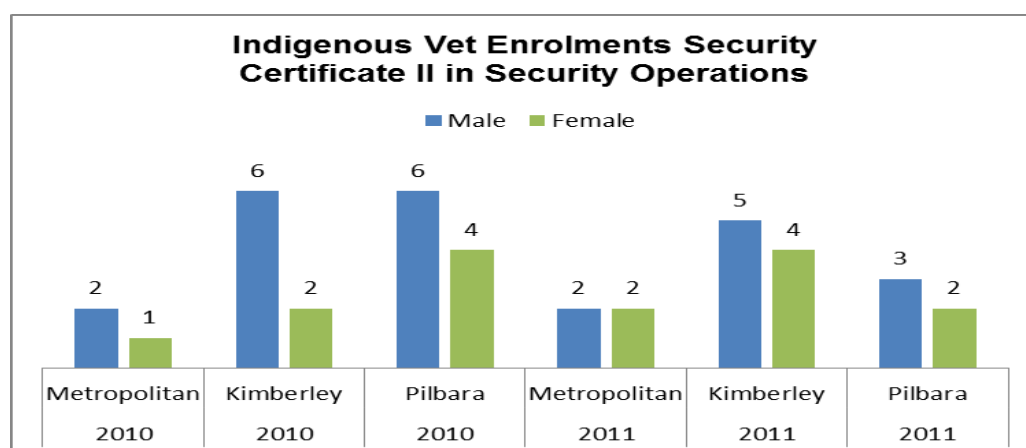
The following shows the VET sector enrolment in the security industry by gender indicating significant levels of participation by females in the Regional mining sectors compared to the Perth region.

VET Security Training Data by Qualification <sup>304</sup>

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

**Table 28 Vet Security Training Data by Qualification**

The following 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 Licence or a Crowd Controller Licence.



**Figure 104 Indigenous VET Enrollments Security**

<sup>304</sup> 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 - 2011	2012
Certificate III in Security Operations (CPP30407 & Updated qualification code CPP30411)	86	97

## VETis

Not applicable to the Security Industry.

## HIGHER EDUCATION PATHWAYS (where applicable)

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Bachelor of Science (Security)

Bachelor of Science (Security) Honours

## INDUSTRY ISSUES

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- Attraction & retention of mature aged workers.
- Lack of access to career-related industry information.

## 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 1.1.1
2. Lack of understanding of the cultural and historic reasons why Aboriginal people view services differently to the general population.	1(b) Work State and Commonwealth agencies to highlight and respond to identified barriers that limit uptake by industry of vocational education and training. 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 2.1.15
	1(b) Promote the recognition of current qualification and skills of skilled migrants.	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
1. School-to-work transition pathways are unclear with industries having a low level of awareness and acceptance of VET training.	1(a) Promote career in the finance, business and property sector through direct contact with schools and careers advisers throughout Western Australia.  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.	SG:4 4.1.1  4.1.2
2. Proposed National Licensing for property occupations and compliance within the financial sector for BAS agents.	2(a) Monitor regulatory developments and requirements and liaise with relevant agencies and industry stakeholders to facilitate compliance with relevant education, training and licensing requirements.	4.2.1

<b>Skilling WA Strategic Goal 5:</b> Plan and coordinate a strategic State Government response to workforce development issues in Western Australia.		
<b>Issue (from Section 3)</b>	<b>Strategy</b>	<b>Skilling WA Priority Action</b>
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.	1(a) Hold regular RTO & Industry Network Meetings and provide up to date information through the training council database.	High	June 2015
2. Connect with the Aboriginal Community and others across the state.	2(a) Continue to work collaboratively with Aboriginal Workforce Development Centre's. (b) Continue to utilise the Transitions and Pathways Program (TAPP) as an excellent platform to inform potential Aboriginal workers to our Industry Sectors. (c) 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	Dec 2014
3. Liaise with lifestyle villages & organisations to make mature aged people aware of traineeships, training credits and training funds including Austudy/Abstudy.	3(a) Undertake information seminars for seniors groups & life style village complexes.	High	June 2015

**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
<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 &amp; Industry Network Meetings for industry specific sectors.</p> <p>2(a) Attend national &amp; local Adult Language, Literacy and Numeracy workshops &amp; sessions.</p> <p>2(b) Hold regular RTO &amp; Industry Network Meetings for industry specific sectors.</p> <p>2(c) Provide up to date information through client database and FAPSTC newsletters.</p>	<p>High</p> <p>High</p>	<p>June 2015</p> <p>June 2015</p>

**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 through the FAPSTC Transitions and Pathways Program (TAPP).	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. 1(b) Maintain career brochures with job descriptors for new industry entrants. 1(c) Participate in Skills and Careers Expo events to raise industry profiles among target audience.	High	June 2013
2. Connect with young Indigenous students and others across the state promoting access and participation in language, literacy and numeracy skills development.	2(a) Continue to work collaboratively with Aboriginal Workforce Development Centre’s. 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 2015
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 employment pathways, including traineeships.	High	June 2015
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.	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. 4(b) Hold regular Network Meetings for industry.	High	June 2015

**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.  1(b) Provide up to date information through FAPSTC client database and newsletters.	High	June 2015
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

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### 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 February 2013.

