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STAKEHOLDERS



OUTCOMES



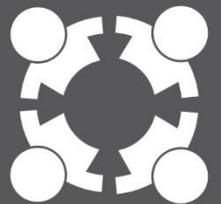
INTEGRITY



BOLDNESS



TEAMWORK



Complementary Health
Industry Reference Committee
2019 Industry Skills Forecast
DRAFT

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Administrative Information

Industry
Reference
Committee
(IRC)

Complementary Health

This IRC provides the industry engagement mechanism at the centre of training package product development for the Complementary Health sectors. The committee comprises of industry representatives with expertise from a cross-section of the sector, and its primary purpose is to provide advice to the Australian Industry and Skills Committee (AISC) regarding the skills needs of the sector.

Skills Service
Organisation
(SSO)

SkillsIQ Limited

SkillsIQ supports 18 IRCs representing diverse 'people-facing' sectors. These sectors provide services to people in a variety of contexts such as customer, patient or client. The IRCs are collectively responsible for overseeing the development and review of training package products, including qualifications, serving the skills needs of sectors comprising almost 50% of the Australian workforce.

SkillsIQ's Industry Reference Committees (IRCs)

- Aboriginal and Torres Strait Islander Health Worker
- Aged Services
- Ambulance and Paramedic
- Children's Education and Care
- Client Services
- Community Sector and Development
- Complementary Health
- Dental
- Direct Client Care and Support
- Enrolled Nursing
- First Aid
- Local Government
- Personal Services
- Public Sector
- Sport and Recreation
- Technicians Support Services
- Tourism, Travel and Hospitality
- Wholesale and Retail Services.

"It takes skill to make a difference.

We will only get skilled, valued and rounded workers when training, employee and employer are connected in their views on continuous learning."

SkillsIQ's Cross-Sector Skills Committee

IRC Sign-off

Sign-off of this Industry Skills Forecast and Proposed Schedule of Work has been confirmed by the Complementary Health Industry Reference Committee.

Marsha Ellis

Chair

A. Skills Forecast

A.1 Sector Overview

Introduction

Complementary Health covers a diverse group of sectors involved in providing treatments, practices, products and services across the following disciplines:

Aromatherapy

Aromatherapy is the evidence-based, therapeutic use of essential oils to treat, influence or modify the mind, body and spirit by aromatherapists (professionally qualified therapists) to promote health and wellbeing.

Ayurveda

Ayurveda is a traditional Indian integrative medicine which comprises a holistic/preventative style of medicine that includes nutrition, herbs (plant-based apothecary), body therapies, massages, lifestyle changes, yoga and meditation.

Kinesiology

Kinesiology encompasses holistic health disciplines that use muscle monitoring to access information about a person's health and wellbeing. Kinesiology identifies causes of imbalance in the body and works to restore balance and health to neurological and physiological function.

Massage and Remedial Massage Therapy

Massage therapists perform therapeutic massage and administer body treatments for health, fitness and remedial purposes.¹ Therapeutic massage is the manipulation of muscle and connective tissue, generally by hand, to promote bodily function, assist in the relevant tissue recovery and enhance wellbeing.

Reflexology

Reflexology is a specialised tactile therapy whereby the application of pressure and soothing techniques to reflex points of the body can improve nerve and blood supply, relax the body and mind, and help restore balance and wellbeing.

Shiatsu

Shiatsu is a therapeutic form of acupressure, muscle meridian stretching and corrective exercises derived from Japan. Shiatsu practitioners aim to restore the balance of energy in order to promote health and strengthen the body's healing abilities.

Traditional Chinese Medicine (TCM) Remedial Massage

Traditional Chinese Medicine Remedial Massage encompasses techniques such as Chinese massage, acupressure, cupping, topical herbology and *Gua Sha* (using massage instruments) to balance the circulation of energy through the body.

¹ Department of Jobs and Small Business (2019) Job Outlook Massage therapists ANZSCO: 4116 [Available at: <http://joboutlook.gov.au/Occupation.aspx?search=Career&code=4116>][Viewed 7 February 2019]

Australia has seen exponential growth in demand for Complementary Health therapies through the years, along with an expanding customer-base from a diverse demographic.

Job roles within the sector can be multi-levelled and multi-skilled, requiring the performance of different task types, ranging from administration and operations (e.g. therapist and assistants) to supervisory and management activities.

Businesses Involved

Mainly small businesses operate within the Complementary Health service areas. The location of these small businesses is driven by population distribution, with more than 80% located across New South Wales, Victoria and Queensland.² Some examples and counts of relevant business types involved in hiring workers supported by the Complementary Health Training Package across Australia include:

- 20,527 businesses involved in providing other allied health services, with 99% classified as micro or small businesses (this includes aromatherapy and therapeutic massage services)³
- 29,181 enterprises that provide alternative health therapies (this includes aromatherapy, chiropractic services, reflexology, and traditional Chinese medicine).⁴

Stakeholders

Key stakeholders represent a range of organisations that perform a variety of strategic, regulatory and operational roles in the Complementary Health sector. Stakeholders play an important role during Training Package reviews by supplying industry insights to ensure updates are in line with industry needs. Examples of stakeholder organisations include:

- Government departments and agencies (Commonwealth and State/Territory-based)
- Peak bodies and industry associations (i.e. across the areas listed earlier)
- Regulators
- Employee associations
- Registered training organisations both public and private and their representative bodies
- Universities and non-self-accrediting Higher Education providers
- Small, medium and large-sized private and public employers across metropolitan, regional, rural and remote areas, including for-profit and not-for-profit organisations.

