



# Administrative and support services

*...covers employment services, travel agency and tour arrangement services, administrative services, building cleaning, pest control and gardening services, and packaging services.*

## Key points

- ▶ Administrative and support services employs approximately 380,700 people, accounting for around three per cent of the total Australian workforce
- ▶ Employment within the industry is spread relatively evenly between small-sized enterprises (i.e. those that employ less than 20 workers), medium-sized enterprises (i.e. those that employ between 20 and 199 workers) and large enterprises (i.e. those that employ 200 workers or more)
- ▶ 33 per cent of employment in administrative and support services occurs in regional and remote areas – slightly less than the all-industry average of 37 per cent<sup>1</sup>
- ▶ Over half of industry workers are female (53 per cent), compared to 46 per cent of the Australian workforce as a whole
- ▶ 40 per cent of the workforce is employed part-time, compared to 30 per cent of all industries
- ▶ Nearly half of administrative and support services workers (47 per cent) do not hold post-school qualifications, although one in ten workers has completed a Diploma or Advanced Diploma qualification
- ▶ A detailed employment profile for administrative and support services (including information on its workforce, industry and occupational characteristics) can be found at [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au)

## Industry outlook

The administration and support services sector is a small but important industry, contributing around 2.7 per cent (\$29.9b) to the Australian economy in terms of total industry value added in 2009-10.<sup>2</sup>

### Short-term growth

Employment growth in the administrative and support services sector is expected to continue steadily over the next five years, as shown in Table 1.

---

<sup>1</sup> Regional and remote areas are defined as those outside state capital cities.

<sup>2</sup> 'Industry value added' is the measure of the contribution by industry to gross domestic product (GDP) at basic prices. ABS (2010) *Australian System of National Accounts* (Cat. no. 5204.0).

**Table 1 Current and past employment in administrative and support services**

| Industry                            | Current employment |              | Past growth: five years |             |
|-------------------------------------|--------------------|--------------|-------------------------|-------------|
|                                     | '000               | % of total   | '000                    | %           |
| Administrative and support services | 380.7              | 3.4          | 24.5                    | 6.9         |
| <b>All employed</b>                 | <b>11,044.6</b>    | <b>100.0</b> | <b>1,060.1</b>          | <b>10.6</b> |

Population: Employed people.

Source: DEEWR analysis of ABS trend data, May 2010 (Cat no: 6291.0.55.003).

### Long-term growth

Skills Australia used scenario planning and economic modelling undertaken by Access Economics to calculate the skills demand for the economy into the future. The three scenarios are:

- ▶ Open Doors – assumes an industry and occupation structure that is driven by greater global openness, high economic growth and high productivity
- ▶ Low Trust Globalisation – assumes global competition but with more moderate participation rates, productivity growth and rates of growth of net migration, and accordingly, medium economic growth
- ▶ Flags – assumes a more protectionist economy, with a greater move to domestic self-sufficiency, a lower rate of net migration and productivity growth, and accordingly, assumes a low rate of economic growth.

As Table 2 shows, the administration and support services industry is forecast to grow strongly whatever scenario eventuates, with average employment growth per annum expected to be higher than the Australian average between 2010 and 2025.<sup>3</sup>

**Table 2 Average annual industry employment growth in three scenarios, 2010-15 and 2010-25 (%pa)**

| Industry   | Open Doors |            | Low-Trust Globalisation |            | Flags      |            |
|--|------------|------------|-------------------------|------------|------------|------------|
|  | 2015       | 2025       | 2015                    | 2025       | 2015       | 2025       |
| <b>Administrative and support services</b>                 | <b>3.7</b> | <b>2.9</b> | <b>3.1</b>              | <b>2.3</b> | <b>1.8</b> | <b>1.1</b> |
| Administrative services                                    | 3.8        | 3.0        | 3.2                     | 2.4        | 1.9        | 1.2        |
| Building cleaning, pest control and other support services | 3.6        | 2.8        | 2.9                     | 2.2        | 1.8        | 1.0        |
| <b>All industries</b>                                      | <b>2.6</b> | <b>2.1</b> | <b>1.9</b>              | <b>1.5</b> | <b>1.3</b> | <b>0.9</b> |

Source: Access Economics (2009) *Economic modelling of skills demand*, Table D1; conversion to ANZSIC by CEET (2010).

