

CLEANING & PEST CONTROL

THE INDUSTRY & WORKFORCE IN WESTERN AUSTRALIA 2019



THE INDUSTRY ¹



The Building Cleaning and Pest Control industry employ over 21,000 West Australians. The industry provides essential cleaning, pest control and maintenance services to commercial and domestic clients.

This industry is dominated by micro-businesses with a transient workforce commonly employed on a casual basis. With significant growth expected over 5 years to 2023, meeting the growing demand will be a significant challenge as industry already struggles to find suitable candidates to meet current demand.

KEY WORKFORCE DEMOGRAPHICS ²

Gender



58% female

Age



34% <35 years of age

Nationality



50% born outside Australia

Employment



34% employed full time

Education



14% tertiary qualified
78% vocational and secondary qualified

Weekly Income



73% earn <\$1,000
9% earn \$1,500+

WORKFORCE PRIORITIES ³

1

Many workers employed in the cleaning industry come from non-English speaking backgrounds with low English proficiency. Effective communication with these workers is a key priority to ensure safety.

2

To improve staff retention and encourage longer-term entrants into the sector, industry needs to provide a long term career path, flexible work arrangements, skills development through training and adequate remuneration to sustain financial commitments.

3

The main priority for employers is ensuring staff have a solid understanding of areas such as OSH practices, infection disease control and public liability issues.

4

As those currently in the workforce retire, the attraction of career changers and younger, long term entrants to the industry is essential to ensure adequate supply.

OCCUPATIONS & CAREERS



Cleaning

Residential Cleaner
Commercial Cleaner
Industrial Cleaner
Site Cleaner



Pest Control

Licensed Pest Control Technician
Pest Inspector
Fumigator



Specialisation

Small Business Owner
Pool and Spa Cleaner
Carpet Cleaner
Cleaning Supervisor

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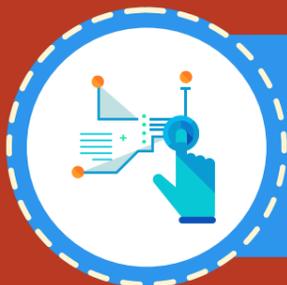
INDUSTRY DEVELOPMENTS⁴



COST PRESSURES The pest management and cleaning industries operates in a highly competitive, labour intensive market with high employment costs and small profit margins reduced by discerning clients. Changes to the Cleaning Services Award have placed significant pressure on employers faced with a 2.5% increase in labour costs, already struggling to remain competitive while keeping costs down and maintaining high levels of service.



OPERATING CHALLENGES Building cleaning services predominantly comprise of small operators with growth in the domestic sector, dependant on disposable income of working households. Meeting projected industry growth will be a significant challenge as industry already struggles to find suitable candidates to meet current demand due to remuneration and employment conditions, job stability, availability of full time hours and perceived lack of career progression.



TECHNOLOGY Emerging technologies and the automation of business processes can create efficiencies and reduce overall operating costs. Software tools have the capability to generate reports and metrics to inform profitability and margins, and assist businesses to operate more strategically from social media marketing and administration processes to purchasing, time management and inventory. Similarly, the Internet of Things (IoT) continues to support the commercial cleaning industry, collecting data to improve business intelligence from connected cleaning and maintenance equipment to IoT enabled devices.



BUSINESS SKILLS As many individuals working in pest control and cleaning services run their own business, small business management skills are critical for business longevity. Business operators need the skills to navigate technology and software applications to automate processes and working knowledge of social media platforms to promote and differentiate a business, inform clients and connect to new growth opportunities.

TRAINING^{4,5}

The pest management industry is heavily regulated by the Department of Health, Pesticide Safety who not only stipulate the training requirements of those working in the industry but also the training providers able to deliver the training. These requirements will be reassessed once the current review of the Certificate III in the Urban Pest Management is complete.

Except for some specialist services, industry sub-sectors and larger employers, the cleaning sector typically does not engage in nationally accredited vocational training. The sector is a large employer of people from non-English speaking backgrounds with entry level skills. It tends to be characterised by limited (if any) training, particularly in domestic service delivery, with some targeted micro-skilling and equipment-based training.

The Property Services Training Package contains 14 traineeships ranging from Certificate II to Diploma qualifications, including some in cleaning, pest and waste management. These provide vocational training through a combination of on-the-job and off-the-job training. Financial incentives exist for eligible employers.