² IBISWorld (2018) *Industry Report X0015 Alternative Health Therapies in Australia* (October 2018).

³ Australian Bureau of Statistics (ABS)(2018) *Counts of Australian Businesses, including Entries and Exits, June 2013 to June 2017 cat. no 8165.0*, February 2018. Canberra.

⁴ IBISWorld (2018) *Industry Report X0015 Alternative Health Therapies in Australia* (October 2018).

Challenges and Opportunities

Note: The findings are based on desk research and SkillsIQ's 2019 Future Skills Survey (conducted between November 2018 and January 2019) which has been filtered to include stakeholders from the Complementary Health sector only. Insights and advice from IRC members have also been used to compile and validate the information provided.

➤ Government policy / legislation

Private health insurance providers will no longer be subsidised for providing rebates across 12–16 natural therapies starting from April 2019, as a result of the *Review of the Australian Government Rebate on Private Health Insurance for Natural Therapies*.⁵ Most of the therapies under the remit of the Complementary Health IRC are affected, including Ayurveda, aromatherapy, kinesiology, shiatsu, reflexology and TCM remedial massage. Remedial massage therapy is excluded from the proposed change and will continue to attract subsidies.

Currently, the federal government provides a subsidy to private health insurance providers that amounts to 30% of the price consumers pay for private health insurance premiums.⁶

➤ Ageing workforce

The ageing workforce trend presents a new challenge to adopt workplace arrangements that will retain a substantial level of mature-age workers. The Treasury expects the labour force participation rate for people aged 65 or over to increase from 12.9% to 17.3% over 2014–2054.⁷ Advantages of retaining mature-age workers include their extensive work experience, maturity levels/professionalism, stronger work ethic and reliability.⁸ Proactively implementing measures to retain mature-age workers, such as flexible working conditions, is particularly important in the complementary health sector due to the low number of new graduates entering the workforce, some of whom lack employability skills. In some cases, over 40% of the workforce in some complementary health roles (e.g. Massage Therapists) are aged 45 years and over⁹ therefore efforts to retain the ageing workforce will be important to balance the lack of new entrants to the sector, and establish valuable mentoring and training opportunities for new graduates as run by older and experienced workers.

➤ Skills shortages

Within the complementary health sector, skills shortages are seen to be manifesting in insufficiently trained and unsafe practitioners. The skills shortage partially stems from inconsistent training provided by educational institutions, resulting in varied levels of skills and abilities. In addition to the inadequate quality of training, there is also a scarce quantity of experienced teaching staff, with Registered Training Organisations (RTOs) at times resorting to recruiting newly graduated students for teaching positions. Besides this, complementary health practitioners who have gained their

⁵ Australian Government Department of Health (2019) Private health insurance reforms: Changing coverage for some natural therapies (Available at: <http://www.health.gov.au/internet/main/publishing.nsf/Content/private-health-insurance-reforms-fact-sheet-removing-coverage-for-some-natural-therapies>) [Viewed 4 February 2019]

⁶ IBISWorld (2017) *Industry Report X0015 Alternative Health Therapies in Australia* (March 2017)

⁷ Commonwealth of Australia Treasury (2015) *2015 Intergenerational Report Australia in 2055* [Available at: https://static.treasury.gov.au/uploads/sites/1/2017/06/2015_IGR.pdf] [Viewed 4 February 2019]

⁸ Society for Human Resource Management (2016) *Preparing for an Aging Workforce: Health Care and Social Assistance Industry Toolkit*, Retrieved from: <https://www.shrm.org/hr-today/trends-and-forecasting/research-and-surveys/Documents/Preparing%20for%20an%20Aging%20Workforce%20-%20Health%20Care%20and%20Social%20Assistance%20Industry%20Toolkit.pdf> [Viewed 30 January 2019]

⁹ Department of Jobs and Small Business (2019) Job Outlook Massage therapists ANZSCO: 4116 [Available at: <http://joboutlook.gov.au/Occupation.aspx?search=Career&code=4116>] [Viewed 7 February 2019]

qualification/s through Recognition of Prior Learning (RPL), do not meet the educational criteria necessary to be recognised by certain health fund providers.

Due to these challenges, certain job roles in the complementary health sector such as complementary health therapist, massage therapist and TCM practitioner job roles have been listed under the Temporary Skills Shortage (TSS) visa's *ShortTerm Skills Occupation List*¹⁰ - a list which specifies occupations for 482 visa and migration application. Addressing these skills gaps is necessary, principally due to the increasing level of demand from an ageing population (expected to comprise one-fifth of the Australian population by 2066¹¹), who supplement complementary health services as part of palliative care.¹²

➤ **Employment Status and Earnings**

Studies on massage therapists in Australia indicate that most practitioners work part-time and earn below the national average wage, even where massage therapy is the only, or major, source of income.¹³ A workforce survey of 480 massage therapists by the Association of Massage Therapists in 2017, revealed the majority of massage therapists are either self-employed sole traders (64%) or subcontracting their services to other businesses (24%). Furthermore, non-genuine contracting practices are common within the industry, which is reflected by the relatively small percentage of therapists who are legitimately employed under the Health Professionals and Support Services Award (i.e. 8.5%, of whom more than half of are working as casuals).¹⁴ A recent survey by the Shiatsu Therapy Association Australia (STAA) also found the majority (75%) of Shiatsu practitioners work part-time. These survey findings reflect similar trends experienced in other complementary health professions.