<sup>3</sup> A description of the scenarios and the Access Economics modeling of employment in each, with state and territory break-downs, is available at the Skills Australia web-site [www.skillsaustralia.gov.au](http://www.skillsaustralia.gov.au)

## Occupation outlook

### Key occupations

The top ten administrative and support services occupations account for half of industry employment as a whole. Commercial cleaners comprise the largest occupational group in the industry, at 17.7 per cent, followed by human resource professionals (6.2 per cent), tourism and travel advisers (6 per cent), and domestic cleaners (5.2 per cent).

**Table 3 Top ten administrative and support services occupations**

| Occupation                          | People employed | Industry employment |
|-------------------------------------|-----------------|---------------------|
| ANZSCO                              | '000            | % of total          |
| 8112 Commercial cleaners            | 66.2            | 17.7                |
| 2231 Human resource professionals   | 23.3            | 6.2                 |
| 4516 Tourism and travel advisers    | 22.6            | 6.0                 |
| 8113 Domestic cleaners              | 19.3            | 5.2                 |
| 3622 Gardeners                      | 14.1            | 3.8                 |
| 8414 Garden and nursery labourers   | 13.2            | 3.5                 |
| 5411 Call or contact centre workers | 9.4             | 2.5                 |
| 8321 Packers                        | 7.2             | 1.9                 |
| 8116 Other cleaners                 | 5.9             | 1.6                 |
| 5311 General clerks                 | 5.2             | 1.4                 |
| <b>Total</b>                        | <b>373.4</b>    | <b>49.9</b>         |

Source: ABS (2010) *Labour Force Australia*, detailed quarterly report, 2009 average of four quarters (Cat. no. 6291.0.55.003).

### Short-term growth

Table 4 shows recent past and forecast growth rates for the occupations that feature prominently within the industry. **Note that the figures refer to the expected number of people in these occupations across all industries, not just in administrative and support services.**

Human resource professionals are forecast to show the highest short-term employment growth, at 17.2 per cent in the five years to 2014-15. This is followed by call or contact centre workers at 12.7 per cent. Domestic cleaners, other cleaners and packers are all expected to show negative employment growth over the next five years.

**Table 4 Current and past employment in key occupations**

| Occupation                          | Current employment (all industries) |              | Past growth: five years |             |
|-------------------------------------|-------------------------------------|--------------|-------------------------|-------------|
|                                     | '000                                | % of total   | '000                    | %           |
| ANZSCO                              |                                     |              |                         |             |
| 2231 Human resource professionals   | 56.1                                | 0.5          | 10.9                    | 24.2        |
| 3622 Gardeners                      | 59.2                                | 0.5          | 8.3                     | 16.4        |
| 4516 Tourism and travel advisers    | 22.2                                | 0.2          | 2.9                     | 15.2        |
| 5311 General clerks                 | 182.7                               | 1.7          | 36.0                    | 24.6        |
| 5411 Call or contact centre workers | 32.1                                | 0.3          | 4.5                     | 16.1        |
| 8112 Commercial cleaners            | 163.2                               | 1.5          | 10.2                    | 6.6         |
| 8113 Domestic cleaners              | 28.6                                | 0.3          | 1.5                     | 5.4         |
| 8116 Other cleaners                 | 9.6                                 | 0.1          | -7.7                    | -44.4       |
| 8321 Packers                        | 54.5                                | 0.5          | -29.4                   | -35.1       |
| 8414 Garden and nursery labourers   | 29.6                                | 0.3          | -5.8                    | -16.4       |
| <b>All employed</b>                 | <b>11,044.6</b>                     | <b>100.0</b> | <b>1,060.1</b>          | <b>10.6</b> |

Population: Employed people.

Source: DEEWR analysis of ABS trend data, May 2010 (Cat no: 6291.0.55.003).

### Long-term growth and job openings

Table 5 indicates the long-term net job growth per annum expected in these occupation groups, according to Access Economics' scenario modelling. Once again, human resource and training professionals show consistently high growth across each scenario, as do call or contact centre information clerks.

