

# CIVIC, PROFESSIONAL & OTHER INTEREST GROUPS

THE INDUSTRY & WORKFORCE IN WESTERN AUSTRALIA 2019



## THE INDUSTRY <sup>1</sup>

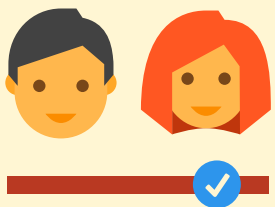


The Civic, Professional and Other Interest Groups employ approximately 4,100 West Australians. This industry includes trade unions, business and professional associations, and membership organisations.

This sector comprises a range of organisations established to support industry professionals and interest groups, and to advocate for the rights of WA workers. Many of the organisations are not-for-profit, span all industries and employ people from a breadth of disciplines.

## KEY WORKFORCE DEMOGRAPHICS <sup>2</sup>

### Gender



65% female

### Age



37% <35 years of age

### Nationality



39% born outside Australia

### Employment



59% employed full time

### Education



34% tertiary qualified  
61% vocational and secondary qualified

### Weekly Income



44% earn <\$1,000  
26% earn \$1,500+

## WORKFORCE PRIORITIES <sup>3</sup>

1

Business acumen and business development skills continue to be in demand as membership organisations and unions seek to grow often declining membership bases.

2

There is a continued reliance on proficient use of current technologies and systems. Training and support is needed to ensure people are skilled across multiple web, cloud software and management systems.

3

The ability to concisely convey key content using digital platforms and technology such as blogging, video and content development is increasingly important.

4

The need to develop analytical skills and ability to interpret data to inform business decisions and respond to member needs is on the rise.

## OCCUPATIONS & CAREERS



### Membership

Research Officer  
Database Manager  
Member Relationship Officer  
Policy Officer/Analyst  
Events Coordinator



### Trade Union

Industrial Organiser  
Campaign Director  
Policy Officer  
Research Officer  
Helpdesk Officer  
Legal Officer  
Membership Coordinator



### Specialisation & Support

Industrial Relations  
Employment Law  
Social Media Campaigns  
Media and Communications



## INDUSTRY DEVELOPMENTS



**EMPLOYMENT CONDITIONS** It is increasingly difficult to entice people to enter and remain in the sector. While the industry employs a wide range of business, finance, advocacy, management and administrative professionals, it is not a high profile industry and sourcing quality candidates can be problematic when other industries associated with these professions are able to provide superior employment conditions and recognised career progression pathways.



**MEMBERSHIP CHALLENGE** Low membership numbers and increased competition from subscription-based memberships and loyalty programs are forcing industry associations and trade unions to assess business practices, systems and value propositions, looking to technology for operational efficiencies and reduction of cost. As companies advance their research capabilities and broaden data and membership collection methods, including online, SMS and social media, companies will be able to access more telling data to inform decision making and business direction.



**DATABASE INTELLIGENCE** Membership and financial database maintenance and management are critical to the effectiveness and survival of membership organisations. It is imperative transforming organisations select appropriate membership systems for an organisation and have the appropriate infrastructure, talent and training available to roll them out, use and maintain them. Workers skilled in this area are highly valued and recognised as being critical to organisational efficiency, effectiveness and growth.



**MARKETING** The ability to move organisations into the digital space and to create digital materials and campaigns for business development, advocacy and member benefit are critical for both membership growth and retention, as well as achievement of benefit and outcomes for members. The ability to craft a strong brand and an online social media presence will enable organisations to differentiate, promote, inform, connect, interact and respond to member needs. Organisations may need to explore how to diversify and increase the provision of complementary, adjunct services in response to member needs to remain competitive.

## TRAINING

Roles are becoming more complex relying on technical capability and resilience to the changing pace and ways of working. Increasingly people are needing the ability to engage, have a problem solving mind-set and rely on their emotional intelligence to assess and address changing member needs. Strong business acumen and business development skills enable people to recognise and adapt to emerging business needs, including trend analytics, leadership, diagnosis of needs and strategic planning.

Provision of training and opportunities for skills development would benefit those working in the sector to support change as specific skills needs, knowledge acquisition and processes shift. Skills to develop new business propositions based on emerging trends, technology and business analytics will innovate and shape operating models into the future.

Higher level skill and capability requirements are continuing the trend towards tertiary qualified and experienced employees (particularly in roles with legal or financial functions).