¹⁰ Australian Government Federal Register of Legislation (2018) *Migration (IMMI 18/048: Specification of Occupations—Subclass 482 Visa) Instrument 2018*, Retrieved from: <https://www.legislation.gov.au/Details/F2018L00302> [Viewed 5 February 2019]

¹¹ Australian Bureau of Statistics (ABS) (2018) *3222.0 - Population Projections, Australia, 2017 (base) – 2066*, Retrieved from: <https://www.abs.gov.au/AUSSTATS/abs@.nsf/mf/3222.0> [Viewed 29 January 2019]

¹² IBISWorld (2018) *Alternative Health Therapies in Australia*, Retrieved from: <http://clients1.ibisworld.com.au/reports/au/industry/default.aspx?entid=1914> [Viewed 5 February 2019]

¹³ Wardle J, Barnett R, Adams J, Practice and research in Australian massage therapy: a national workforce study, *Int J Ther Massage Bodywork*. 2015 Jun; 8(2): 2–11; also Association of Massage Therapists 2014, Unpublished workforce survey data gathered as part of a joint study being undertaken by the Association of Massage Therapists and the Australian Research Centre in Complementary and Integrative Medicine (ARCCIM), University of Technology Sydney, investigating patient expectations, perceptions and experiences of massage therapy use in health care management

¹⁴ Unpublished Workforce Survey by the Association of Massage Therapists, 2017

Vocational Education Training (VET) Qualifications Supporting Industry

The nationally recognised VET qualifications that cater to this sector are:

- HLT42015 Certificate IV in Massage Therapy
- HLT52015 Diploma of Remedial Massage
- HLT52115 Diploma of Traditional Chinese Medicine (TCM) Remedial Massage
- HLT52215 Diploma of Shiatsu and Oriental Therapies
- HLT52315 Diploma of Clinical Aromatherapy
- HLT52415 Diploma of Kinesiology
- HLT52515 Diploma of Reflexology
- HLT52615 Diploma of Ayurvedic Lifestyle Consultation
- HLT62615 Advanced Diploma of Ayurveda.

Table 1: Number of Registered Training Organisations (RTOs) by nationally recognised **Complementary Health** qualifications on scope – Complementary Health Training Package Products

Qualification Code	Qualification name	No. of RTOs with qualification on scope
HLT42015	Certificate IV in Massage Therapy	49
HLT52015	Diploma of Remedial Massage	73
HLT52115	Diploma of Traditional Chinese Medicine (TCM) Remedial Massage	2
HLT52215	Diploma of Shiatsu and Oriental Therapies	3
HLT52315	Diploma of Clinical Aromatherapy	5
HLT52415	Diploma of Kinesiology	9
HLT52515	Diploma of Reflexology	6
HLT52615	Diploma of Ayurvedic Lifestyle Consultation	6
HLT62615	Advanced Diploma of Ayurveda	5

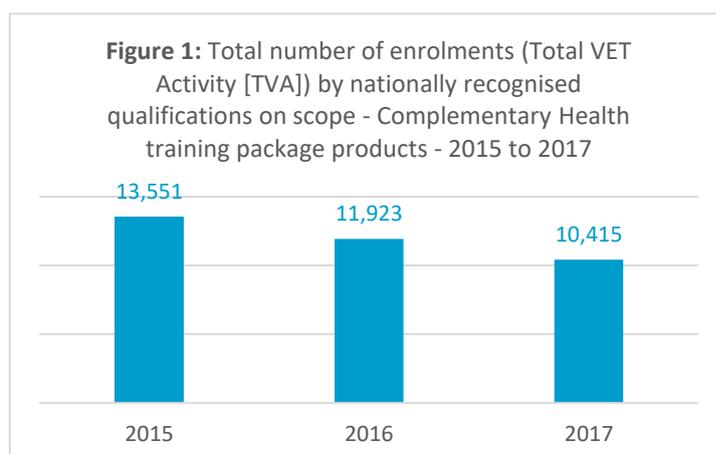
Source: Training.gov.au. RTOs approved to deliver this qualification. Accessed 14 January 2019.

Enrolments and Completions

In 2017, there were **10,415 enrolments** across all VET qualifications catered for by the Complementary Health Training Package products (see **Figure 1**). This represents a decrease of 12.6% (equivalent to 1,508 enrolments) from the previous year.

The most popular qualifications in 2017 were:

- HLT52015 - Diploma of Remedial Massage (7,139 enrolments) and
- HLT42015 - Certificate IV in Massage Therapy (2,124 enrolments).

