



# **INNOVATION AND BUSINESS SKILLS AUSTRALIA (IBSA)**

## **Invitation to Express Interest Industry Consultation and Sector Validation Forums**

**IBSA Environment Scan 2010**

**August 2009**

# IBSA ENVIRONMENT SCAN 2010 – INDUSTRY CONSULTATION AND VALIDATION FORUMS

## 1. INTRODUCTION

### *Industry Skills Councils (ISCs)*

IBSA is one of eleven Industry Skills Councils (ISCs) that are not-for-profit companies funded by the Australian Government through the Department of Education, Employment and Workplace Relations (DEEWR). The Australian Government contracts ISCs to:

- provide industry intelligence to Skills Australia
- provide independent skills and training advice to enterprises
- support the development, implementation and continuous improvement of high quality training and workforce development products and services, and
- work with enterprises, Job Services Australia and RTOs to ensure that individual and enterprise training needs are matched to appropriate training.

### *Innovation and Business Skills Australia*

In the general ISC context above IBSA advises and supports the use of the national vocational education and training system, and nationally recognised skills development, for industries that are leading the innovation economy:

- business services
- cultural and creative industries
- education
- financial services
- information and communications technologies, including telecommunications, and
- printing and graphic arts.

More detail on IBSA's strategic focus, reach and influence is provided in **Attachment A**.

## 2. BACKGROUND AND AIM OF THE PROJECT

IBSA is undertaking an annual environment scan (Escan) to inform and support the ISC roles outlined in 1. above.

An initial Escan was undertaken in 2008 and again in 2009. The Escan considers, reports and makes recommendations on, factors influencing the workforce and skills development environment prevailing in the six industry sectors for which IBSA is responsible. It also looks at factors that are in play across the sectors.

The aim of the project is to undertake national industry forums and validation forums with a range of cross-sectoral industry and internal IBSA stakeholders.

## 3. PROJECT OUTLINE AND SCOPE

Escan 2010 will act as an early warning system by alerting IBSA and its industry stakeholders, Skills Australia, the National Quality Council, and governments at all levels to existing and potentially significant workforce development issues.

Immediacy is a key characteristic of IBSA's Escan and reports real time industry views and evidence from across Australia's business and training system providers and users.

The four high level stages of Escan 2010 work are:

1. information, data collection and analysis and sector consultations at the industry sector, occupation/TP qualification and workplace skills levels
2. draft escan production
3. escan validation, and
4. reporting and evaluation.

#### **4. PROJECT METHODOLOGY**

Escan 2010 will be a highlevel, evidence-driven report that presents qualitative and quantitative analysis of the skills and workforce development environment, including skills demand data and information, in the context of the broad social, demographic, technological, economic and labour market environments.

The national industry forums, with a range of cross-sectoral industry and internal IBSA stakeholders, will be undertaken nationally in two segments:

- industry consultation, and
- sector validation.

The forums will be undertaken in two single week periods; the specific timetable for the conduct of the forums will be confirmed in a consultation and validation plan to IBSA.

**National industry consultation forums:** these forums, will be undertaken with industry and business representatives of IBSA's six industry sectors (six forums) as well as representatives of the small and large enterprise sectors (two forums). The information from the forums will contribute to the content of the Escan survey and will examine and analyse IBSA's industry sectors, occupations, training package qualifications and workplace-level\* skills in-demand, including:

- the current influences in the workforce development environment, including for both small and large enterprises
- identify current and emerging areas occupations / job roles and industry skills and workforce development needs including cross sectoral factors
- expected change in skills demand
- converging occupations
- identifying state, territory and regional variations in occupational skills needs
- state, territory or Australian Government funding or policy barriers to the use of the national training package qualifications to address priority skills needs, and
- gaps in IBSA's current training packages and their qualifications to address the identified skills needs occupations.

---

\* **Workplace-level skills** is a third level of investigation to be undertaken; workplace-level skills are different from occupations and will require information to be gathered through enterprise-level consultation and survey. Workplace skills level descriptors are particularly needed for converging occupations eg human resources/book-keeping – a person fulfilling both these functions is working across two industry sectors, finance and business services.

