

Escan 2008 (III), IBSA priority qualifications/occupations (including for the Productivity Places Program)

The following table has been constructed through the initial environment scan (Escan) that was submitted to the Department of Education, Employment and Workplace Relations (the Department) in March 2008 (IBSA Escan II) and then subsequently validated nationally in April and May 2008.

The validation processes indicated the need to adjust the priority occupations to recognise state and territory variations; Escan 2008 (III) will be communicated to a range of stakeholders including Skills Australia and the Department in relation to priority occupations and qualifications for the Productivity Places Program (PPP), the National Quality Council for Training Package continuous improvement priorities and for IBSA's industry stakeholders.

The IBSA national Escan 2008 validation consultations highlighted and emphasised the five **essential** occupations in each of the six industry sectors for which there are immediate and compelling skills needs. These 30 occupations have correlating qualifications in the **eleven** Training Packages that IBSA has responsibility for, have strong support across the jurisdictions and are considered vital to immediate and future industry workforce capabilities. These **essential** occupations and related qualifications are applicable to both the workforce entrant and existing worker target groups of the Productivity Places Program.

Additional advice is provided following the Essential Skills Needs table on five major cross-sectoral workforce development issues.

IBSA ESSENTIAL SKILLS NEEDS OCCUPATIONS			
JOB NAME / OCCUPATION	ASCO	TP REFERENCE	QUALIFICATION/S
Business Services			
1. Business services - project management		BSB41507 BSB51407 BSB60707	Cert IV Project Management Dip of Project Management Adv Dip of Project Management
2. Business services – call centre / contact centre		BSB20207 BSB30207 BSB40307 BSB50307 BSB60307	Cert II in Customer Contact Cert III in Customer Contact Cert IV in Customer Contact Dip of Customer Contact Adv Dip of Customer Contact] Custom-isation for sales, product knowledge, financials or service as necessary]
3. Business services – management leadership and supervision, coaching / mentoring, organisation change		BSB31207 BSB40807 TAA40104 BSB70107 BSB80107	Cert III in Frontline Management Cert IV in Frontline Management Cert IV in Training and Assessment Voc Grad Cert in Organisational Learning and Capability Development Voc Grad Diploma of Org Learning and Capability Development
4. Business services – general administration		BSB30407 BSB30607 BSB41107 BSB50807	Cert II in Business Administration Cert III in Business Administration Cert IV in Business Administration Dip of Business Administration

IBSA ESSENTIAL SKILLS NEEDS OCCUPATIONS

JOB NAME / OCCUPATION	ASCO	TP REFERENCE	QUALIFICATION/S
5. Business services - combination book-keeper and HR skills		BSB30407	Cert III in Business Administration]
		BSB40507	Cert IV in Business Administration] Customised
		BSB41007	Cert IV in Human Resources] with book-
		BSB50607	Dip of Human Management] keeping /
		BSB50207	Dip of Business] finance
		BSB60407	Adv Dip of Management] compet- (Human Resources)] encies
Cultural Industries			
1. Cultural industries – outside broadcasting operations: – technical manager – co-ordinator – manager		CUF40107	Cert IV in Screen and Media
		BSB41507	Cert IV in Project Management
		CUF50307	Dip of Broadcast Technology
		CUF50107	Dip of Screen and Media
		CUF60107	Adv Dip of Screen and Media
		TDT30202	Cert III in Transport and Distribution (Road Transport) (Management)
	TDT40202	Cert IV in Transport and Distribution (Road Transport) (Management)	
2. Cultural industries – new media design, games technology, animation, special effects		CUV30303	Cert III in Design Fundamentals
		ICP30305	Cert III in Printing and Graphic Arts (Multimedia)
		CUF40207	Cert IV in Interactive Digital Media
		ICA40805	Cert IV in Information Technology (Multimedia)
		CUF50207	Dip of Interactive Digital Media
		BSB30307	Cert III Micro Business Operations] Customised
	BSB40407	Cert IV in Small Business Management] for	
	BSB51107	Dip of Small Business Management] innovation	
			compet-
			encies
3. Cultural industries – library technicians – knowledge managers – digital conservation – business innovators		CUL30104	Cert III in Library/ Information Services] Customised
		CUL40104	Information Services] for
		CUL40204	Cert IV in Library/ Information Services] innovation
			Cert IV in Museum Practice] compet
			encies
4. Cultural industries – broadcast engineer/technologist		CUF40307	Cert IV in Broadcast Technology
5. Cultural industries – live theatre production		CUE30203	Cert III in Live Production, Theatre and Events (Technical Operations)
		CUE40303	Cert IV in Live Production, Theatre and Events (Technical Operations)
		CUE50303	Dip of Live Production, Theatre and Events (Technical Operations)
		CUE60203	Adv Dip of Live Production, Theatre and Events (Technical Operations)