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](http://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**

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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 2012-13 Workforce Development Plan:

- All Local Government Concils
- Industry Stake Holders
- Registered Training Organisations – Public & Private
- Industry Advisory Groups
- Industry Associations/Peak Bodies
- Schools/Colleges - Metro & Regional
- Licensing Authorities
- Aboriginal Workforce Development Centres
- Group Training Organisations
- Job Ready Organisations
- VET in Schools Coordination Programs
- DIIRSTE
- Department of Training & Workforce Development
- Regional Development Corporations

## Workforce Development Plan - In Your Region



### FINANCIAL ADMINISTRATIVE & PROFESSIONAL SERVICES TRAINING COUNCIL INCORPORATED

The Financial Administrative and Professional Services Training Council is seeking your assistance to identify issues and appropriate strategies to attract, train, support and retain people with the skills required by industry in your community into the future.

This survey contains 9 questions and should take approximately 10 minutes to complete.

All information provided by you will be kept strictly confidential and no names or other identifying information will be included without your express permission. Information gathered will inform the Financial Administrative and Professional Services 2013 Workforce Development Plan.

Please click on the following link to view our Privacy Policy - [PrivacyPolicy.docx](#)

#### 1. Your details:

Role/Job Title

Name of

organisation

Region



2. Please provide the following information if you are agreeable to follow up contact by FAPSTC:

Name

Telephone



Please respond using the TAB key to move from one response to the next.

3. Financial Services: On a scale of 1 (undersupply) to 5 (oversupply), please indicate the skills CURRENTLY available in your community to meet the needs of industry, at every level.

Note: A rating of 3 would indicate a good balance of skills is currently available to meet needs of industry in your community.

	Entry level	Qualified	Experienced	Manager	Senior Manager	Business owner/operator	Is demand for this occupation going to increase (I) or decrease (D) in the year ahead?
Accounting/bookkeeping	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Banking	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Insurance	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Financial Planning	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Superannuation

4. Property Services: On a scale of 1 (undersupply) to 5 (oversupply), please indicate the skills CURRENTLY available in your community to meet the needs of industry, at every level.

Note: A rating of 3 would indicate a good balance of skills is currently available to meet needs of industry in your community.

	Entry level	Qualified	Experienced	Manager	Senior Manager	Business owner/operator	Is demand for this occupation going to increase (I) or decrease (D) in the year ahead?
Real estate sales	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Property management	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Facilities management	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Cleaning services	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Pest control	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Security	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Rental/hiring services	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Surveying	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

5. Administrative Services: On a scale of 1 (undersupply) to 5 (oversupply), please indicate the skills CURRENTLY available in your

community to meet the needs of industry, at every level.

Note: A rating of 3 would indicate a good balance of skills is currently available to meet needs of industry in your community.

	Entry level	Qualified	Experienced	Manager	Senior Manager	Business owner/operator	Is demand for this occupation going to increase (I) or decrease (D) in the year ahead?
Office support	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Human resources	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Legal services	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Customer services	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Marketing/advertising	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Occupational health & safety services	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

6. What factor/s are driving the change/s referred to above, in the financial, administrative and property services sector in your region/community:

	Yes	No
Global economy	<input type="text"/>	<input type="text"/>
Local economy	<input type="text"/>	<input type="text"/>
Digital/technology	<input type="text"/>	<input type="text"/>
Regulation/legislation	<input type="text"/>	<input type="text"/>

Industrial environment	100%	100%
Environmental factors	100%	100%
Cultural/social factors	100%	100%
Training/education opportunities	100%	100%
Population change	100%	100%
Tax/other policy	100%	100%
Infrastructure	100%	100%
Gaps in service delivery	100%	100%

7. Other factors (please specify):

8. Are there any other skills/occupations in the financial, administrative and property services sector in your region/community (not listed above) which you would identify as being in short supply? Please list those occupations here:

9. Please identify the workforce development strategy(ies) you would recommend to meet the skill needs of the financial, administrative and property services sector in your region/community in the year ahead.

a) Skill attraction (Bringing people with the right financial/administrative/property services skills to your region/community)

b) Skill retention (Encouraging people with the right

financial/administrative/property services skills to STAY in your region/community)	<input type="text"/>
c) Skill development (Strategies needed to DEVELOP skilled financial/administrative/property services people in your region/community)	<input type="text"/>
d) Workforce planning (What steps are needed to meet future financial/administrative/property services skill needs in your region/community)	<input type="text"/>
e) Other (Other financial/administrative/property services workforce challenges/barriers and opportunities specific to your region/community)	<input type="text"/>

**Thank You!**

Thank you for participating in this survey.