**Sector validation forums:** these forums will be undertaken with members of IBSA's six Sector Advisory Committees and the State and Territory Advisory Network (six forums). They will consider the draft Escan, which will report the analysis the results of the Escan survey collated with the information from the national industry consultations. The national validation forums are expected to confirm the findings in the draft Escan and identify any critical omissions or adjustments required.

**Attachment B** to this brief provides a summary of key occupations/jobs in each of IBSA's six industry sectors.

## 5. DELIVERABLES/TIMELINES

	<b>Deliverables</b>	<b>Timeline</b>
<b>1.</b>	Develop and submit a national industry consultation and sectoral validation reporting plan to IBSA	4-Sep-09
<b>2.</b>	In conjunction with IBSA, identify and generate a brief on agreed issues for examination through the national industry consultation forums	21-Sep-09
<b>3.</b>	Collate and record the intelligence from the consultation forums and submit to IBSA in agreed formats	19-Oct-09
<b>5.</b>	In conjunction with IBSA, identify and generate a brief on agreed topics to examine and confirm at the sector validation forums	20-Nov-09
<b>6.</b>	Collate and record the intelligence from the validation forums and submit to IBSA in agreed formats	11-Dec-09

## 6. EXPRESSION OF INTEREST PROCESS AND EVALUATION CRITERIA

Expressions of interest will be evaluated on the following criteria:

- a sound and rigorous methodology demonstrating how each of the project deliverables will be achieved
- demonstrated organisational and key personnel capability to undertake the project, manage a team, meet the project deliverables on time and within budget, and
- value for money.

Expressions of interest should:

- be a maximum of 5 pages
- address the evaluation criteria above
- provide names and preferred contact for at least three referees for whom similar projects have been undertaken
- identify any impediment or potential activities in which DEEWR (the contracting government agency) would have an interest
- outline costs, fees, allowances and administration and other charges, including anticipated travel, associated with delivering the project deliverables, and
- be provided to IBSA by email by COB Friday 14 August 2009.

## **7. CONTRACT**

Acceptance of an expression of interest will be subject to the signing of a contract between IBSA and the successful proponent. The contract will require the assignment of all intellectual property rights in new contract material, and transfer of data and research generated during the course of the project, to IBSA. Copyright of the final project product/s will rest with IBSA, with the Commonwealth of Australia having an unrestricted, royalty-free license for access to and use of the product/s.

## **8. PROJECT BUDGET**

The project budget is \$35,000 plus GST and inclusive of travel and accommodation.

DRAFT

## IBSA'S STRATEGIC FOCUS, REACH AND INFLUENCE

IBSA's has the following four areas of strategic focus in the period 2008 – 2010:

- **Giving voice to industry:** providing integrated industry intelligence and advice to Skills Australia, government and enterprises on workforce development and skills needs.
- **Developing and revitalising products and services:** actively supporting the development, implementation and continuous improvement of high quality training and workforce development products and services, including TPs.
- **Providing advice to enterprises and RTOs on skill needs and solutions:**
  - providing independent skills and training advice to enterprises, including matching identified training needs with appropriate training solutions, and
  - working with enterprises, employment service providers, training providers and government to allocate training places.
- **Engaging in innovation and new thinking:**
  - modelling innovative behaviour by incorporating creativity, fresh thinking and collaboration into all of IBSA's work, including its funded roles above, and
  - developing products and services that will help to build the innovative capacity of the Australian workforce.

IBSA's industries contribute about one quarter of Australia's GDP. Of the 1.4 million enterprises in Australia, 23% are represented in IBSA industries. IBSA's occupations directly account for over 28% of the Australian workforce, but have direct impact on all occupations. Over 80% of all nationally recognised TPs import units from the Business Services TP. IBSA's eleven TPs have significant cross-industry impact and influence, with IBSA industries driving skills formation in the workforce across all industries in areas such as innovation, business acumen, financial and IT literacy, small business and employability skills.<sup>1</sup> The increased recognition and emphasis being placed on these skill areas by employers will test the flexibility of traditional concepts of qualifications to accommodate and anticipate industry's needs. IBSA's TPs include 248 national qualifications and 2197 units of competency.<sup>2</sup>

The IBSA industries are diverse in terms of the work they undertake, their structures, locations, the types of people they employ and their marketplace involvement. However converging technologies, occupations and industries are blurring the borders between many of IBSA's traditionally separate industries, a trend that will continue and accelerate into the future. Examples of this trend include:

- Convergent technology in the telecommunications, IT and cultural industries through such applications as voice over internet protocol (VoIP), the development of specialist occupations such as broadcast technology and the multi-functional 'technician' workforce.

