

# ServiceSkillsSA

ARTS | SPORT | RECREATION | RETAIL | WHOLESale | PERSONAL SERVICES



## STRATEGIC PLAN 2009 -2011

SKILLS BRIDGE TO  
DEVELOP SOUTH AUSTRALIA'S  
WORKFORCE IN THE

ARTS  
RECREATION AND SPORT  
RETAIL, WHOLESale  
AND PERSONAL SERVICES

September 2008 - First Outline for Review

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## **2009 to 2011 Strategic Plan**

Service Skills SA (SSSA) is the business name for Service Skills Industry Alliance Inc. (SSIA) which is a small non-profit Association and one of nine Industry Skills Boards (ISBs) set up in SA in 2004. Service Skills SA replaces the SA Recreation and Arts Training (SARAT) and Retail, Wholesale and Personal Services (RWAPS) ITABs.

The Industry Skills Boards have a broad facilitation role which covers all aspects of workforce development with a focus on vocational education.

This strategic plan is a brief and direct document and is not intended as a resource to provide detail on the industry sectors, the members of SSSA or projects and activities being undertaken.

### **Industry Sector Coverage** (see Network diagram on page 6)

- Arts
- Sport and Recreation
- Retail and Wholesale
- Personal Services

### **Vision**

We are a skills bridge.

We are determined to make significant contribution to vocational education and workforce development by being an exceptional proactive facilitator between the Services industries, the government and the community in a highly skilled and flexible South Australian economy.

### **Values**

The values of the organization reflect its facilitation role and industry association structure. They are:-

1. User driven. Providing a service to industry and government
2. Inclusive and collaborative team player
3. Constructive and creative
4. Flexible, adaptive and efficient
5. Good ethics
6. Quality outcomes

### **Strategies**

The Board has agreed that in very simple terms the fundamental role of the organization within its workforce development and skills brief is to undertake the following recurring facilitation process while working on "macro" industry sector issues:-

1. Gather industry related information
2. Collate the information
3. Define priorities with industry
4. Facilitate action on the priorities
5. Disseminate and broker the actions and information.

This recurring facilitation process occurs within the structural framework of SSSA which utilizes members who form industry sector sub committees that provide direction to the Board which determines priorities.

## **Objectives (Roles)**

The organization has limited resources which are provided primarily by a Department of Further Education, Employment, Science and Technology (DFEEST) grant and the voluntary assistance of the Associations members. For ease of operation the Board has taken the DFEEST funding roles as its objectives. These are:-

1. Influence government policy by providing industry advice on industry priorities for workforce development.
2. Provide industry advice on workforce and skills requirements to influence education and training systems and pathways.
3. Assist with training package and accredited training course development, review and endorsement to meet South Australia's training needs.
4. Promote and support the adoption of best practice workforce development strategies and workforce planning by industry.
5. Propose, broker and manage workforce development programs to industry
6. Promote the advantages gained from education, recognized training and lifelong learning for all South Australians

## **Goals**

The goals have been drawn from industry sub sector priorities. They are framed within the needs and characteristics of the industry sectors and the availability of resources and opportunities. They also build on work that has been carried out by SSSA over the last three years and consider the directions (roles) set by DFEEST and the backdrop of the State Strategic Plan, the review of Skills and Workforce Development in South Australia (Keating 2008) and the plans of the new Training and Skills Commission. The goals are:-

1. Expand our information gathering and dissemination capability in-line with our new funding to maximise the industry and government awareness of the key current and impending workforce development issues.
2. Assist to improve workforce development and people management skills and awareness in our industry sectors.
3. Encourage funding that combines entry level training with employment outcomes.
4. Lobby and provide evidence to ensure our industry sectors receive equitable government skills funding given their significant employment, wellbeing and cultural importance.
5. Influence the delivery of Vet in Schools to maximise industry and student employment, career pathway and productivity outcomes.
6. Create sustainable career advice resources for all our industry sectors to better attract the right people to our industry sectors
7. Influence the funding of vocational training to make provision for industry specific "skills set" training which leads to increased productivity or participation.
8. Continue our strong role in facilitating SA industry input into Training Package improvement
9. Assist regional skills delivery for our industry sectors

## **Actions**

The actions are derived from the goals, current available opportunities and industry needs. They are listed under each industry sector and the target is to achieve them over the next three year funding cycle. This is obviously contingent on the continuation of current base funding and a supplementary "project" fund such as the Workforce Development Fund or the Industry Partnership Program.

The Board has agreed that there must be a focus on Arts and Sport and Recreation during this three year strategic plan to create some more equity of outcomes after Retail and Hair and Beauty has received most of the project opportunities over the last three years.