We would welcome your further enquiries and invite you to visit our website at [www.fapstc.org.au](http://www.fapstc.org.au), or contact us directly on 08 9445 9000.

Please contact Helen McNeill, Project Consultant [helen.mcneill@fapstc.org.au](mailto:helen.mcneill@fapstc.org.au) OR Jill Helm, Research Officer [jill.helm@fapstc.org.au](mailto:jill.helm@fapstc.org.au)

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## SECTION 9 GLOSSARY

### Acronyms

**Table 29** List of acronyms that are used in this plan

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
GFC	Global Financial Crisis
GPS	Global Positioning Satellite

Acronym	Full Title
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
TAPP	Transitions and Pathways Program
TIPP	Teachers in Industry Placement Program
UWA	University of Western Australia
VET	Vocational Education and Training

Acronym	Full Title
VETiS	Vocational Education and Training in Schools

## SECTION 10 OCCUPATIONS IN DEMAND PROFILES

Occupations in Demand			
ANZSCO6	Occ_Descriptor	Priority_Status	Summary
511112	Program or project administrator <i>"Training Council identified occupation"</i> <b>SPOL</b>	Highest Priority	<p>FAPSTC January 2013 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>
611211	Insurance agent <i>"Training Council identified occupation"</i> <b>SPOL</b>	Highest Priority	<p>FAPSTC January 2013 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.</p>

Occupations in Demand			
ANZSCO6	Occ_Descriptor	Priority_Status	Summary
132311	Human resource manager <i>"Training Council identified occupation"</i> <b>SPOL</b>	Highest Priority	FAPSTC January 2013 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 A crowding out effect, where competition for skilled personnel from the resources and mining sector is depleting this sector of valuable HR expertise.
132211	Finance manager <i>"Training Council identified occupation"</i>	Highest Priority	FAPSTC January 2013 Occupation ranks within the largest employing occupations within the sector (ABS), and role is critical to stability, growth and performance of organisations (and 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.
132111	Corporate services manager <i>"Training Council identified occupation"</i>	Highest Priority	FAPSTC January 2013 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.)
149913	Facilities manager <i>"Training Council identified occupation"</i> <b>SPOL</b>	Highest Priority	FAPSTC January 2013 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.
511111	Contract administrator <i>"Training Council identified occupation"</i>	Highest Priority	FAPSTC January 2013 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.



Occupations in Demand			
ANZSCO6	Occ_Descriptor	Priority_Status	Summary
223111	Human resource adviser  <i>"Training Council identified occupation"</i>  SPOL	Highest Priority	FAPSTC January 2013 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 job advertisement survey) 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.
599411	Human resource clerk  <i>"Training Council identified occupation"</i>	Highest Priority	FAPSTC January 2013 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.
251312	Occupational health and safety adviser  <i>"Training Council identified occupation"</i>  SPOL	Priority	FAPSTC recognises the demand and necessity for skilled Workplace Health & Safety personnel across industry and the mining/construction sectors in particular. A traineeship was established in 2011 to meet this demand and initial uptake is strong. FAPSTC January 2013 As outlined in the RITC Workforce Development Plan, 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. Establishment and Variation of Apprenticeship Committee (EVAC) process undertaken in 2011 by FAPS Training Council supported by the RITC identified high demand.
232212	Surveyor  <i>"Training Council identified occupation"</i>  SPOL	Highest Priority	FAPSTC January 2013 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
222312	Financial investment manager  <i>"Training Council identified occupation"</i>	Highest Priority	The provision of financial investment advice is a high 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. FAPSTC plans to work with the peak industry association to encourage traineeship uptake and provide a pipeline of skilled personnel through the VET sector to sustain this growing industry in the future. The FNS10 Training Package endorsed late 2010 has undergone significant change to assist industry with the high levels of compliance as per Q.1.  FAPSTC January 2013 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

Occupations in Demand			
ANZSCO6	Occ_Descriptor	Priority_Status	Summary
			in the SMSF sector.
222311	Financial investment adviser <i>"Training Council identified occupation"</i>	Highest Priority	FAPSTC January 2013 The provision of financial investment advice is a high 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.
222113	Insurance broker <i>"Training Council identified occupation"</i> SPOL	Highest Priority	FAPSTC January 2013 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' 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.
221111	Accountant (general) <i>"Training Council identified occupation"</i> SPOL	Highest Priority	FAPSTC January 2013 Industry and the profession is experiencing a shortage of skilled and experienced personnel to fill accounting/auditing roles; however accounting graduates have little practical experience and therefore industry is reluctant to employ. The profession employs only top tier (higher education) graduates. The occupation is important at all points of the economic cycle and resilient during any downturn. 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 VET sector for the long term.
552312	Insurance consultant <i>"Training Council identified occupation"</i> SPOL	Highest Priority	FAPSTC January 2013 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.