---

<sup>1</sup> Data gathered for Innovation and Business Industry Skills Report, 2006. See [http://www.ibsa.org.au/downloads/Innovation\\_and\\_Business\\_-\\_Industry\\_Skills\\_Report.pdf](http://www.ibsa.org.au/downloads/Innovation_and_Business_-_Industry_Skills_Report.pdf)

<sup>2</sup> At February 2008. Note that the figures change regularly due to rationalisation and continuous improvement of IBSA's TPs.

- Printing as an enabler for most businesses in Australia and the printing, information technology and cultural industries overlap in areas such as graphic design, multimedia and games technology.
- The financial services industry plays a critical role in the Australian economy. Financial literacy capabilities that are included in the Financial Services TP, in addition to skilled occupations such as bookkeeping and insurance, are built into the daily activities of Australia's enterprises.

This blurring of boundaries within IBSA's own industries is also true beyond its industry portfolio. The convergence of technologies, the need for horizontal skill sets for all industries and the expansion in demand for blended and flexible workforce roles creates a potentially enormous need to bring together a number of critical IBSA enabling industries to provide leadership on key issues such as:

- the impact of innovation and new technologies on work patterns
- nationally portable, cross industry skilling
- career mobility
- introduction of essential workforce knowledge management capabilities
- transferable knowledge and skills as an economic and community resource, and
- education as an economic driver.

Additionally the data<sup>3</sup> shows us that IBSA industries are subject to considerable occupational spillage<sup>4</sup> as traditionally vertical specialist occupations such as accounting, project management, creative professionals and IT business analysts are integrated more completely into most other industries. This provides a challenge for IBSA in supporting the ongoing professional development of such employees and ensuring adequate flexibility in skills formation choices for IBSA's entry level learners who may ultimately work in other industries.

Call centres are an important example of occupational spillage and the need for IBSA to address cross-industry occupational responsibilities. To be competitive call centres and related services must create blended workforces. Within IBSA's portfolio of industries specialist call centres now span insurance, business, ICT and financial services; nevertheless the use of 'contact centre' skills has a wider impact and influence in all industries with a sales or service focus. Their increasing use in higher order knowledge industries including remote IT technical help desks and e-learning is evident. The development of contact centres as a primary customer relationship channel in such diverse industries flags the need for closer scrutiny of how IBSA will, in future, be required to address skill sets required by such multi-faceted occupations. Contact/call centre qualifications have recently shifted from the Telecommunications TP into the Business Services TP to reflect the occupational spillage and the broad relevance of these skills to the economy.

The challenge in conducting an Environment scan (Escan) for industries with a high level of occupational spillage and technological convergence, and that act as

---

<sup>3</sup> Data gathered for the draft Innovation and Business Industry Skills Report 2006. See [http://www.ibsa.org.au/downloads/Innovation\\_and\\_Business\\_-\\_Industry\\_Skills\\_Report.pdf](http://www.ibsa.org.au/downloads/Innovation_and_Business_-_Industry_Skills_Report.pdf) for the published Innovation and Business Industry Skills Report.

<sup>4</sup> Occupational spillage occurs when occupations spread into employment outside of the primary industry.

enablers for other sectors, is identifying an accurate statistical base about these industries so that size, location and work arrangements are clear and workforce development strategies can be developed. The level of integration of IBSA industries across the economy has implications for how to establish their scope, scan and reach as well as how to best identify and engage with stakeholders who will sit across many industries and businesses and may have diverse skills needs.

DRAFT

## IBSA INDUSTRY SECTORS - GENERAL OCCUPATIONAL COVERAGE

The six industry sectors within IBSA's scope have diverse activities taking place within the sectors and even further reach than the strict definition of the sectors suggests – a general overview of the occupational activity in each sector follows.