**Table 5 Average annual occupation growth in three scenarios, 2010-15 and 2010-25 (%pa)**

| Industry                                      | Open doors |            | Low-trust globalisation |            | Flags      |            |
|---|------------|------------|-------------------------|------------|------------|------------|
|   | 2015       | 2025       | 2015                    | 2025       | 2015       | 2025       |
| ANZSCO  |            |            |                         |            |            |            |
| 223 Human resource and training professionals | 3.2        | 2.5        | 2.6                     | 1.9        | 1.8        | 1.1        |
| 362 Horticultural trades workers              | 2.3        | 2.1        | 1.6                     | 1.4        | 0.4        | 0.2        |
| 451 Personal service and travel workers       | 2.9        | 2.2        | 2.3                     | 1.6        | 0.9        | 0.3        |
| 531 General clerks                            | 3.8        | 3.0        | 2.9                     | 2.2        | 2.0        | 1.3        |
| 541 Call or contact centre information clerks | 3.1        | 2.4        | 2.5                     | 1.8        | 1.7        | 1.0        |
| 811 Cleaners and laundry workers              | 3.0        | 2.6        | 2.4                     | 2.0        | 1.6        | 1.1        |
| 832 Packers and product assemblers            | 1.4        | 0.9        | 0.7                     | 0.1        | 2.5        | 1.8        |
| 841 Farm, forestry and garden workers         | 2.0        | 1.6        | 1.0                     | 0.6        | -0.2       | -0.7       |
| <b>All occupations</b>                        | <b>2.6</b> | <b>2.1</b> | <b>1.9</b>              | <b>1.5</b> | <b>1.3</b> | <b>0.9</b> |

Source: Access Economics (2009) *Economic modelling of skills demand*, Table D4 (ASCO); conversion to ANZSCO by CEET (2009). Three-digit ANZSCO job titles are used in this analysis.

In contrast to the short-term forecast indicated in Table 4, cleaners and laundry workers are predicted to show strong employment growth across all scenarios to 2025. Packers and product assemblers are expected to have high long-term growth under the Flags scenario, while employment among farm, forestry and garden workers is forecast to decline under the Flags world.

As noted, the data in Table 5 concerns employment growth in an industry. The number of total **job openings** which includes both employment growth and **the replacement resulting from individuals leaving the occupation net of those re-entering** can also be estimated. This replacement requirement is particularly significant in industries where there are high numbers of people retiring or leaving the occupation.

Table 6 shows the average annual job openings projected in key administration and support services occupations to 2025.

**Table 6 Average annual job openings, pa 2010 to 2025, in three scenarios**

| Occupation                                    | Open doors   |            | Low trust globalisation |            | Flags        |            |
|---|--------------|------------|-------------------------|------------|--------------|------------|
|   | ('000)       | %          | ('000)                  | %          | ('000)       | %          |
| ANZSCO  |              |            |                         |            |              |            |
| 223 Human resource and training professionals | 4.3          | 4.1        | 3.4                     | 3.4        | 2.5          | 2.6        |
| 362 Horticultural trades workers              | 2.9          | 2.9        | 2.1                     | 2.2        | 0.9          | 1.0        |
| 451 Personal service and travel workers       | 3.4          | 3.2        | 2.7                     | 2.6        | 1.3          | 1.3        |
| 531 General clerks                            | 12.6         | 5.6        | 10.0                    | 4.8        | 7.6          | 3.9        |
| 541 Call or contact centre information clerks | 4.6          | 3.8        | 3.7                     | 3.2        | 2.6          | 2.4        |
| 811 Cleaners and laundry workers              | 15.6         | 4.9        | 13.0                    | 4.2        | 9.6          | 3.3        |
| 832 Packers and product assemblers            | 4.8          | 3.5        | 3.7                     | 2.7        | 6.5          | 4.4        |
| 841 Farm, forestry and garden workers         | 4.8          | 3.9        | 3.3                     | 2.8        | 2.5          | 1.6        |
| <b>All occupations</b>                        | <b>579.1</b> | <b>4.4</b> | <b>465.9</b>            | <b>3.8</b> | <b>373.7</b> | <b>3.2</b> |

Source: Access Economics (2009) *Economic modelling of skills demand*, Table D4 (ASCO); conversion to ANZSCO and net replacement demand by CEET (2009). Three-digit ANZSCO job titles are used in this analysis.