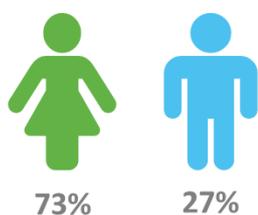


Source: NCVER VOCSTATS, Programs enrolments 2015-2017

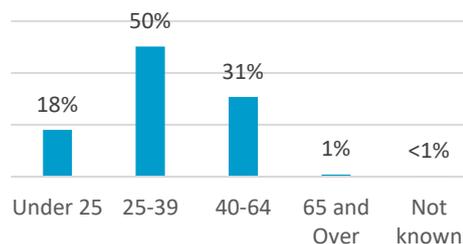
A snapshot of key traits of the *HLT Complementary Health Training Package* enrolments for 2017 is provided below, followed by a breakdown of enrolments and completions for individual qualifications (see **Table 2** and **Table 3**).

**2017 ENROLMENT SNAPSHOT
COMPLEMENTARY HEALTH TRAINING PACKAGE PRODUCTS**

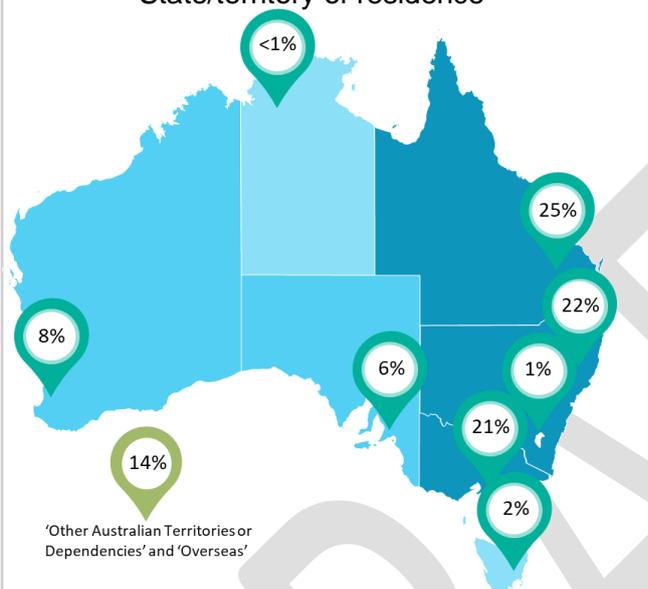
Gender



Age

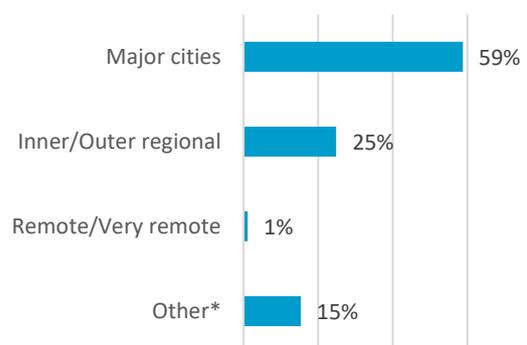


State/territory of residence



Student remoteness region

2011 – Accessibility and Remoteness Index of Australia (ARIA+)



*Includes 'Outside Australia' and 'Not known'.

General notes on statistics:

1. Enrolment and completion data is sourced from NCVER VOCSTATS (program enrolments and completions 2016-2017), accessed December 2018.
2. It is important to note that not all training providers are currently required to submit enrolment and completion data, and some figures presented may therefore under-represent the true count of enrolments and completions for a qualification. From 2018, **all** training providers will be required to submit data, and current discrepancies noted in the national NCVER figures versus actual attendance should therefore be minimal in future releases. The data presented in this report is shown for indicative purposes.
3. Figures reflect public and private RTO data.
4. Completion data for 2017 represents preliminary outcomes (i.e. not a full year).
5. '*' Denotes superseded qualification.

Table 2: Total number of enrolments (Total VET Activity, [TVA]) by nationally recognised qualifications on scope – Complementary Health Training Package Products, 2015-2017

Qualification	2015	2016	2017	Total
HLT40312 - Certificate IV in Massage Therapy Practice*	7,485	2,579	31	10,095
HLT42015 - Certificate IV in Massage Therapy	5	1,377	2,124	3,506
HLT50307 - Diploma of Remedial Massage*	4,533	2,468	31	7,032
HLT52015 - Diploma of Remedial Massage	58	4,340	7,139	11,537
HLT50112 - Diploma of Traditional Chinese Medicine Remedial Massage (An Mo Tui Na)*	281	32	7	320
HLT52115 - Diploma of Traditional Chinese Medicine (TCM) Remedial Massage	0	21	47	68
HLT50212 - Diploma of Shiatsu and Oriental Therapies*	203	20	0	223
HLT52215 - Diploma of Shiatsu and Oriental Therapies	0	67	87	154
HLT51407 - Diploma of Aromatherapy*	96	65	7	168
HLT52315 - Diploma of Clinical Aromatherapy	0	52	153	205
HLT51507 - Diploma of Kinesiology*	276	181	13	470
HLT52415 - Diploma of Kinesiology	44	313	456	813
HLT51712 - Diploma of Reflexology*	352	129	10	491
HLT52515 - Diploma of Reflexology	0	47	81	128
HLT41212 - Certificate IV in Ayurvedic Lifestyle Consultation*	61	11	0	72
HLT52615 - Diploma of Ayurvedic Lifestyle Consultation	28	54	57	139
HLT60712 - Advanced Diploma of Ayurveda*	107	79	54	240
HLT62615 - Advanced Diploma of Ayurveda	22	88	118	228

Source: NCVER VOCSTATS, accessed December 2018.