Occupations in Demand			
ANZSCO6	Occ_Descriptor	Priority_Status	Summary
551211	Bookkeeper <i>"Training Council identified occupation"</i> <b>SPOL</b>	Highest Priority	FAPSTC January 2013 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. Bookkeepers need to become increasingly knowledgeable about relevant technology, electronic and software systems and procedures. Relevant book keeping skills will be required to account for the carbon tax. Bookkeeping – minimum requirement to prepare BAS = Certificate IV FNS 40210. Relative to other occupations in the FAPSTC industry sector, bookkeeping has a higher proportion of part time workers at around 30% (FAPSTC/DEEWR).

## Section 10 Occupations in Demand Profiles

Financial, Administrative and Professional Services Training  
Council

Industry Workforce Development Plan  
March 2013

### 221111 Accountant (general)

	Occ	WA		Occ	WA		Occ	WA
Employment:	12394	844	AWOTE:	\$1,620	\$1,624	Age	39	40
Labour_demand:	3231	130	AWOTE growth:	\$162	\$213			

24/01/2013

#### This occupation is a critical occupation

☒ Yes ☐ No ☐ Unsure

FAPSTC January 2013 Industry and the profession is experiencing a shortage of skilled and experienced personnel to fill accounting/auditing roles; however accounting graduates have little practical experience and therefore industry is reluctant to employ. The profession employs only top tier (higher education) graduates. The occupation is important at all points of the economic cycle and resilient during any downturn.

2

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 VET sector for the long term.

Accounting graduates have little practical experience and therefore industry is reluctant to employ. The profession employs only top tier (higher education) graduates. Industry and the profession is experiencing a shortage of skilled and experienced personnel to fill accounting/auditing roles. The occupation is important at all points of the economic cycle and resilient during any downturn.

#### This occupation has experienced high or unmet demand

☒ Yes ☐ No ☐ Unsure

Numbers of students studying accounting at secondary school have declined significantly, with University entry requirements driving subject selection. This is a matter of concern for the long term.

#### Overall, this occupation is:

☒ Of the highest priority ☐ A priority ☐ Not a priority

With large numbers of unsolicited job applicants and available graduates, encouraging industry acceptance of higher level VET qualifications and traineeships is a strategic priority, but not a critical skills issue.

#### The issues associated with this occupation are expected to continue for the:

☐ Short term (1-2 years) ☐ Long term (5+ years) in nature?  
☒ Medium Term (3-5 years) ☐ No issues

Acceptance of higher level VET qualifications by the profession is expected to be a gradual process, once internship arrangements are in place.

## Section 10 Occupations in Demand Profiles

Financial, Administrative and Professional Services Training  
Council

Industry Workforce Development Plan  
March 2013

### 551211 Bookkeeper

	Occ	WA		Occ	WA		Occ	WA
Employment:	10682	844	AWOTE:	\$1,256	\$1,624	Age	46	40
Labour_demand:	1805	130	AWOTE growth:	\$196	\$213			

22/01/2013

This occupation is a critical occupation

☒ Yes ☐ No ☐ Unsure

FAPSTC January 2013 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. Bookkeepers need to become increasingly knowledgeable about relevant technology, electronic and software systems and procedures. Relevant book keeping skills will be required to account for the carbon tax. Bookkeeping – minimum requirement to prepare BAS = Certificate IV FNS 40210. Relative to other occupations in the FAPSTC industry sector, bookkeeping has a higher proportion of part time workers at around 30% (FAPSTC/DEEWR).

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.

This occupation has experienced high or unmet demand

☒ Yes ☐ No ☐ Unsure

Bookkeeping has a higher proportion of part time workers at around 30% (FAPSTC/DEEWR) and an ageing workforce.

Overall, this occupation is:

☒ Of the highest priority ☐ A priority ☐ Not a priority

Compliance environment (Australian Tax Office); small business reliant on access to skilled and qualified practitioners at reasonable cost.

The issues associated with this occupation are expected to continue for the:

☐ Short term (1-2 years) ☐ Long term (5+ years) in nature?  
☒ Medium Term (3-5 years) ☐ No issues



## Section 10 Occupations in Demand Profiles

Financial, Administrative and Professional Services Training  
Council

Industry Workforce Development Plan  
March 2013

### 511111 Contract administrator

	Occ	WA		Occ	WA		Occ	WA
Employment:	3196	844	AWOTE:	\$1,626	\$1,624	Age	41	40
Labour_demand:	522	130	AWOTE growth:	\$211	\$213			

22/01/2013

This occupation is a critical occupation

☒ Yes ☐ No ☐ Unsure

FAPSTC January 2013 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

Strong growth in employment in the professional services sector is driven largely by the resources industry.