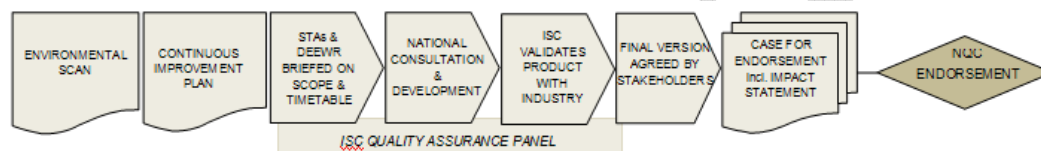
- Business services
  - business general administration services
  - business development and leadership
  - business information management including record keeping
  - project management
  - contact call centres
  - business management
  - customer contact centres
  - e-business
  - human resource management, and
  - international services.
  
- Cultural and creative industries
  - Libraries, museums and arts, photographic film processing, photographic studio Motion Picture, Radio and Television Services
    - ▲ community/cultural development
    - ▲ design
    - ▲ digital media
    - ▲ broadcasting
    - ▲ entertainment
    - ▲ film and television
    - ▲ libraries
    - ▲ multimedia design and games
    - ▲ music
    - ▲ performing arts and live theatre
    - ▲ radio
    - ▲ visual arts and crafts, and
    - ▲ writing, publishing and journalism.
  
- Education
  - training and assessment
  - co-ordination, management and quality
  - delivery and facilitation
  - learning and educational design
  - professional development
  - specialist assessment
  - cross-sectoral literacies – e-literacy, specialist language, literacy and numeracy
  - training advisory services
  - training development, and
  - training / employment co-ordination.

- Financial services, including services to finance and insurance, legal and accounting sectors
  - finance providers: banks, building societies, credit unions, investment banks, capital markets
  - insurance: general insurance, life insurance, brokers/agents, risk assessment
  - superannuation: superannuation and financial planning, self-managed superannuation funds
  - services to finance: accounts and accounting, brokerage (mortgage, finance), financial planning and advice, conveyancing, credit, and
  - financial business services: general financial literacy, accounts, bookkeeping.
  
- Information and communications technologies
  - Information technologies
    - ▲ business systems support and administration
    - ▲ IT desktop, customer and business support
    - ▲ web design and business support
    - ▲ IT project management, and
    - ▲ ICT administration and management, analysis and design, basic and advanced user applications, development and integration, hardware and software
  - Communication/telecommunication services
    - ▲ telecommunications services – digital reception and broadband
    - ▲ cabling
    - ▲ radio operations and spectrum management
  
- Printing and graphic arts - printing, publishing and recorded media
  - ▲ pre-press design – IT/digital/wide format
  - ▲ print machining and print support
  - ▲ digital print production
  - ▲ graphic arts and multimedia
  - ▲ newspapers and packaging
  - ▲ screen printing

## Escan Summary Template

The following information is an extract from the online DEEWR Training Package Development and Endorsement Process 2008 (available at [DEEWR Training Package Development and Endorsement 2008](#)):

A new streamlined, quality assured and transparent process for the development and endorsement of TPs is being progressively implemented during 2008. The process, agreed to by the National Quality Council, will enable better responsiveness to industry priorities for new and updated skills, and give Industry Skills Councils greater responsibility and accountability for the final product. The process (Figure 1) has a number of innovations including the Environment Scan, Continuous Improvement Plan, Impact Statement and establishment of an Industry Skills Council Quality Assurance Panel. The process will enable greater 'speed to market' of TPs and national qualifications by the vocational education and training providers.



**Figure 1. Process for Development and Endorsement of TPs 2008**

The overarching policy, including detail on the process, key stakeholders' roles, Quality Principles for Training Packages, and timeframes for the process are provided in the *Training Package Development and Endorsement Process 2008* document.

The paper *Principles to Transition to 'Model 2008' Process* provides guidance on how TP developments that commenced prior to the introduction of the new process can be transitioned.

The paper *Document templates 'Model 2008'* provides templates and guidance on the following key documents to be developed under the process:

- Environment Scan
- Continuous Improvement Plan
- Editorial Report
- Equity Report
- Quality Report
- Impact Statement
- Case for Endorsement