Table 3: Total number of completions (Total VET Activity, [TVA]) by nationally recognised qualifications on scope – Complementary Health Training Package Products, 2015-2017

Qualification	2015	2016	2017	Total
HLT40312 - Certificate IV in Massage Therapy Practice*	3,441	1,239	4	4,684
HLT42015 - Certificate IV in Massage Therapy	0	213	608	821
HLT50307 - Diploma of Remedial Massage*	1,718	1,463	4	3,185
HLT52015 - Diploma of Remedial Massage	2	552	2,015	2,569
HLT50112 - Diploma of Traditional Chinese Medicine Remedial Massage (An Mo Tui Na)*	25	11	0	36
HLT52115 - Diploma of Traditional Chinese Medicine (TCM) Remedial Massage	0	0	15	15
HLT50212 - Diploma of Shiatsu and Oriental Therapies*	32	11	0	43
HLT52215 - Diploma of Shiatsu and Oriental Therapies	0	14	26	40
HLT51407 - Diploma of Aromatherapy*	26	8	0	34

Qualification	2015	2016	2017	Total
HLT52315 - Diploma of Clinical Aromatherapy	0	0	22	22
HLT51507 - Diploma of Kinesiology*	58	126	4	188
HLT52415 - Diploma of Kinesiology	0	28	58	86
HLT51712 - Diploma of Reflexology*	55	70	2	127
HLT52515 - Diploma of Reflexology	0	2	16	18
HLT41212 - Certificate IV in Ayurvedic Lifestyle Consultation*	35	18	0	53
HLT52615 - Diploma of Ayurvedic Lifestyle Consultation	3	11	19	33
HLT60712 - Advanced Diploma of Ayurveda*	31	7	20	58
HLT62615 - Advanced Diploma of Ayurveda	2	2	18	22

Source: NCVET VOCSTATS, accessed December 2018.

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A.2 Employment and Skills Outlook Overview

Employment – Current and Projected

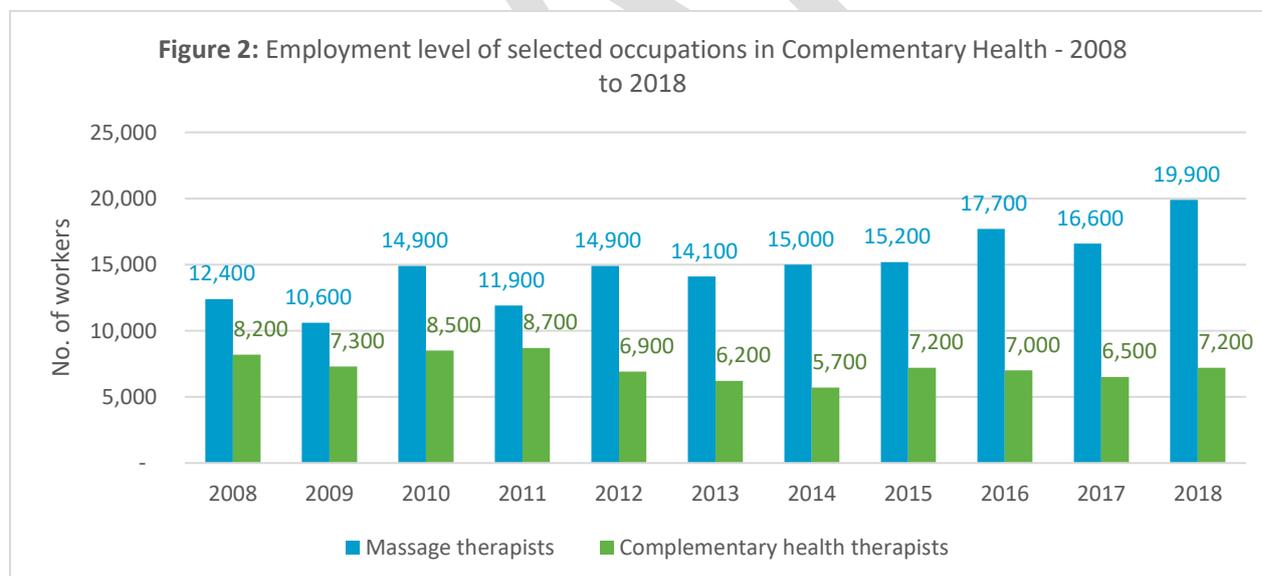
Note: The principal data source that provides workforce data and trends regarding roles of relevance to this training package at a national level is Census data collected by the Australian Bureau of Statistics (ABS) and the Department of Jobs and Small Business. The workforce statistics and projections presented in this section are based on Census collections and are reported according to prescribed Australian and New Zealand Standard Industrial Classification (ANZSIC) and Australian and New Zealand Standard Classification of Occupations classifications (ANZSCO).

The current definitions, and the labelling used for some ANZSIC and ANZSCO codes, as well as the aggregation of roles across codes, can be limited in providing a true picture of some sectors' workforce. Sectors can host a multitude of job functions, and consequently comprise of job titles which go beyond the categories listed in ANZSCO. The statistics in this section are provided as an indicative overview of the sector only

Job roles covered by the Complementary Health Training Package products are captured across the following ANZSCO categories:

- ANZSCO 4116 **Massage therapists**
- ANZSCO 2522 **Complementary health therapists** – representing in aggregate Acupuncturist, Homoeopath, Naturopath, Traditional Chinese Medicine Practitioner, Traditional Maori Health Practitioner and other Complementary Health Therapists not classified.