This occupation has experienced high or unmet demand

☒ Yes ☐ No ☐ Unsure

Critical whole-of-industry occupation; shortage of skilled, experienced personnel across industry; high remuneration benchmarks established by resources industry.

Overall, this occupation is:

☒ Of the highest priority ☐ A priority ☐ Not a priority

A priority for FAPSTC but less critical than for other industry sectors.

The issues associated with this occupation are expected to continue for the:

☐ Short term (1-2 years) ☒ Long term (5+ years) in nature?  
☐ Medium Term (3-5 years) ☐ No issues

Long term major project developments across the state; competition nationally and internationally and across industry for skilled staff ; long lead time to develop expertise and experience to manage/administer procurement for high risk - high cost contracts.

## Section 10 Occupations in Demand Profiles

Financial, Administrative and Professional Services Training  
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### 132111 Corporate services manager

	Occ	WA		Occ	WA		Occ	WA
Employment:	518	844	AWOTE:	\$2,519	\$1,624	Age	45	40
Labour_demand:	91	130	AWOTE growth:	\$244	\$213			

22/01/2013

This occupation is a critical occupation

☒ Yes ☐ No ☐ Unsure

FAPSTC January 2013 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 Short Occupations nationally. (cited in DFP Employment Market overview, Dec 2011.)

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 Short Occupations nationally. (cited in DFP Employment Market overview, Dec 2011.)

This occupation has experienced high or unmet demand

☒ Yes ☐ No ☐ Unsure

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).

Overall, this occupation is:

☒ Of the highest priority ☐ A priority ☐ Not a priority

Competition for skilled personnel across all industry sectors, most critically in public sector, resources, health and others.

The issues associated with this occupation are expected to continue for the:

☐ Short term (1-2 years) ☐ Long term (5+ years) in nature?  
☒ Medium Term (3-5 years) ☐ No issues

Five years relevant work experience is generally minimum required to attain and meet job requirements.

## Section 10

### Occupations in Demand Profiles

Financial, Administrative and Professional Services Training  
Council

Industry Workforce Development Plan  
March 2013

#### 149913 Facilities manager

	Occ	WA		Occ	WA		Occ	WA
Employment:	1616	844	AWOTE:	\$1,835	\$1,624	Age	48	40
Labour_demand:	325	130	AWOTE growth:	\$99	\$213			

22/01/2013

This occupation is a critical occupation

☒ Yes ☐ No ☐ Unsure

FAPSTC January 2013 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.

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.

This occupation has experienced high or unmet demand

☒ Yes ☐ No ☐ Unsure

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.

Overall, this occupation is:

☒ Of the highest priority ☐ A priority ☐ Not a priority

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.

The issues associated with this occupation are expected to continue for the:

☐ Short term (1-2 years) ☐ Long term (5+ years) in nature?  
☒ Medium Term (3-5 years) ☐ No issues



## Section 10 Occupations in Demand Profiles

Financial, Administrative and Professional Services Training  
Council

Industry Workforce Development Plan  
March 2013

### 132211 Finance manager

	Occ	WA		Occ	WA		Occ	WA
Employment:	3894	844	AWOTE:	\$2,519	\$1,624	Age	45	40
Labour_demand:	682	130	AWOTE growth:	\$244	\$213			

22/01/2013

**This occupation is a critical occupation**

☒ Yes ☐ No ☐ Unsure

FAPSTC January 2013 Occupation ranks within the largest employing occupations within the sector (ABS), and role is critical to stability, growth and performance of organisations (and 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.

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.

**This occupation has experienced high or unmet demand**

☒ Yes ☐ No ☐ Unsure

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.

**Overall, this occupation is:**

☒ Of the highest priority ☐ A priority ☐ Not a priority

Financial service and management skills are valued in the wider WA economy, in sectors such as resources, communications, property and business services. As such, there is competition between sectors for skilled finance personnel.

**The issues associated with this occupation are expected to continue for the:**

☐ Short term (1-2 years) ☐ Long term (5+ years) in nature?  
☒ Medium Term (3-5 years) ☐ No issues

3-5 year lead time in developing skills and experience to fulfil occupational requirements; younger demographic (DEEWR); increasing reliance on technology-based tools and knowledge; mobile workforce with developing links to Asian region. Return to financial markets stability is key to employment growth in finance manager roles within FAPSTC industry.

## Section 10 Occupations in Demand Profiles

Financial, Administrative and Professional Services Training  
Council

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### 222311 Financial investment adviser

	Occ	WA		Occ	WA		Occ	WA
Employment:	2270	844	AWOTE:	\$2,094	\$1,624	Age	43	40
Labour_demand:	426	130	AWOTE growth:	\$192	\$213			

22/01/2013

This occupation is a critical occupation

☒ Yes ☐ No ☐ Unsure

FAPSTC January 2013 The provision of financial investment advice is a high 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 have not taken advantage of traineeship pathways.