IBSA ESSENTIAL SKILLS NEEDS OCCUPATIONS

JOB NAME / OCCUPATION	ASCO	TP REFERENCE	QUALIFICATION/S
Education Services			
1. Education - trade trainers + and technical centre management (trade certificate plus TAA40104)		TAA40104 BSB30907 BSB40507	Cert IV in Training and Assessment Cert III in Business Administration (Education) Cert IV in Business Administration (customised for education and training)
2. Education – teacher / student ICT support		ICA20105 or ICA30105	Cert II in Information Technology, or Cert III in Information Technology
3. Education – ICT competencies (VET teachers)		ICA20105, ICA30105 or ICA40108	Cert II in Information Technology, Cert III in Information Technology, or Cert IV in Information Technology (General)
4. Education – educational designer (blended e-learning)		TAA50104 BSB70107 BSB80107	Diploma of Training and Assessment] Customised Voc Grad Cert in] for Organisational Learning] innovation and Capability] compet- Development] encies Voc Grad Diploma of] Organisational Learning] and Capability] Development]
Finance Services			
1. Finance - financial literacy		FNS10104 FNS20104 FNS30104	Cert I in Financial Services] For Cert II in Financial Services] general Cert III in Financial Services] improve- ment of financial literacy
2. Finance – accounts clerk / accounting		FNS30104 FNS30404 FNS40604 FNS40207 FNS50204 FNS60204	Cert III in Financial Services Cert III in Financial Services (Accounts Clerical) Cert IV in Financial Services (Accounting) Cert IV in Financial Services (Bookkeeping) Dip of Accounting Adv Dip of Accounting
3. Finance – bookkeeping		FNS30104 FNS30404 FNS40207	Cert III in Financial Services Cert III in Financial Services (Accounts Clerk) Cert IV in Financial Services (Bookkeeping)
4. Finance - management skills for self-managed superannuation; and superannuation and financial planning advice		FNS40904 FNS50904 FNS60504	Cert IV in Financial Services (Superannuation) Dip of Financial Services (Superannuation) Adv Dip of Financial Services (Superannuation)
5. Finance – insurance risk assessment		FNS40404 FNS50404	Cert IV in Insurance Services Dip of Insurance Services

IBSA ESSENTIAL SKILLS NEEDS OCCUPATIONS

JOB NAME / OCCUPATION	ASCO	TP REFERENCE	QUALIFICATION/S
Information and Communications Technologies			
Information Technology			
1. ICT – business systems support / administrators		ICA20105 ICA30105 ICA40305 ICA10105	Cert II in Information Technology Cert III in Information Technology Cert IV in Information Technology (General) Dip in Information Technology (General)
2. ICT – IT desktop / customer business support		ICA30105 ICA50105 ICA50805	Cert III in Information Technology Dip in Information Technology (General) Dip in Information Technology (Systems Analysis and Design)
3. ICT – web design and business support		ICA30105 ICA40305 ICA50405	Cert III in Information Technology Cert IV in Information Technology (Websites) Dip in Information Technology (Websites)
4. ICT – security / network security		ICA30105 ICA40405 ICA50405 ICA60205	Cert III in Information Technology Cert IV in Information Technology (Networking) Dip in Information Technology (Networking) Adv Dip in Information Technology (Network Security)
5. ICT – project management		ICA50205 ICA60105	Diploma of Information Technology (Project Management) Adv Dip of Information Technology (Process Improvement)
Communications technology			
1. Telecommunications – technicians / tradesperson cablers		ICT20208 ICT20308 ICT20408 ICT30208 ICT30302	Cert II in Telecommunications] Cert II in Telecommunications] Cabling] All quals Cert II in Telecommunications] customised Access Network] with Cabling] units Cert III in Telecommunications] 136 and Telecommunications] 137 Cert III in Telecommunications] Cabling and Customer Premises Equipment]
2. Telecommunications – broadband [Further TP work will be undertaken to create a specific broadband skills stream within ICT02]		ICT20208 ICT30208 ICT40208	Cert II in Telecommunications] All Cert III in Telecommunications] with Cert IV in Telecommunications] broad-band specific competencies
3. Telecommunications - technicians/technologists		ICT30408 ICT30508 ICT40302	Cert III in Telecommunications Access and Associated Services Cert III in Digital Reception Technology Cert IV in Telecommunications Computer Systems