As at May 2018, there were **19,900** massage therapists and **7,200** complementary health therapists in Australia (see **Figure 2**).



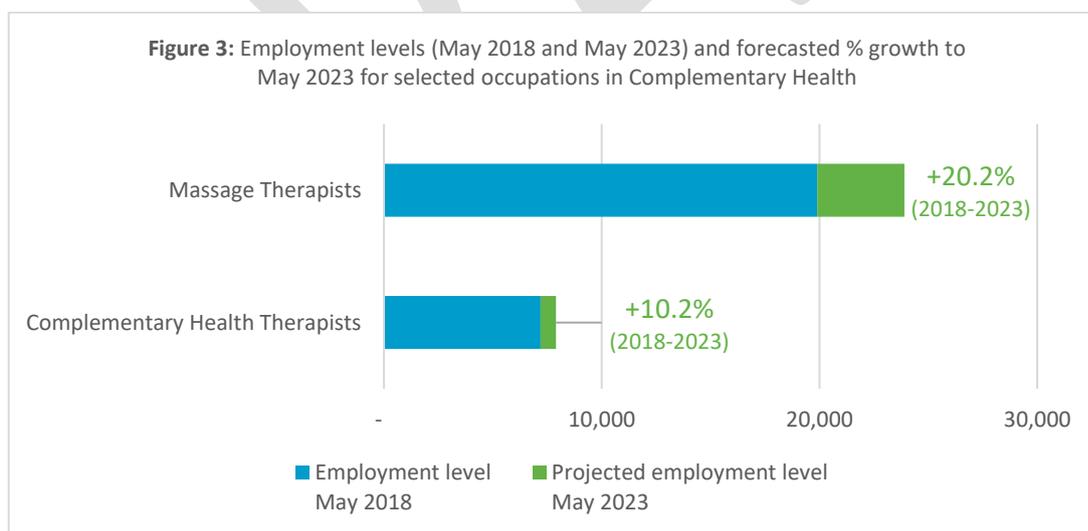
Source: Department of Jobs and Small Business - Job Outlook, various ANZSCO codes, accessed 4 December 2018

Table 4: Workforce traits of selected occupations supported by the Complementary Health Training Package (2017)

Traits	Massage Therapists	Complementary Health Therapists
Average age	40 years (National average 40 years)	47 years (National average 40 years)
Gender - female	78.4% (National average 46.7%)	73.2% (National average 46.7%)
Full-time Employment	29.9% (National average 40.2%)	32.6% (National average 40.2%)
Location	NSW – 27.8% VIC – 27.0% QLD – 21.4% SA – 11.5% WA – 7.1% TAS – 2.5% NT – 0.4% ACT – 2.2%	NSW – 24.9% VIC – 28.8% QLD – 23.9% SA – 11.8% WA – 4.4% TAS – 1.5% NT – 1.3% ACT – 3.5%

Source: Department of Jobs and Small Business - Job Outlook, Various ANZSCO codes, accessed 17 December 2018

Massage therapist jobs are expected to experience very strong growth over the next five years, with an overall growth rate of 20.2% over 2018-2023 to 23,900 workers. Similarly, complementary health therapist jobs are forecasted to experience a robust growth rate of 10.2% over the next five years to 8,000 workers (see **Figure 3**).



Source: Department of Jobs and Small Business, 2018 Occupational Projections – five years to May 2023, accessed December 2018

Future Skills

Note: The findings are based on desk research as well as SkillsIQ's 2019 Future Skills Survey (conducted between November 2018 and January 2019) which has been filtered to include stakeholders from the Complementary Health industry only. Insights and advice from IRC members has also been used to compile and validate the information provided.

The work environment across all industries is continuously evolving to adapt to external and internal industry trends. Technology, automation, Artificial Intelligence (AI), globalisation, an ageing population, shifts in workforce demographics and industry (i.e. transition from manufacturing and production to a largely service-based economy)¹⁵ are just some of the ongoing trends driving change.

The complementary health sectors like others, has been impacted by these trends and as a result, so too have the skills needs of the workforce. Whilst technical skills to perform job tasks is imperative, employers in the short-to-medium future will be looking beyond this and have indicated that it will be important for workers in their organisation to be **equipped with key soft skills**:



These results are in line with wider studies, including the World Economic Forum and its *Future of Jobs Survey 2018* which indicates that the top 10 demand for skills in 2022 will include **analytical thinking and innovation, creativity, originality and initiative, critical thinking, complex problem-solving, leadership and emotional intelligence**.¹⁶

The VET system plays a pivotal role in supporting employers and employees adapt to technologies and changes in the workplace. Its role in skilling the workforce with current and emerging skills needs will only grow more strongly in the future as it continues to support individuals to enter the workplace or transition into different roles.¹⁷

¹⁵ Payton, A, Knight, G, 2018, *Skills for a global future*, NCVER, Adelaide. [Available at https://www.ncver.edu.au/_data/assets/pdf_file/0041/3179885/Skills-for-a-global-future.pdf]

¹⁶ World Economic Forum (2018) *The Future of Jobs Report 2018*, Centre for the New Economy Society. Switzerland [Available at: http://www3.weforum.org/docs/WEF_Future_of_Jobs_2018.pdf]

¹⁷ Innovation and Science Australia 2017, *Australia 2030: prosperity through innovation*, Australian Government, Canberra.