General clerks and cleaners and laundry workers are each forecast to experience a higher-than-average proportion of job openings. Some 12,600 job openings each year are expected for general clerks: representing a 5.6 per cent increase per annum to 2025 under the Open Doors scenario. Cleaners and laundry workers, on the other hand, are forecast to see 15,600 job openings each year to 2025, or 4.9 per cent per annum.

As Table 7 shows, the majority of job openings in key occupations are created by new growth under the Open Doors scenario. For horticultural trades workers, for example, more than twice as many jobs will be created by industry growth (32,700) than by replacement demand (13,400) in the period to 2025. Only a few occupations, such as packers and product assemblers, and farm, forestry and garden workers, are expected to have the majority of job openings driven by replacements requirements under Open Doors. With a slower rate of new growth forecast under the Flags scenario, however, replacement demand is predicted to outstrip new growth in all key occupations by 2025.

**Table 7 Total job openings (growth and net replacement) in three scenarios, 2010 to 2025**

### 7.1 Open Doors

| Occupation                                    | Total growth (persons) |             | Net replacement estimates (persons) |             | Total job openings (persons) |              |
|---|------------------------|-------------|-------------------------------------|-------------|------------------------------|--------------|
|   | ('000)                 | %           | ('000)                              | %           | ('000)                       | %            |
| ANZSCO  |                        |             |                                     |             |                              |              |
| 223 Human resource and training professionals | 41.7                   | 61.1        | 26.5                                | 38.9        | 68.2                         | 100.0        |
| 362 Horticultural trades workers              | 32.7                   | 71.0        | 13.4                                | 29.0        | 46.1                         | 100.0        |
| 451 Personal service and travel workers       | 37.4                   | 67.8        | 17.7                                | 32.2        | 55.1                         | 100.0        |
| 531 General clerks                            | 106.9                  | 52.9        | 95.3                                | 47.1        | 202.2                        | 100.0        |
| 541 Call or contact centre information clerks | 45.1                   | 61.2        | 28.6                                | 38.8        | 73.7                         | 100.0        |
| 811 Cleaners and laundry workers              | 133.9                  | 53.5        | 116.2                               | 46.5        | 250.1                        | 100.0        |
| 832 Packers and product assemblers            | 21.3                   | 27.7        | 55.5                                | 72.3        | 76.8                         | 100.0        |
| 841 Farm, forestry and garden workers         | 30.7                   | 39.7        | 46.7                                | 60.3        | 77.4                         | 100.0        |
| <b>All occupations</b>                        | <b>4,425.7</b>         | <b>47.8</b> | <b>4,840.1</b>                      | <b>52.2</b> | <b>9,265.8</b>               | <b>100.0</b> |

### 7.2 Low-Trust Globalisation

| Occupation                                    | Total growth (persons) |             | Net replacement estimates (persons) |             | Total job openings (persons) |              |
|---|------------------------|-------------|-------------------------------------|-------------|------------------------------|--------------|
|   | ('000)                 | %           | ('000)                              | %           | ('000)                       | %            |
| ANZSCO  |                        |             |                                     |             |                              |              |
| 223 Human resource and training professionals | 29.6                   | 54.2        | 25.0                                | 45.8        | 54.6                         | 100.0        |
| 362 Horticultural trades workers              | 20.4                   | 62.1        | 12.5                                | 37.9        | 32.9                         | 100.0        |
| 451 Personal service and travel workers       | 26.0                   | 60.7        | 16.8                                | 39.3        | 42.9                         | 100.0        |
| 531 General clerks                            | 72.3                   | 45.1        | 88.0                                | 54.9        | 160.3                        | 100.0        |
| 541 Call or contact centre information clerks | 32.2                   | 54.3        | 27.1                                | 45.7        | 59.3                         | 100.0        |
| 811 Cleaners and laundry workers              | 98.6                   | 47.2        | 110.1                               | 52.8        | 208.6                        | 100.0        |
| 832 Packers and product assemblers            | 8.0                    | 13.3        | 51.8                                | 86.7        | 59.8                         | 100.0        |
| 841 Farm, forestry and garden workers         | 9.5                    | 18.3        | 42.7                                | 81.7        | 52.2                         | 100.0        |
| <b>All occupations</b>                        | <b>2,892.9</b>         | <b>38.8</b> | <b>4,561.3</b>                      | <b>61.2</b> | <b>7,454.2</b>               | <b>100.0</b> |