The provision of financial investment advice is a high skilled, licensed occupation which requires minimum standards of initial and ongoing training and compliance/reporting mechanisms.

This occupation has experienced high or unmet demand

☒ Yes ☐ No ☐ Unsure

The negative impact from the global financial crisis continues to be felt in the finance 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.

Overall, this occupation is:

☒ Of the highest priority ☐ A priority ☐ Not a priority

While the financial and insurance services sector employs a relatively small proportion of the WA workforce (DEEWR, 2012) financial investment advisers and managers are among the largest employing occupations.

The issues associated with this occupation are expected to continue for the:

☐ Short term (1-2 years) ☒ Long term (5+ years) in nature?  
☐ Medium Term (3-5 years) ☐ No issues

Superannuation, financial markets uncertainty and demographics unpins long term demand for quality investment advisory services while recent 'Future of Financial Advice' (FoFA) regulatory changes may lead to departures from the industry (AFR, 5/3/2012) in the short and medium term.

## Section 10

### Occupations in Demand Profiles

Financial, Administrative and Professional Services Training Council

Industry Workforce Development Plan  
March 2013

#### 222312 Financial investment manager

	Occ	WA		Occ	WA		Occ	WA
Employment:	438	844	AWOTE:	\$2,094	\$1,624	Age	47	40
Labour_demand:	82	130	AWOTE growth:	\$192	\$213			

22/01/2013

#### This occupation is a critical occupation

☒ Yes ☐ No ☐ Unsure

The provision of financial investment advice is a high 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 have not taken advantage of traineeship pathways. FAPSTC plans to work with the peak industry association to encourage traineeship uptake and provide a pipeline of skilled personnel through the VET sector to sustain this growing industry in the future. The FNS10 Training Package endorsed late 2010 has undergone significant change to assist industry with the high levels of compliance as per Q.1.

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 SMSF sector.

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 SMSF sector.

#### This occupation has experienced high or unmet demand

☒ Yes ☐ No ☐ Unsure

While the financial and insurance services sector employs a relatively small proportion of the WA workforce (DEEWR, 2012) financial investment advisers and managers are among the largest employing occupations.

#### Overall, this occupation is:

☒ Of the highest priority ☐ A priority ☐ Not a priority

While the financial and insurance services sector employs a relatively small proportion of the WA workforce (DEEWR, 2012) financial investment advisers and managers are among the largest employing occupations.

#### The issues associated with this occupation are expected to continue for the:

☐ Short term (1-2 years) ☒ Long term (5+ years) in nature?  
☐ Medium Term (3-5 years) ☐ No issues

Superannuation, financial markets uncertainty and demographics unpins long term demand for quality investment advisory services while recent 'Future of Financial Advice' (FoFA) regulatory changes may lead to departures from the industry (AFR, 5/3/2012) in the short and medium term.

## Section 10 Occupations in Demand Profiles

Financial, Administrative and Professional Services Training  
Council

Industry Workforce Development Plan  
March 2013

### 223111 Human resource adviser

	Occ	WA		Occ	WA		Occ	WA
Employment:	3090	844	AWOTE:	\$1,612	\$1,624	Age	37	40
Labour_demand:	463	130	AWOTE growth:	\$274	\$213			

22/01/2013

**This occupation is a critical occupation**

☒ Yes ☐ No ☐ Unsure

FAPSTC January 2013. 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 job advertisement survey). 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.

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.

**This occupation has experienced high or unmet demand**

☒ Yes ☐ No ☐ Unsure

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.

**Overall, this occupation is:**

☒ Of the highest priority ☐ A priority ☐ Not a priority

Competition for skilled HR personnel is evident across all industry sectors, most critically in the mining and resources industry.

**The issues associated with this occupation are expected to continue for the:**

☐ Short term (1-2 years) ☐ Long term (5+ years) in nature?  
☒ Medium Term (3-5 years) ☐ No issues

There is a lead time involved in creating partnerships and career pathways to deliver skilled and experienced HR personnel in the medium - long term.



## Section 10 Occupations in Demand Profiles

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Council

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March 2013

### 599411 Human resource clerk

	Occ	WA		Occ	WA		Occ	WA
Employment:	986	844	AWOTE:	\$1,121	\$1,624	Age	38	40
Labour_demand:	123	130	AWOTE growth:	\$20	\$213			

22/01/2013

**This occupation is a critical occupation** ☒ Yes ☐ No ☐ Unsure

FAPSTC January 2013 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 role in Human Resource can satisfy the need to demonstrate experience to an employer before moving into a consultant or adviser role.

