

Skilling and Workforce Development Priorities 2011-12

FITNESS, SPORTS AND RECREATION

A Skills Queensland Industry Skills Snapshot

This snapshot is a summary of the [Queensland Fitness, Sports and Recreation Industry Skills Report](#). Skills Queensland has prepared this snapshot in consultation with the industry to provide stakeholders with insight into its current workforce development agenda and priorities.

Contents

- Industry Engagement Profile
- Industry Economic and Labour Market Profile
- Industry Training Profile
- Key Recent Achievements
- Industry Outlook to 2020
- Skilling and Workforce Development Priorities for the next 3 years
- Occupations/Skills in Demand
- Skilling and Workforce Development Action Plan 2012-13

INDUSTRY ENGAGEMENT PROFILE

- Skills Queensland has an Industry Skills Body (ISB) agreement with the Queensland Fitness, Sport and Recreation Skills Alliance -- a not for profit industry workforce advisory organisation that leads and supports the workforce development efforts of the industry. It is governed by a Board that includes representatives from Fitness Australia, QSport, and the Queensland Outdoor Recreation Federation (QORF), among others.
- As well, a Jobs and Skills Development Officer (JSDO) is currently based within the alliance to support community and industry recovery from recent natural disasters by facilitating employment, training and skills development opportunities.
- The Skills Alliance is represented on the Service Skills Australia (SSA) -- one of 11 national industry skills councils funded by the Australian Government to support skills development representing a range of industry sectors, including retail and wholesale, **sport, fitness, community recreation, outdoor recreation**, travel, tours, meetings and events, accommodation, restaurants and catering, caravans, hairdressing, beauty, floristry, community pharmacy and funeral services.

INDUSTRY ECONOMIC AND LABOUR MARKET PROFILE

- The Queensland fitness, sport and recreation industry comprises the four sectors of fitness, sport, outdoor and community recreation. These sectors contribute significant economic and social benefits to the community.
- The industry is not seen by many as being an industry where one can establish a career. It typically attracts young casual or part-time staff who work (or plan to work) in the industry on a transitory basis, thus contributing to high rates of attrition.
- Industry employment accounts for approximately 0.9 per cent of total jobs in Queensland (2010) distributed across two intersecting industry areas (Fitness; Arts and Recreational Services) and grew by 5.3 per cent over the last year.

- Queensland's share of national employment for the industry increased by 2.1 per cent. These figures exclude the significant contribution of 185,000 volunteers who support the Queensland sport and recreation industry.
- In the November 2010 quarter, these sectors employed 92,100 people (53 per cent male) compared to 100,700 in the February 2010 quarter. In the same period the full-time workers increased from 47.1 per cent to 57.3 per cent¹.
- Projections for Sports and Physical Recreation in the next 3 years to 2014 -15 are strong, estimating an employment growth of 2.8 per cent per annum and an additional 10,800 jobs.
- In 2010, more than 2.7 million people in Queensland participated in sport or physical activity. They included participation in organised sport in non-playing roles such as coaching, refereeing and committee work.
- Volunteers are a vital part of the industry and without them sport in Australia could not survive. They freely contribute their time, energy and expertise in a wide range of roles. It is estimated that more than 185,000 adults volunteer with Queensland fitness, sport and recreation organisations each year, providing approximately 28.4 million volunteer hours at sporting fields, ovals, courts, pools, halls, beaches, rivers, bikeways and parks. With an annual value of volunteer input estimated at \$707 million, this equates to 28.4 million annual volunteering hours, or a total of 15,570 full-time equivalent jobs in Queensland.²
- The contribution of volunteers comes to national prominence during emergencies. In recent times volunteers have helped those in need during the natural disasters and floods across Queensland.
- There has been a declining trend of sporting volunteer participation which impacts on the economic and social wellbeing of the community. Community sport and recreation organisations rely heavily on volunteers. They have a vital role in providing opportunities for Queenslanders to have physically active lifestyles. Without volunteers, sport in Australia and Queensland could not survive.