## **Industry Sector Actions 2009 to 2011**

### **Sport and Recreation**

1. Run a workforce development project focusing on the skills priorities articulated in the recent survey.
2. Facilitate the creation of a statewide career resource.
3. Continue to promote the voice of South Australia in the Sport and Recreation Training Package review.
4. Facilitate industry engagement with DECS to improve Vet In Schools outcomes
5. Achieve engagement of the Office of Recreation and Sport with SSSA actions.
6. Facilitate or run a collaborative Productivity Places Program project in Sport and Recreation in SA.

### **Arts**

1. Facilitate a skills development program to improve the percentage of participants who move from Arts training to sustainable Arts working outcomes.
2. Ensure SA is effectively engaged in the Music Training Package (TP) review.
3. Engage more deeply with the industry sub sectors to better understand their needs.
4. Work with and encourage IBSA to become more active in the Arts sector.
5. Facilitate or run a collaborative Productivity Places Program project in the Arts.
6. Facilitate the creation of a statewide career resource.
7. Facilitate industry engagement with DECS to improve Vet In Schools outcomes

### **Personal Services (Hair, Beauty, Funeral Services and Floristry)**

1. Continue to facilitate action on the recommendations from the Hair and Beauty Workforce Development Project.
2. Facilitate the creation of a Cert IV Funeral Services Traineeship in South Australia.
3. Assist the floristry industry with skills development to manage the significant commercial change occurring in their industry
4. Represent Floristry and Beauty industries in SA in the ongoing TP reviews.
5. Facilitate a collaborative Productivity Places Program project in Hair and Beauty.
6. Facilitate industry engagement with DECS to improve Vet In Schools outcomes

### **Retail, Wholesale and Community Pharmacy**

1. Create a mentoring program in the Retail and Wholesale industries to expand skills development at management level.
2. Facilitate the creation of a statewide career resource.
3. Run the Retail Executive Productivity Places Program project in SA.
4. Lobby for effective funding to increase the flow of workforce non participants entering the industry sector.
5. Facilitate industry engagement with DECS to improve Vet In Schools outcomes

### **2009 to 2010 Action Plan**

The 2009/2010 Action Plan has been tabulated on the next page and includes the sector actions along with some operational and more generic actions.

The Action Plan is ambitious in that it is subject to significant additional funding approval. Based on experience it is likely that some of the Actions will flow into the next year. This plan is subject to discussion by the Board, sub sector committees and DFEEST over the next two months. It will also be influenced by the outcomes of submissions for funding occurring before the end of 2008.

## SERVICE SKILLS SA - ACTION PLAN 09/10

Goals (1 to 9) Goals followed by Action Items	End of year KPI target	DFEEST Roles	Funding Required
<b>Goal 1 Expand information gathering and dissemination</b> A Arts industry sub sector engagement and information B Office of Recreation and Sport engagement C Union engagement D Increased IBSA engagement and activity in the Arts E Increased website, bulletin and sub sector meeting activity	All sub sectors engaged Active sub committee member Adequate Board representation Start TP updates in SA 6 bulletins, 5 meetings p.a	1,2 1,2 1,2 1,2,3 1,2	
<b>Goal 2 Improve management and WFD awareness</b> A Sport and Recreation skills project B Sport and Recreation collaborative PPP project C Arts collaborative PPP project D Hair and Beauty Workforce Development Project Actions E Hair and Beauty collaborative PPP project F Retail mentoring program G Retail Executive PPP project	Underway Funded Funded Cert II, 3 year apprenticeship Funded Commenced Commenced	4,5 5 5 1,2,3,4,5,6 5 4 4,5,6	IPP EWPPP EWPPP ?, IPP EWPPP IPP,PPP IPP,PPP
<b>Goal 3 Funding entry training combining employment</b> A Arts employment transition project B Lobby to make Jobseeker PPP more employment focused	Commenced Change considered	5 1	?IPP
<b>Goal 4 Evidence to ensure equitable funding</b> A Engagement in information flow to TaSC B Engagement in ISC environmental scans C Annual industry sector surveys D Funeral services Cert IV Traineeship	TaSC aware of SSSA industries ISC's with SA data Complete Complete	1,2 2 2 1	?
<b>Goal 5 Influence effective Vet in School delivery</b> A Sport and Recreation Vet in Schools agreed with industry B Arts Vet in Schools agreed with industry	Complete Underway	6 6	? ?
<b>Goal 6 Create sustainable industry career resources</b> A Hair and Beauty career guide repeated B Sport and Recreation career guide C Arts career guide D Retail career guide	Complete Complete Commenced Complete	4,6 4,6 4,6 4,6	Industry IPP ? Industry
<b>Goal 7 Funding for industry specific skills set training</b> A Floristry skills set project B Lobby for retail participation project	Commenced Proposal formulated	4 1,4,5	? ?
<b>Goal 8 Training package improvement</b> A Sport and Recreation TP review B Music TP review SA industry engagement C Floristry and Beauty TP update engagement D Lobby for one year Continuous Improvement and Implementation	Complete Underway Complete Accepted	3 3 3 1,3	SSSA,SSA IBSA SSA
<b>Goal 9 Regional skills delivery</b> A Create an effective two way regional communication process B Make project involvement available to the regions	Complete Complete	1,2 1,2,3,4,5,6	