IBSA ESSENTIAL SKILLS NEEDS OCCUPATIONS

JOB NAME / OCCUPATION	ASCO	TP REFERENCE	QUALIFICATION/S
		ICT40508	Cert IV in Telecommunications Networks
		ICT40608	Cert IV in Telecommunications Computer Telephony Integration
4. Telecommunications – digital reception technician		ICT20508	Cert II in Telecommunications Digital Reception Technology]
		ICT30508	Cert III in - Telecommunications Digital Reception Technology]
] Quals available with endorsement of ICT02, V3
5. Telecommunications – radio operations, spectrum management		ICT30408	Cert III in Telecommunications Access and Associated Services
		ICT40508	Cert IV in Telecommunications Networks
Printing and graphic arts			
1. Printing/graphic arts – print machining and print support		ICP20405	Cert II Printing and Graphic Arts (Print Production Support)
		ICP30503	Cert III in Printing and Graphic Arts (Printing)
		ICP40305	Cert IV in Printing and Graphic Arts (Printing)
		ICP50305	Diploma of Printing and Graphic Arts (Printing)
2. Printing/graphic arts - binders and finishers		ICP20605	Cert II in Printing and Graphic Arts (Converting, Binding and Finishing)
		ICP30705	Cert III in Printing and Graphic Arts (Print Finishing)
3. Screen Printer		ICP20505	Cert II in Printing and Graphic Arts (Screen Printing)
		ICP30605	Cert III in Printing and Graphic Arts (Screen Printing)
4. Printing and graphic arts – digital print production		ICP50105	Dip of Printing and Graphic Arts (Digital Production)
5. Printing and graphic arts – pre-press design (IT/digital/wide format)		ICP30105	Cert III in Printing and Graphic Arts (Graphic Design Production)
		ICP50105	Dip of Printing and Graphic Arts (Digital Production)

Cross-sectoral workforce development issues

There are a number of additional matters that are important in understanding *IBSA Essential Skills Needs Occupations* advice.

- ASCO-based data collections:** DEEWR's reliance on data collections underpinned by the Australian Standard Classification of Occupations (ASCO) significantly obscures the evidence of demand for and takeup of key occupations in skills need in IBSA's sectors. For example in the *IBSA Essential Skills Needs Occupations* table above there are at least three additional ASCO references that clearly cover contact / call centre operators and supervisors (541111, 541112 and 561611). There is also a strong argument that other 'sales representatives occupations' recorded under the 8211 code should be included; currently the Department's proposed qualification table includes only one ASCO coded occupations - 6211. This lack of clarity impinges on the key recording method used by the Department to identify training activity and job advertising data; what is clear though, is that the proposed occupations do not reflect that IBSA's sectors cover 30% of Australia's

workforce. Essential qualifications to provide mainstream training and upskilling in the business services, finance and ICT sectors are clearly absent.

Recommendation: PPP not rely substantially on ASCO for its underpinning data.

- **Workforce aging and demographic factors:** while there is general acceptance that workforce aging is a factor for all industries there are two specific sectors where this issue is expected to have a critical and immediate effect on delivery of major Australian Government programs.

The first is the known peak of coming retirements in the VET training delivery sector, including trades trainers. Successful implementation of the Government's Trade Training Centres in Schools Program relies on the Centres being able to recruit and retain people who have trade skills coupled with training and assessment skills as a minimum that will enable them to participate in delivering nationally endorsed trade training;

Recommendation: Certificate IV in Workplace Training and Assessment be made available as an eligible qualification under PPP.

The second Government program that is predicted to be affected by skills needs is the retirement peak of telecommunications technicians and tradespeople that were skilled through the telecommunications workforce infrastructure arrangements with Telstra. The retirement peak of the people who are currently providing these services is now commencing and will substantially influence the timeliness for the National Broadband rollout.

- **Building innovation capability:** IBSA's Escan II, 2008 highlighted the importance of building innovation capability into the skills of workers right across Australia's industry sectors. The national April-May IBSA Escan 2008 validation process emphasised the intrinsic link between innovation and business and environmental sustainability. To this end qualifications that include units on innovation have been included in the *IBSA Essential Skills Needs Occupations* table above and marked '**customised for innovation competencies**'.

Recommendation: the qualifications that promote and build innovation capabilities (highlighted) be made available as eligible qualifications under PPP.

- **Niche and smaller sector skills needs:** the false sense of security that arises from reliance on ASCO-based employment and training data is highlighted when considering skills needs in niche occupations and smaller regional communities.