INDUSTRY TRAINING PROFILE

- Service Skills Australia (SSA) has developed the SIS10 Sport, Fitness and Recreation Training Package (SIS10) to address current industry trends and practices and combines the previous four Sport, Fitness and Recreation Industry Training Packages: SRC04 Community Recreation Training Package, SRF04 Fitness Training Package, SRO03 Outdoor Recreation Training Package, and SRS03 Sport Training Package.
- SIS10 includes 26 qualifications ranging from AQF I to Diploma made up of 4 Community Recreation qualifications, 3 Fitness qualifications, 4 Outdoor Recreation qualifications, 9 Sport qualifications and 6 Sport and Recreation qualifications.
- SIS10 now contains 536 units of competency, made up of 30 Community Recreation, 152 Sport, 31 Fitness, 286 Outdoor Recreation and 38 Cross-Sector.

¹ 6291.0.55.003 Labour Force, Australia, Detailed, Quarterly, Table 06. Employed persons by Industry Subdivision and Sex, Nov 2010

² The economic value of volunteering in Queensland (May 2008)

- Queensland data indicates that most training in this industry is delivered at the Certificate II and Certificate III levels, with particularly strong growth from 2010-2011 at Certificate III. This is consistent with national trends and recognises that Certificate II, and increasingly Certificate III, are the entry points for the industry and includes basic skills sets. That data also reflects participation in VET in Schools activity.
- The Productivity Places Program managed by the Skills Alliance for the industry, (finalising in 2012), is made up primarily of Certificate IV (61 per cent) delivery, with Certificate III at 35 per cent and Diploma at 4 per cent of total delivery. User Choice delivery is overwhelmingly Certificate III (83 per cent), with Certificate II (12.5 per cent) and Diploma (4.5 per cent) well behind.
- Data also indicates that the most popular sectors are community recreation and fitness, again demonstrating strong growth from 2010-2011. The strength of the fitness sector reflects growing interest in personal fitness and the personal training industry. The figures highlight the effectiveness of the VET framework in supporting the delivery of formal qualifications and employment outcomes.
- Apart from publicly-funded VET programs, there are a number of additional schemes that deliver non-accredited and accredited training and skilling that include:
 - The *National Coaching Accreditation Scheme* and the *National Officiating Accreditation Scheme* with over 37,000 participants during 2009-10. This number dwarfs accredited training, indicating the popularity of shorter, less costly training.
 - Sports related courses offered by some universities; however data on this is limited.
 - The *Australian Sports Commission - The Beginning Coaching General Principles* online course has been developed to assist coaches to learn the basic skills of coaching, particularly those coaches working with children. The course is currently free of charge for Australian coaches.

KEY RECENT ACHIEVEMENTS

- The industry skills body has conducted industry and workforce development activities through a series of forums and seminars with over 100 participants over the year.
- The Skills Alliance continue to broker over 1100 places under the Productivity Places Program to support the skills and training needs of new and existing workers in the sport, fitness and recreation industry.
- The new *Recreation, Sport and Fitness Volunteer Portal* have now been released (www.sportandrecvolunteering.com.au). The portal is a significant resource to assist recreation organisations to source volunteers, promote events and advertise volunteering opportunities. Developed by the Skills Alliance in conjunction with Volunteering Queensland and industry stakeholders, it received funding from the Sport and Recreation Services, Queensland Department of Communities.
- Through the Skills Alliance, a Jobs and Skills Development Officer (under the Jobs and Skills Recovery Package) has been appointed to assist and support industry and community constituents affected by recent summer disasters.
- Under Skills Queensland's Strategic Investment Fund, the Skills Alliance has been allocated around \$600,000 for 2011-12 to implement a brokerage model and support skills development needs of the existing workforce within the sport, fitness and recreation sectors.