## SSSA Industry Sector Network 2008

Industry Sector	Industry Sub Sector	Training Packages	National Skills Council	Interstate Network
<b>Arts</b>	1. Community Arts	Entertainment (CUE03)	IBSA (Innovation & Business Skills Australia) <a href="http://www.ibsa.org.au">www.ibsa.org.au</a>	CISC Queensland <a href="http://www.cisc.com.au">www.cisc.com.au</a>
	2. Entertainment			Verve Victoria <a href="http://www.verve.org.au">www.verve.org.au</a>
	3. Performing Arts	Museum & Libraries (CUL04)		Future Now WA <a href="http://www.futurenow.org.au">www.futurenow.org.au</a>
	4. Libraries & Info.			Arts Training NSW <a href="http://www.artstrainingnsw.com.au">www.artstrainingnsw.com.au</a>
	5. Museum, Galleries & Cultural Heritage	Visual Arts, Craft & Design (CUV03)		Skills Tasmania (Tas) <a href="http://www.skills.tas.gov.au">www.skills.tas.gov.au</a>
	6. Zoos, Botanic Gardens & Natural Heritage	Film, Television & Multimedia (CUF01)		CHARTTES NT <a href="http://www.charttes.com.au">www.charttes.com.au</a>
	7. Visual Arts, Craft & Design	Music (CUS01)		ACT - <i>tba</i>
	8. Film, Television & Radio			
	9. Multimedia			
	10. Music			
	11. Writing, Editing, Publishing & Journalism			
<b>Sport &amp; Recreation</b>	1. Sport	Sport (SRS03)	Service Skills (Service Industries Skills Council) <a href="http://www.serviceskills.com.au">www.serviceskills.com.au</a>	Rec. Training Qld <a href="http://www.rtg.com.au">www.rtg.com.au</a>
	2. Outdoor Recreation	Outdoor Rec. (SRO03)		Verve Victoria <a href="http://www.verve.org.au">www.verve.org.au</a>
	3. Community Recreation	Community Rec (SRC04)		Future Now WA <a href="http://www.futurenow.org.au">www.futurenow.org.au</a>
	4. Fitness	Fitness (SRF04)		SRTA NSW <a href="mailto:rwilton@serviceskills.com.au">rwilton@serviceskills.com.au</a>
<b>Retail &amp; Wholesale</b>	1. Supermarkets & Groc.	Retail (SIR07)            Comm. Phrmcy. (SIR07) Wholesale (SIR07) Floristry (WRF04) Woolworths (Private)	Service Skills (Service Industries Skills Council)	National Retail Association - QLD <a href="http://www.nra.net.au">www.nra.net.au</a>
	2. Fruit and Vegetable			service Skills Victoria <a href="http://www.ssv.org.au">www.ssv.org.au</a>
	3. Liquor			WRAPS WA ITC <a href="mailto:norma@wrapswa.com.au">norma@wrapswa.com.au</a>
	4. Takeaway Food			NSW WRAPS ITC Ltd <a href="http://www.nswwraps.com.au">www.nswwraps.com.au</a>
	5. Specialised Food			Skills Tasmania (Tas) <a href="http://www.skills.tas.gov.au">www.skills.tas.gov.au</a>
	6. Department Stores			Service Industries TAC NT <a href="http://www.sitac.com.au">www.sitac.com.au</a>
	7. Clothing / Softgoods			WRAPS ITB ACT <a href="mailto:wraps@interact.com.au">wraps@interact.com.au</a>
	8. Hardware / Homeware & Garden Supplies			
	9. Newsagents			
	10. Recreational Goods			
	11. Pharmacy			
	12. Wholesale			
	13. Florists			
	14. Retail Photographic			
<b>Personal Services</b>	1. Hairdressing	Hairdressing (WRH06)	Service Skills (Service Industries Skills Council)	
	2. Beauty; Nails; Make-up	Beauty (WRB04)		
	3. Funeral Services	Funeral Srvcs. (WFS02)		