### 7.3 Flags

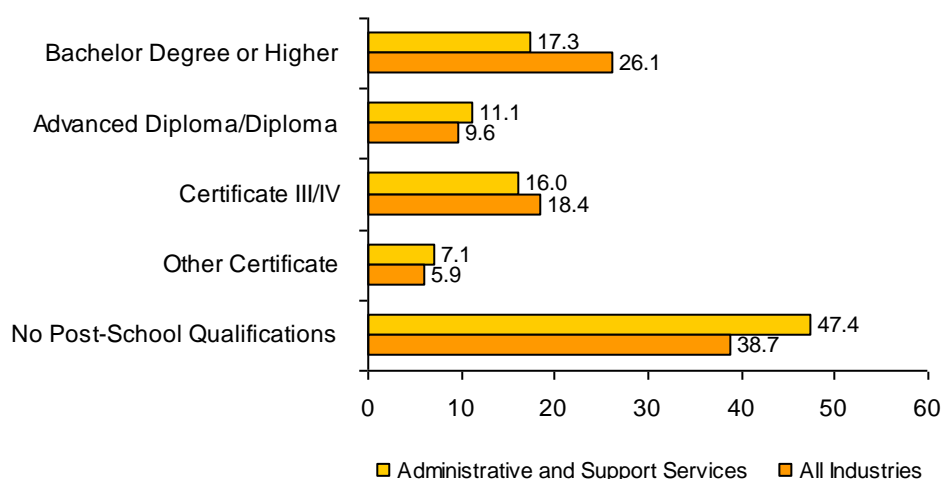
| Occupation                                    | Total growth (persons) |             | Net replacement estimates (persons) |             | Total job openings (persons) |              |
|---|------------------------|-------------|-------------------------------------|-------------|------------------------------|--------------|
|   | ('000)                 | %           | ('000)                              | %           | ('000)                       | %            |
| ANZSCO  |                        |             |                                     |             |                              |              |
| 223 Human resource and training professionals | 16.4                   | 41.3        | 23.3                                | 58.7        | 39.7                         | 100.0        |
| 362 Horticultural trades workers              | 2.9                    | 20.6        | 11.2                                | 79.4        | 14.2                         | 100.0        |
| 451 Personal service and travel workers       | 5.7                    | 27.3        | 15.0                                | 72.7        | 20.7                         | 100.0        |
| 531 General clerks                            | 41.0                   | 33.5        | 81.3                                | 66.5        | 122.3                        | 100.0        |
| 541 Call or contact centre information clerks | 16.4                   | 39.3        | 25.2                                | 60.7        | 41.6                         | 100.0        |
| 811 Cleaners and laundry workers              | 51.2                   | 33.5        | 101.7                               | 66.5        | 152.9                        | 100.0        |
| 832 Packers and product assemblers            | 42.8                   | 41.3        | 60.8                                | 58.7        | 103.6                        | 100.0        |
| 841 Farm, forestry and garden workers         | 2.1                    | 5.3         | 38.4                                | 94.7        | 40.5                         | 100.0        |
| <b>All occupations</b>                        | <b>1,681.7</b>         | <b>28.1</b> | <b>4,297.2</b>                      | <b>71.9</b> | <b>5,978.9</b>               | <b>100.0</b> |

Source: Access Economics (2009) *Economic modelling of skills demand*, Table D4 (ASCO); conversion to ANZSCO and net replacement demand by CEET (2009). Three-digit ANZSCO job titles are used in this analysis.

### Education and training profile

Approximately half (47.4 per cent) of workers in administration and support services do not hold a post-school qualification, while the remainder hold a Bachelor degree or higher qualification (17.3 per cent), a Diploma or Advanced Diploma (11.1 per cent), a Certificate III/IV (16.0 per cent), or other certificate (7.1 per cent).

**Figure 1 Education profile of the administration and support services workforce (%)**



Source: DEEWR (2010) *Australian Jobs 2010*.

Figure 2 shows how demand for qualifications is expected to change over time. It shows the current education profile for each respective occupation: across all industries and within the administration and support services industry. It also shows projected levels of educational attainment to 2015 and 2025 by each occupation group depending on which of the three scenarios eventuates.