INDUSTRY OUTLOOK

(5 to 10 year skilling & workforce development outlook)

- The outlook for the fitness, sport and recreation industry hinges on a more meaningful definition of *productivity*. Industry stakeholders will continue to advocate for a more robust appreciation of the contribution of service industries (such as fitness, sport and recreation) in measuring productivity. This will be based on a complex set of indices, including building community and social capital, improving social outcomes and contributing to gross domestic product (GDP). Community participation needs in fitness, sport and recreation activities provide the catalyst for skills and workforce strategies in the industry.
- A significant part of this agenda requires industry sectors to take leadership in more effective workforce planning, both the paid and unpaid. Key state and national policy drivers and social inclusion priorities will interplay with specific skilling and workforce development issues across industry segments.
- Overall employment forecast in this industry sector is expected to grow at about the same rate as the economy, comparatively at a higher rate than other sectors of the service industries. It is estimated that by 2015, there will be 11,000 more people with qualifications in the sector nationally, (Centre for Economics in Education and Training, CEET).
- As with other sectors of the service industries, consumers will continue to seek more choices and value for money, and demand more innovative and entertaining programs.
- There will be greater emphasis on holistic wellness and preventative health, a higher demand for more flexible programs and activities that are run on a class-by-class basis with minimal long term commitment (e.g. yoga, Pilates, dance fitness, tai chi, Zumba etc.).
- Consumer decisions about which programs or gyms to participate in will depend on location and lifestyle factors, availability of suitable and qualified trainers/coaches, costs, access to infrastructure, and opportunities for social interaction.
- In Queensland, government investment (about \$66 million in 2010) in sports infrastructure and participation programs needs to integrate a skills and workforce development plan to ensure best value and more effective community outcomes.

SKILLING AND WORKFORCE DEVELOPMENT PRIORITIES

5 year	10 year
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Technology

Support increased technology access to deliver and receive industry training	Promote better skilling strategies to assist the ageing population through more effective use of technology
Facilitate increased access to skilling opportunities in rural and remote communities through technology and blended delivery	Promote skills development in interactive experiences (within relevant industry sectors) to support new and emerging consumer demands
Identify and showcase 'best practice' learning and delivery models to support new and emerging industry skills needs.	Support wellness initiatives as recruitment and retention strategy and a way to increase/ maintain worker productivity.
	Support increased use of technology in workforce planning and development.

Broadening participation

Develop better industry engagement capacity and leadership to support diverse sector skills needs and demands.	Promote increased industry participation in workforce exchange opportunities (e.g. Children's Services Staff Exchange Program).
Promote better integration and collaboration between industry and education sectors to support community well-being (e.g. clubs/associations have better access to school grounds for physical activity delivery).	Facilitate increased collaboration between government and industry to support workforce planning and development.

Linkages to Health

Facilitate engagement with relevant sectors and promote secondary benefits of physical activity in government programs and policies in conjunction with industry.	Develop increased career pathways for industry workers to transition into health and wellness sphere clearly delineated and effective.
Develop strategies to respond to industry skilling needs around collaboration, information sharing, privacy, child protection, cultural competency, personal safety of workers, litigation.	Advocate industry professionals' access to Medicare provider number to support quality delivery and community value.
Promote industry career pathways that support skills transfer between sectors.	

Sustainability

Identify and document issues impacting on industry workforce sustainability.	Develop and promote workforce planning and development tools to support good business practices.
Explore the integration of the sport and recreation industry into the MyCommunity portal.	Facilitate the development of collaboration and partnership skills among industry stakeholders
Promote utilisation of the volunteer portal to industry stakeholders.	Promote more effective volunteer management and recruitment practices through workforce planning and development tools.
Lead and develop an industry workforce sustainability strategy to support workforce planning and development.	

Regional Development and 'Liveability'

Actively work across industry sectors and other ISBs to support collaboration and regional partnerships.	All regional development plans include specific section on fitness, sport and recreation requirements including workforce planning and development.
Research and info available on fitness, sport and recreation impact.	Workforce planning becomes a natural process for the industry.
Promote regional access to technology to support	

5 year	10 year
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training delivery, including locally based skilling solutions.