An example of the first is the small but vital numbers of broadcast engineer/technologists keeping satellite and digital television broadcasts 'on the air' for whom a steady upskilling process will avoid a skills crisis in this niche occupation.

Small sector skills needs occur in regional areas, for example in the Northern Territory and Queensland. The strong feedback during the April/May 2008 national Escan validation was that the lower level certificates are critical in engaging regional communities where lower education attainment levels are more prevalent. IBSA's response to this feedback is to include Certificate II and III qualifications in the core occupational areas of Business Services, Finance and ICT.

Recommendation: qualifications at Certificate II and III in Business Services, Finance and ICT that support improvement of educational outcomes for regional communities be made available as eligible qualifications under PPP.

- **Foundation or essential skills and knowledge:** IBSA's Escan 2008 and this PPP occupations and qualifications advice highlight the importance of building the foundation skills of Australia's workforce – especially in the crucial areas of digital, communication and numeracy literacies. There is compelling information available on the importance of foundation skills in economic and community contexts; an OECD International Adult Literacy Survey, across fourteen countries, estimated that a 1% increase in a nation's average adult literacy level will lead to a 2.5% increase in labour productivity and a 1.5% increase in GDP per capita. This data strongly supports the view promoted by IBSA that

Australian businesses need a workforce positioned with significant communication literacy, thinking and innovation skills and higher level specialist skills to capitalise on rapid technology change and to face the challenges of global competition and knowledge economies.

The table following, *High Priority Skills in Demand, IBSA Occupations / Qualifications*, identifies the additional high-level priority occupations / qualifications in demand for workforce capability development.

HIGH PRIORITY SKILLS IN DEMAND, IBSA OCCUPATIONS / QUALIFICATIONS		
JOB NAME / OCCUPATION	TP REFERENCE	QUALIFICATION/S
Business Services		
1. Business services – international business	BSB30607 BSB41107 BSB50807	Cert III in International Trade Cert IV in International trade Dip of International Business
2. Business services – governance (not-for-profit sector)	BSB40907	Cert IV in Governance
3. Business services – occupational health and safety	BSB30707 BSB41407 BSB51307 BSB60607	Cert III in Occupational Health and Safety Cert IV in Occupational Health and Safety Dip of Occupational Health and Safety Adv Dip of Occupational Health and Safety
4. Business services – marketing	BSB30407 BSB41307 BSB51207 BSB60507	Cert III in Business Administration Cert IV in Marketing Dip of Marketing Adv Dip of Marketing
5. Business services – business continuity management	BSB50307	Dip of Customer Contact
Cultural Industries		
6. Venue Manager	CUE50403	Diploma of Venues and Events
7. Cultural industries – post-production media (digital production)	ICA40805 ICA50905	Cert IV in Information Technology (Multimedia) Diploma of Information Technology (Multimedia)
8. Cultural industries – lighting and backstage technicians	CUF30107 CUE30203 CUF40107 CUE40303	Cert III in Media Cert III in Live Production, Theatre and Events (Technical Operations) Cert IV in Screen and Media Cert IV in Live Production, Theatre and Events (Technical Operations)
5. Cultural industries – pre-tertiary performing arts teachers (music, dance, voice)	TAA40104	Cert IV in Training and Assessment
6. Cultural industries – stage managers	CUE60303	Adv Dip of Stage Management
7. Cultural industries – broadcast / camera operators	CUF30107 CUF40107 CUF50107	Cert III in Media Cert IV in Screen and Media Diploma of Screen and Media
Education Services		
Finance Services		
9. Finance – national and international auditing [Pathway to higher education applicable]	FNS40604 FNS50204 FNS60204	Cert IV in Financial Services (Accounting) Diploma of Accounting Advanced Diploma of Accounting
10. Finance – financial planner/adviser	FNS40704 FNS50804	Cert IV in Financial Services (Financial Practice Support) Diploma of Financial Services (Financial Planning)

HIGH PRIORITY SKILLS IN DEMAND, IBSA OCCUPATIONS / QUALIFICATIONS

JOB NAME / OCCUPATION	TP REFERENCE	QUALIFICATION/S
Information and Communications Technologies		
<i>Information Technology</i>		
11. ICT – computer professionals – in eight key ‘languages’	ICA40505 ICA50705	Cert IV in Information Technology (Programming) Dip of Information Technology (Software Development)
12. ICT – systems analysis and design	ICA40705 ICA50505	Cert Iv in Information Technology (Systems Analysis and Design) Dip of Information Technology (Database Design and Development)
<i>Communications technology</i>		
Printing and graphic design		