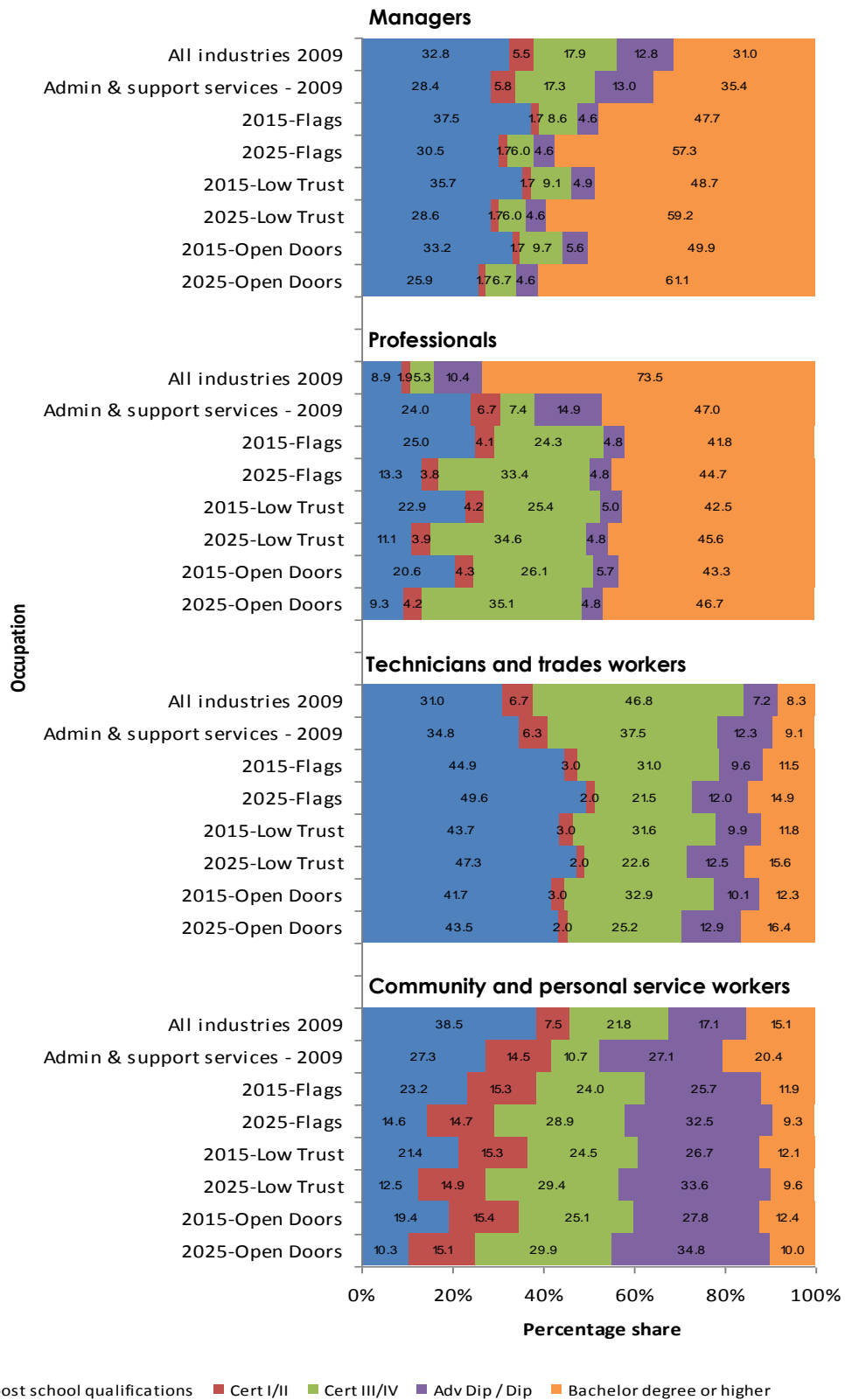
As Figure 2 shows, managers are expected to upskill progressively, with the share of those with Bachelor degrees or higher increasing to 61.1 per cent under Open doors in 2025, compared to 35.4 per cent in 2009.