Key Generic Skills – Ranked in Order of Importance

The 12 generic skills listed below, including the descriptors, were provided by the Department of Education and Training for the purpose of being ranked by industry representatives. For the 2019 ranking exercise, an 'Other' generic skill option was included in the list to capture any additional key skills considered important for an industry. Please note that, in this case, no other generic skills were identified.

- 1 Customer service / Marketing** - Ability to interact with another human being, whether helping them find, choose or buy something. Ability to supply customers' wants and needs both via face to face interactions or digital technology. Ability to manage online sales and marketing. Ability to understand and manage digital products.
- 2 Communication / Collaboration including virtual collaboration/ Social intelligence** - Ability to understand and apply the principles of creating more value for customers with fewer resources (lean manufacturing) and collaborative skills. Ability to critically assess and develop content that uses new media forms and leverage these media for persuasive communications. Ability to connect to others in a deep and direct way, to sense and stimulate reactions and desired interactions.
- 3 Learning agility / Information literacy / Intellectual autonomy and self-management** - Ability to identify a need for information. Ability to identify, locate, evaluate, and effectively use and cite the information. Ability to discriminate and filter information for importance. Ability to do more with less. Ability to quickly develop a working knowledge of new systems to fulfil the expectations of a job.
- 4 Design mindset / Thinking critically / System thinking / Solving problems** - Ability to adapt products to rapidly shifting consumer tastes and trends. Ability to determine the deeper meaning or significance of what is being expressed via technology. Ability to understand how things that are regarded as systems influence one another within a complete entity, or larger system. Ability to think holistically.
- 5 Language, Literacy and Numeracy (LLN)** - Foundation skills of literacy and numeracy.
- 6 Financial** - Ability to understand and apply core financial literacy concepts and metrics, streamlining processes such as budgeting, forecasting, and reporting, and stepping up compliance. Ability to manage costs and resources, and drive efficiency.
- 7 Entrepreneurial** - Ability to take any idea, whether it be a product and/or service, and turn that concept into reality and not only bring it to market, but make it a viable product and/or service. Ability to focus on the very next step to get closer to the ultimate goal.
- 8 Technology use and application skills** - Ability to create and/or use of technical means, understand their interrelation with life, society, and the environment. Ability to understand and apply a scientific or industrial processes, inventions, methods etc. Ability to deal with increasing mechanisation and automation and computerisation. Ability to do work from mobile devices rather than from paper.
- 9 Managerial / Leadership** - Ability to effectively communicate with all functional areas in the organisation. Ability to represent and develop tasks and work processes for desired outcomes. Ability to oversee processes, guide initiatives and steer employees toward achievement of goals.
- 10 Environmental and Sustainability** - Ability to focus on problem solving and the development of applied solutions to environmental issues and resource pressures at local, national and international levels.
- 11 Science, Technology, Engineering and Maths (STEM)** - Sciences, mathematics and scientific literacy.
- 12 Data analysis skills** - Ability to translate vast amounts of data into abstract concepts and understand data based reasoning. Ability to use data effectively to improve programs, processes and business outcomes. Ability to work with large amounts of data: facts, figures, number crunching, analysing results.

A.3 Key Drivers for Change and Proposed Responses Overview

Key Drivers

The Complementary Health IRC has identified qualifications where further investigation and consultation within the sector is required. The areas covered by the Qualifications are:

- Massage Therapy, Remedial Massage Therapy and Reflexology
- Ingestive modalities
- Ayurveda.

The drivers for reviewing the Qualification areas above are various, and represent a combination of consumer and industry-wide specific elements which have been changing over time:

Significant changes in Government legislation related to complementary health therapies – From April 2019, many complementary health therapies including Ayurveda, aromatherapy, kinesiology, shiatsu, reflexology and TCM remedial massage will not be subsidised in private health insurance. Remedial massage therapy however is excluded from the proposed change therefore consumer shifts to adapt to the financial variations in rebates is expected, with greater demand expected for remedial massage therapy.

Changing demographics of clients – Australia is experiencing trends of an ageing population, and this will continue in the long-term. Client needs are changing, and the complexity of conditions presented today to therapists is extensive. The complementary health sector is now tasked to handle a range of individuals with varying degrees of needs therefore the workforce needs to be better equipped with skills and knowledge to handle this, especially cases of higher complexity.

Ageing workforce – Similarly to general population trends, the complementary health sector workforce is also ageing and in some cases, over 40% of the workforce in some complementary health roles (e.g. Massage Therapists) are aged 45 years and over. Succession planning of businesses is important, and for a sector which consists of predominantly small businesses, accessing a sufficiently skilled pool of graduates and new entrants to the sector is important. On the other hand, proactively implementing measures to retain mature-age workers, such as flexible working conditions, is also important to encourage participation and retain senior skills in an organisation. Providing channels in the VET sector to gain higher-level and/or further skills (i.e. via an Advanced Diploma and/or skill sets to extend scope of practice) can provide older workers further learning opportunities, and younger workers career pathways.