**This occupation has experienced high or unmet demand** ☒ Yes ☐ No ☐ Unsure

Given the predominance of small businesses among West Australian employers, responsibility for the human resources function in all except a small number of these organisations often falls within the responsibility of an owner/manager with clerical/office administration support staff performing key functions. This provides a business opportunity for external employment services providers to provide specialist services in recruitment, remuneration, employee/industrial relations, Learning & development, occupational health and safety, and payroll management, although industry associations also play an important role.

**Overall, this occupation is:**

☒ Of the highest priority ☐ A priority ☐ Not a priority

This occupation represents an important career development pathway for HR professionals and management occupations which are subject to a critical skills shortage in FAPSTC and other industry sectors.

**The issues associated with this occupation are expected to continue for the:**

☐ Short term (1-2 years) ☐ Long term (5+ years) in nature?  
☐ Medium Term (3-5 years) ☒ No issues

## Section 10 Occupations in Demand Profiles

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### 132311 Human resource manager

	Occ	WA		Occ	WA		Occ	WA
Employment:	4197	844	AWOTE:	\$2,519	\$1,624	Age	43	40
Labour_demand:	735	130	AWOTE growth:	\$244	\$213			

22/01/2013

This occupation is a critical occupation

☒ Yes ☐ No ☐ Unsure

FAPSTC January 2013 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) A crowding out effect, where competition for skilled personnel from the resources and mining sector is depleting this sector of valuable HR expertise.

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.

This occupation has experienced high or unmet demand

☒ Yes ☐ No ☐ Unsure

A crowding out effect, where competition for skilled personnel from the resources and mining sector is depleting this sector of valuable HR expertise.

Overall, this occupation is:

☒ Of the highest priority ☐ A priority ☐ Not a priority

Competition for skilled Human Resource personnel is evident across all industry sectors, most critically in the mining and resources industry.

The issues associated with this occupation are expected to continue for the:

☐ Short term (1-2 years) ☐ Long term (5+ years) in nature?  
☒ Medium Term (3-5 years) ☐ No issues

Time involved in educating industry and creating partnerships with training providers to support growth in traineeship career pathways within organisations to deliver experienced personnel.

## Section 10 Occupations in Demand Profiles

Financial, Administrative and Professional Services Training  
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611211 Insurance agent								
	Occ	WA		Occ	WA		Occ	WA
Employment:	879	844	AWOTE:	\$1,323	\$1,624	Age	38	40
Labour_demand:	105	130	AWOTE growth:	\$182	\$213			

22/01/2013

This occupation is a critical occupation

☒ Yes ☐ No ☐ Unsure

FAPSTC January 2013: 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.

Competition for skilled labour impacts on the ability of the insurance industry to attract and retain suitably qualified and experienced staff.

This occupation has experienced high or unmet demand

☒ Yes ☐ No ☐ Unsure

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.

Overall, this occupation is:

☒ Of the highest priority ☐ A priority ☐ Not a priority

The impact of the global financial crisis continues to limit employment growth in the sector.

The issues associated with this occupation are expected to continue for the:

☐ Short term (1-2 years) ☐ Long term (5+ years) in nature?  
☒ Medium Term (3-5 years) ☐ No issues

Strategies to attract suitable candidates into the insurance sector are likely to extend over the medium to long term before perceptions change and image problems are resolved.

## Section 10 Occupations in Demand Profiles

Financial, Administrative and Professional Services Training  
Council

Industry Workforce Development Plan  
March 2013

### 222113 Insurance broker

	Occ	WA		Occ	WA		Occ	WA
Employment:	1044	844	AWOTE:	\$2,094	\$1,624	Age	42	40
Labour_demand:	196	130	AWOTE growth:	\$192	\$213			

22/01/2013

This occupation is a critical occupation

☒ Yes ☐ No ☐ Unsure

FAPSTC January 2013 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' 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.

Competition for skilled labour impacts on the ability of the insurance industry to attract suitably qualified and experienced staff.

This occupation has experienced high or unmet demand

☒ Yes ☐ No ☐ Unsure

Demand for insurance services is strong within a competitive environment and higher order skills to service customer and ASIC compliance requirements.

Overall, this occupation is:

☒ Of the highest priority ☐ A priority ☐ Not a priority

The negative impact of the global financial crisis continues to limit overall growth of employment in the sector.

The issues associated with this occupation are expected to continue for the:

☐ Short term (1-2 years) ☐ Long term (5+ years) in nature?  
☒ Medium Term (3-5 years) ☐ No issues

Industry education to attract suitable candidates into the sector is part of a medium - long term strategy.



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### 552312 Insurance consultant

	Occ	WA		Occ	WA		Occ	WA
Employment:	2013	844	AWOTE:	\$1,208	\$1,624	Age	38	40
Labour_demand:	269	130	AWOTE growth:	\$55	\$213			

22/01/2013

**This occupation is a critical occupation**

☒ Yes ☐ No ☐ Unsure

FAPSTC January 2013 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.