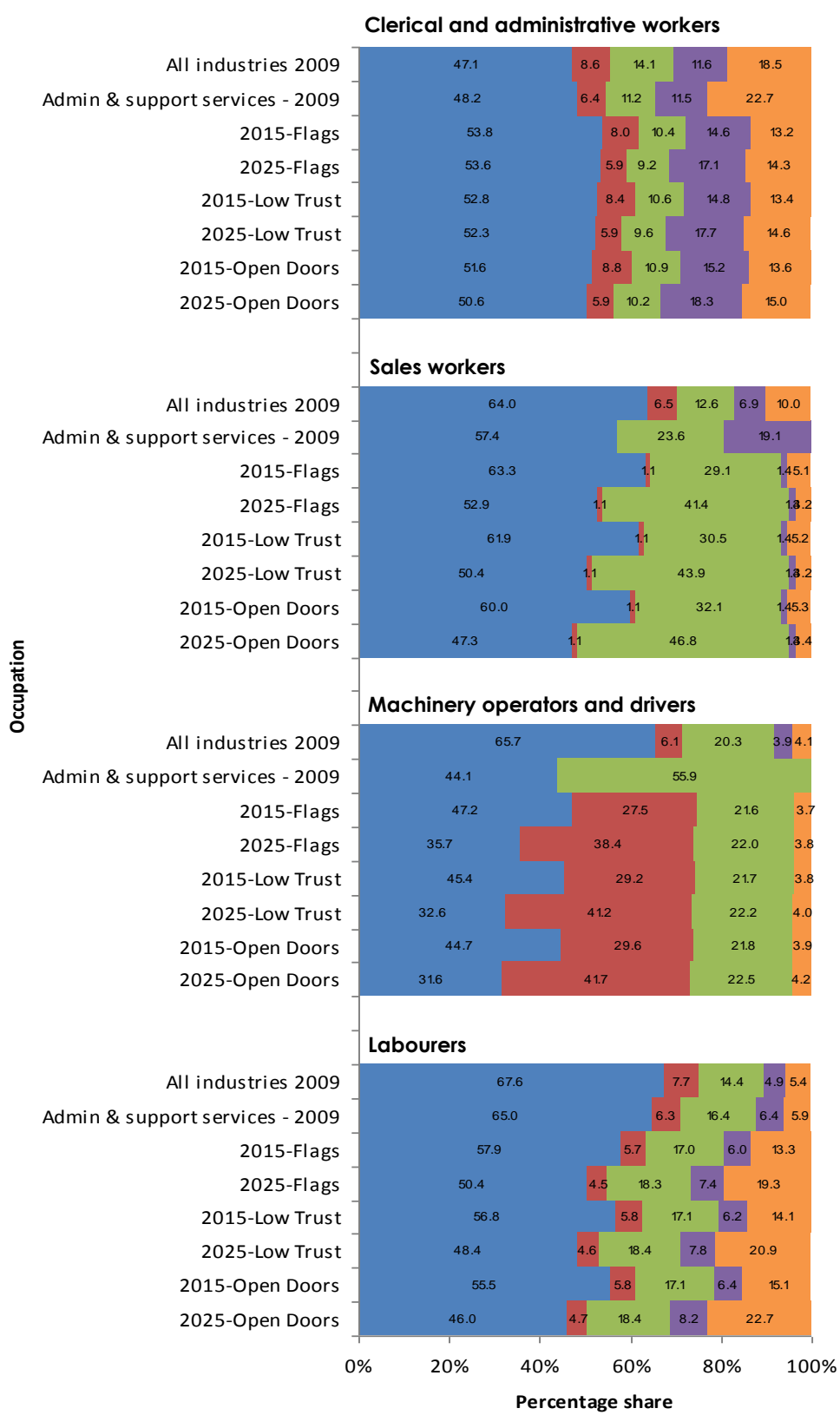
The proportion of professionals with a Bachelor degree or higher remains relatively stable over time under all three scenarios, however the share of attainment of Certificate III/IV increases from 7.4 per cent in 2009 to 35.1 per cent under Open Doors in 2025. Labourers also show increasing levels of educational attainment.

Conversely, while the proportion of technicians and trades workers with a Bachelor degree or higher increases slightly in the long-term, the share of Certificate III/IV holders decreased from 37.5 per cent in 2009 to 25.2 per cent in 2025 under Open Doors. Similarly, the proportion of clerical and administrative workers with a Bachelor degree or higher decreases over time under all three scenarios.