Promote multicultural and inclusion training and recruitment to support increased workforce participation across regions.

Identify and promote evidence of increased women’s leadership participation in the key industry sectors.

Facilitate and promote mentoring programs to support women in leadership.

Women in Sport and Leadership Roles

Facilitate and promote increased female representation on industry boards and at senior management levels (sports administration).

Facilitate and promote increased female Indigenous and CALD leadership participation.

Identify and promote evidence of increased women’s leadership participation in the key industry sectors.

Facilitate and promote mentoring programs to support women in leadership.

Building a strong evidence base for the industry

Quality data is available to guide funding decisions and workforce development investment (including training) is evidence-based.

Quality information related to workforce development support industry and community needs.

Workforce Development

Increase industry capacity to attract and retain a diverse workforce.

Promote better recognition of industry workers’ skills outside of industry (e.g. easier transition for industry leaders to other industries).

Facilitate and implement skill set take up to support industry workforce capacity (paid workers and volunteers)

Facilitate and support innovative ways to deliver affordable training.

Develop and promote tools to support workforce planning and development.

Increase pathways to attract skill and retain Indigenous, women, mature age and other marginalised groups.

Support increased participation and skilling of women in leadership positions.

OCCUPATIONS AND SKILLS IN DEMAND

OCCUPATION	QUALIFICATIONS/SKILLS REQUIRED	PRIORITY /DURATIO N	RATIONALE
Sports Development Officer Sports Administrator	Certificate IV in Sport Development Diploma of Sport Development	High 2 years	Strong potential growth in ‘whole of sport’ pathway; strong prospects for employment.
Sport and Recreation Coordinator (Jobs Plan)	Certificate IV in Sport and Recreation Diploma of Sport and Recreation Administration Certificate IV in Community Recreation	High 1 year	Strong demand for roles assisting with ‘capacity building’ in sport and recreation. Demand for roles supporting professionalism, business planning and volunteers coordination.
Sports Coach / Instructor Sports Centre Manager (Facility Manager)	Certificate II, III and IV, Diploma in Sport Coaching	High 2 years	Consistent demand for Coaches at all levels until 2018.
Sports Centre Manager (Facility Manager)	Certificate III in Aquatics Diploma of Facility Management Umpiring skill sets	Med 2 years	Loss of leisure courses at higher education level left skills gaps in property management, small business management, marketing and

OCCUPATION	QUALIFICATIONS/SKILLS REQUIRED	PRIORITY /DURATION	RATIONALE
Umpires (Pay to play sports centres)			more technical skills around water quality.
Fitness Instructor	Certificate III Fitness	High 2 years	Fitness instructors and personal trainers needed to support preventative health agenda.
Group Instructor	Certificate III Fitness (Group Instruction)	High 2 years	Shortage of group fitness instructors, particularly aqua, older adult and children trainers.
Outdoor Group Instructor	Certificate III Fitness (Group Instruction - Outdoor Instruction)	High 2 years	Growth in demand for outdoor instruction and boot camp style training.
Personal Trainer	Certificate IV in Fitness	High 2 years	High attrition and competitive market demands for ongoing supply of personal trainers. Growing demand for personal fitness and wellbeing goals in the community.
Fitness Instructor / Allied Health	Diploma in Fitness	Med 2 years	Diploma to develop linkages with allied health.
Outdoor Recreation Leader	Certificate Level III Outdoor Recreation Skills sets: (Outdoor recreation activity skills, Risk Management, Current legislation/ Standards, Activity and Program Management)	High 1 year 1 year	Critical skills shortages in the sector caused by increased demand for participation in outdoor recreation activities and increased compliance requirements e.g. CARA.
Multi-skilled teacher	Certificate IV Training and Assessment Certificate III/ IV Outdoor Recreation	High 3 year	Increased quality standards and requirements for minimum qualifications. Few providers of desirable & accessible training.
	Diploma in Outdoor Recreation	High 2 years	Vital for training industry leaders at higher level.
Group Leader Facility Manager Outdoor Education Facilitator	Short courses: First Aid and Remote First Aid, Low and High Ropes, Canoeing / Kayaking, Bushwalking	High 2 years	Priority training required for sustainability of the sector, succession planning, and the creation of pathways. Short term skills set training needed to address critical skills shortages in the outdoor recreation sector.
Teacher of Swimming and Water Safety	Certificate III in Aquatics	High 3 years	To support the Drowning Prevention agenda. (In 2010, there were 85 drownings in Queensland. Fifty per cent of child drownings under the age of four occurred in backyard pools. Source - Royal Life Saving National Drowning Report, 2010).
	Certificate IV Community Recreation	Med 2 years	Policy intervention that promotes broader community participation Need for community led engagement and user-based services.
	Diploma of Facility Management	Med 2 years	Need for skills around property management and maximising marketing reach to needs of local population.