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.

**This occupation has experienced high or unmet demand**

☒ Yes ☐ No ☐ Unsure

A competitive labour market is creating attraction and retention challenges for insurance industry employers.

**Overall, this occupation is:**

☒ Of the highest priority ☐ A priority ☐ Not a priority

The negative impact of the global financial crisis continues to limit employment growth in the insurance sector.

**The issues associated with this occupation are expected to continue for the:**

☐ Short term (1-2 years) ☐ Long term (5+ years) in nature?  
☒ Medium Term (3-5 years) ☐ No issues

Strategies to attract suitable candidates into the insurance sector are likely to extend over the medium to long term before change occurs.

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Financial, Administrative and Professional Services Training  
Council

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March 2013

### 251312 Occupational health and safety adviser

	Occ	WA		Occ	WA		Occ	WA
Employment:	2881	844	AWOTE:	\$1,870	\$1,624	Age	42	40
Labour_demand:	444	130	AWOTE growth:	\$244	\$213			

22/01/2013

This occupation is a critical occupation

☒ Yes ☐ No ☐ Unsure

FAPSTC recognises the demand and necessity for skilled Workplace Health & Safety personnel across industry and the mining/construction sectors in particular. A traineeship was established in 2011 to meet this demand and initial uptake is strong. FAPSTC January 2013 As outlined in the RITC Workforce Development Plan, 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. Establishment and Variation of Apprenticeship Committee (EVAC) process undertaken in 2011 by FAPS Training Council supported by the RITC identified high demand.

To ensure that every workplace is a safe environment for its staff an adequate supply of experienced Workplace Health & Safety professionals. 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 OHS policies and procedures become more efficient, the effectiveness of the smaller employers to provide safe systems of work will improve also.

This occupation has experienced high or unmet demand

☒ Yes ☐ No ☐ Unsure

The biggest issue is the dilution of numbers, quality, high salaries and wages, little mentoring and limited career succession programs.

Overall, this occupation is:

☐ Of the highest priority ☒ A priority ☐ Not a priority

Occupational health and safety itself is of the highest priority but in terms of managing risks within the FAPSTC industry sector, this occupation is not as critical as for other high risk industries.

The issues associated with this occupation are expected to continue for the:

☐ Short term (1-2 years) ☒ Long term (5+ years) in nature?  
☐ Medium Term (3-5 years) ☐ No issues

This occupation will remain in demand in the long term, bolstered by industry commitment to maintaining the highest safety at all times.

## Section 10 Occupations in Demand Profiles

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March 2013

### 511112 Program or project administrator

	Occ	WA		Occ	WA		Occ	WA
Employment:	8167	844	AWOTE:	\$1,626	\$1,624	Age	42	40
Labour_demand:	1335	130	AWOTE growth:	\$211	\$213			

22/01/2013

#### This occupation is a critical occupation

☒ Yes ☐ No ☐ Unsure

FAPSTC January 2013 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

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.

#### This occupation has experienced high or unmet demand

☒ Yes ☐ No ☐ Unsure

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.

#### Overall, this occupation is:

☒ Of the highest priority ☐ A priority ☐ Not a priority

A priority for FAPSTC but less critical than for other industry sectors.

#### The issues associated with this occupation are expected to continue for the:

☐ Short term (1-2 years) ☒ Long term (5+ years) in nature?  
☐ Medium Term (3-5 years) ☐ No issues

Long term major project developments across the state; competition nationally and internationally and across industry for skilled staff ; long lead time to develop expertise and experience to manage/administer procurement for high risk - high cost contracts.

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232212	Surveyor								
		Occ	WA		Occ	WA		Occ	WA
Employment:	1543	844		AWOTE:	\$2,137	\$1,624	Age	38	40
Labour_demand:	304	130		AWOTE growth:	\$826	\$213			

22/01/2013

**This occupation is a critical occupation**

☒ Yes ☐ No ☐ Unsure

FAPSTC January 2013 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.

Training in advanced technology means Surveyors can now take measurements and report data with increasing speed and accuracy. 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.

**This occupation has experienced high or unmet demand**

☒ Yes ☐ No ☐ Unsure

Retention of the ageing workforce is an issue with the advancement in technology. Surveyors must now keep up to date with the demands for increasing speed and accuracy which requires training. The lengthy training of new industry entrants is starting to see gaps in the industry workforce.

**Overall, this occupation is:**

☒ Of the highest priority ☐ A priority ☐ Not a priority

**The issues associated with this occupation are expected to continue for the:**

☐ Short term (1-2 years) ☐ Long term (5+ years) in nature?  
☒ Medium Term (3-5 years) ☐ No issues



## Section 10 Occupations in Demand Profiles

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