Small employment numbers of sales workers and machinery operators and drivers are set to continue in the future, although some skills deepening is expected to occur.

**Figure 2 Level of educational attainment in the administration and support services industry by occupation: 2009 and projections to 2015 and 2025 (%)**





Source: ABS (2009) *Survey of Education and Work 2009* (Cat. no. 6227.0).

## Specialised occupations

In *Workforce Futures*, Skills Australia has proposed that national skills and workforce planning should focus on **specialised occupations**. Specialised occupations are defined as those 'where specialised skills, learned in formal education and training, are needed at entry level and where the impact of market failure is potentially significant for the economy and/or the community.'

Specialised occupations demonstrate these characteristics:

- ▶ long lead time—skills are highly specialised and require extended learning and preparation time over several years;
- ▶ high use—skills are deployed for the uses intended (i.e. good occupational 'fit');
- ▶ high risk—the disruption caused by the skills being in short supply is great, resulting either in bottlenecks in supply chains or imposing significant economic or community costs because an organisation cannot operate; and
- ▶ high information—the quality of information about the occupation is adequate to the task of assessing future demand and evaluating the first three criteria.

As the administration and support services sector consists primarily of clerks, administrative workers, personal service and travel workers, call centre operators and packers, there are few 'specialised' occupations relevant for this industry.

This is primarily because the industry does not presently require the majority of its workforce to have formal qualifications necessitating 'long lead time'. These highly specialised skills require a commitment of at least four years for university study; 3 or 4 years for apprenticeships; or at least 1000 hours for vocational courses. Given the 'long lead time' requirement, the 'specialised occupations' criteria will not be as relevant for the administration and support services sector as will be the case for other industries.

While there are some management and professional occupations that may be loosely associated with the sector (such as accountants), there is limited demand for post-school qualifications among the broader workforce at present. This is reflected in the education profile of the industry (for 2009) in Figure 1. However, as Figure 2 shows this demand may change over time, depending on which future scenario unfolds.

More detailed information about specialised occupations is available from *Australian Workforce Futures: A National Workforce Development Strategy* at [http://www.skillsaustralia.gov.au/PDFs\\_RTfs/WWF\\_strategy.pdf](http://www.skillsaustralia.gov.au/PDFs_RTfs/WWF_strategy.pdf).

## Example workforce development initiatives

Investment in workforce development has been shown to maximise people's capabilities, lift productivity and increase workforce participation. Employee satisfaction levels and engagement also increase when enterprises make better use of their employees' skills.<sup>4</sup> Current workforce development initiatives in administration and support services include the following examples:

- ▶ The **TVET Workforce Development Tool** is a simple online survey tool that provides immediate feedback on the needs and status of enterprises' current workforce through case study based information. The results provide advice to enterprise on how to address workforce development and future workforce planning needs. The tool is available through the TVET Australia website below and through Innovation and Business Skills Australia, the Industry Skills Council for financial services. For further information see <http://workforce.tvetaustralia.com.au>.
- ▶ The **Discuss, Display, Do Project** aims to develop and pilot a Recognition of Prior Learning (RPL) model suitable to the needs of volunteers and volunteer utilising organisations. The project supports the priorities in sport and recreation, as well as other related service industry sectors by developing a more responsive training system and addressing skilled worker requirements. For further information see [www.serviceskills.com.au/discuss-display-do](http://www.serviceskills.com.au/discuss-display-do).
- ▶ **Skills and Training Information Centres (STICs)** provide information and advice on skills and training to prospective job seekers, existing workers and employers. STICs also refer employers to Industry Skills Councils where employers wish to identify their training needs. For further information see [www.australianapprenticeships.gov.au/search/aacsearch.asp](http://www.australianapprenticeships.gov.au/search/aacsearch.asp).
- ▶ The Australian Government's **Enterprise Based Productivity Places Program** has enabled IBSA to broker funding for upskilling existing workers in the Administrative and Support Services sector for a number of enterprises including AMA WA – Certificates III and IV Business for practice managers and Franklyn Scholar focussing on administration, leadership and organising in the Diploma of Project Management.



<sup>4</sup> Skills Australia (2010) *Australian Workforce Futures: A National Workforce Development Strategy*.