OCCUPATION	QUALIFICATIONS/SKILLS REQUIRED	PRIORITY /DURATION	RATIONALE
Trainees in Cert II, III, IV and Diploma ³ Sport and Recreation	Certificate II in Community Activities Certificate III in Aquatics Certificate III in Community Activity Programs Certificate IV in Community Recreation Certificate II in Outdoor Recreation Certificate III in Outdoor Recreation Certificate IV in Outdoor Recreation Diploma in Outdoor Recreation Certificate II in Sport Coaching Certificate III in Sport Coaching Certificate IV in Sport Development Certificate II Sport and Recreation Certificate III in Sport and Recreation Certificate IV in Sport and Recreation		Industry drivers predict expansion and growth in sport and recreation over the next five to ten years. Sectors will need new entrants and will need incentives to support trainees. Traineeships provide alternative pathways for employers to access capable workers.
Volunteer Volunteer Manager Board / Committee Member Skilled specific roles at Club Level	Certificate II in Active Volunteering Certificate IV in Volunteer Program Coordination (Contained within the Community Services Training Package)		Qualifications have been developed by Volunteering Australia to meet the needs of people coordinating the work of volunteers and linked with the Community Services Training Package.
All occupations, paid and unpaid	Professional Development courses: (Cultural competency training, Diversity and Inclusion, Disability Awareness and Programming for People with Disabilities, Child Protection, Personal Safety, Working with key population groups, Managing challenging behaviour).	High 2 years	These qualifications/skills are needed to equip workers with the confidence and skills to provide inclusive programs and services.

³ It is hoped to have traineeships at Diploma level for Fitness and outdoor recreation within the next 12 months to ensure a supply of quality industry leaders.

SKILLING AND WORKFORCE DEVELOPMENT PLAN 2012-13

PRIORITY	RECOMMENDATIONS/ACTIONS
Industry Workforce Profiling	<ul style="list-style-type: none"> ▪ Develop a promotion and communication strategy to increase industry profile among stakeholders and the community ▪ In conjunction with Service Skills Australia, conduct policy and program advocacy to promote value proposition in the meaning of 'productivity'
Leadership in Workforce Planning and Development	<ul style="list-style-type: none"> ▪ Identify an appropriate workforce planning and development framework for the industry ▪ Raise awareness about workforce planning and development linked with the productivity and social inclusion agenda ▪ Facilitate, develop, or showcase good practices in workforce planning and development among industry stakeholders
Workforce attraction – diverse labour force participants	<ul style="list-style-type: none"> ▪ Promote innovative ways in workforce attraction targeting diverse labour participants – women, Indigenous and people from culturally diverse backgrounds.
Collaboration activities with other industry sectors	<ul style="list-style-type: none"> ▪ Identify areas of collaboration consistent with the priorities of Skills Queensland ▪ Develop cooperative projects with other industry sectors to support productivity and social inclusion agenda
Flexible, industry focussed training models – primarily for the outdoor recreation sector.	<ul style="list-style-type: none"> ▪ Facilitate discussion and lead the development of more flexible, focused training delivery models to support industry needs, particularly in the outdoor recreation sector.