Skills shortages – Certain job roles in the complementary health sector such as complementary health therapist, massage therapist and TCM practitioner job roles have been listed under the Temporary Skills Shortage (TSS) visa's *Short Term Skills Occupation List*¹⁸ - a list which specifies occupations for 482 visa and migration application. The sector is challenged with some key skills gaps principally due to the increasing level of demand from an ageing population who supplement complementary health services as part of palliative care.¹⁹

¹⁸ Australian Government Federal Register of Legislation (2018) *Migration (IMMI 18/048: Specification of Occupations—Subclass 482 Visa) Instrument 2018*, Retrieved from: <https://www.legislation.gov.au/Details/F2018L00302> [Viewed 5 February 2019]

¹⁹ IBISWorld (2018) *IBISWorld Industry Report X0015 Alternative Health Therapies in Australia* (October 2018)

Proposed Responses

To address these workforce skills issues, it is proposed that an update of the following qualifications and skill sets in the training package be conducted:

<p>Massage Therapy and Reflexology</p> <p>The IRC proposes to update the following qualifications and any associated skill sets and units of competency relating to massage and remedial massage therapy and reflexology job roles:</p> <ul style="list-style-type: none"> • HLT42015 Certificate IV in Massage Therapy • HLT52015 Diploma of Remedial Massage • NEW Advanced Diploma of Remedial Massage • HLT52515 Diploma of Reflexology
<p>Ingestive Advanced Diplomas</p> <p>The IRC proposes to develop new qualifications and units of competency relating to job roles:</p> <ul style="list-style-type: none"> • NEW Advanced Diploma of Naturopathy • NEW Advanced Diploma of Western Herbal Medicine • NEW Advanced Diploma of Nutrition • NEW Advanced Diploma of Homeopathy
<p>Ayurveda</p> <p>The IRC proposes to update the following qualifications and any associated skill sets and units of competency relating to Ayurveda job roles:</p> <ul style="list-style-type: none"> • HLT52615 Diploma of Ayurvedic Lifestyle Consultation • HLT62615 Advanced Diploma of Ayurveda

A number of key risks have been identified and are tabled below in the event that the update of the training package products (in line with the articulated needs of industry) is **not** actioned.

Stakeholder	Risk of no change
Employers	<ul style="list-style-type: none"> • Heightened risk that clients will experience poor quality treatment as graduate therapists enter the workforce with insufficient and outdated knowledge and skills. • Cost implications include time allocated to conduct in-house training with staff which reduces time for client treatment and practice management. • Staff turnover can be triggered by the lack of progression to more senior roles (due to lack of career pathways supported by the VET sector).
Employees	<ul style="list-style-type: none"> • Inability to conduct all duties of role adequately and/or progress. • Increase in client dissatisfaction due to poor experience consequently compromising the employee and also the employer's reputation. • Poor and inadequate training received by accessing unaccredited and/or unsuitable training options for Australian practices.
Students	<ul style="list-style-type: none"> • Risk that students graduate with insufficient skills and knowledge to support complementary health employers, thereby reducing their employability. • Employability is further reduced if skills and knowledge areas of graduates is perceived to be outdated.

Training Providers	<ul style="list-style-type: none"> • Training offered does not match industry needs and quality and reputation of course delivery is compromised.
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A.4 Consultation Undertaken

A widespread **multichannel consultation** involving the following stakeholders has been conducted to identify and substantiate the key skills gaps and training needs of the sector, and to determine whether or not there is a need to update the respective training package products:

- All Complementary Health Industry Reference Committee (IRC) members representing the following key bodies:
 - International Aromatherapy and Aromatic Medicine Association
 - Australian Association for Laser Therapy
 - Massage & Myotherapy Australia
 - Association of Massage Therapists
 - Shiatsu Therapy Association of Australia
 - Australian Kinesiology Association
 - Australian Traditional Medicine Society
 - Vibe Ayurveda
 - School of Integrated Body Therapy
 - Canberra Institute of Technology
- Networks of the Complementary Health IRC members
- A national online survey distributed via the SkillsIQ database between November 2018 and January 2019 that sought to identify top skills needs and priority industry issues
- Public consultation on the draft Industry Skills Forecast to be publicised to over 17,000 stakeholders registered in SkillsIQ's database network
- The Industry Skills Forecast, including the Proposed Schedule of Work, to be promoted to stakeholders and made available via SkillsIQ's website.

A full list of stakeholders is supplied at **Appendix A**.

B. Proposed Schedule of Work

2019-20

Year	Project Title and Descriptor
2019-20	<p>Massage Therapy</p> <p>The IRC proposes to update the following qualifications and any associated skill sets and units of competency relating to massage and remedial massage therapy and reflexology job roles:</p> <ul style="list-style-type: none"> • HLT42015 Certificate IV in Massage Therapy • HLT52015 Diploma of Remedial Massage • NEW Advanced Diploma of Remedial Massage • HLT52515 Diploma of Reflexology
2019-20	<p>Ingestive Advanced Diplomas</p> <p>The IRC proposes to develop new qualifications and units of competency relating to job roles:</p> <ul style="list-style-type: none"> • NEW Advanced Diploma of Naturopathy • NEW Advanced Diploma of Western Herbal Medicine • NEW Advanced Diploma of Nutrition • NEW Advanced Diploma of Homeopathy
2019-20	<p>Ayurveda</p> <p>The IRC proposes to update the following qualifications and any associated skill sets and units of competency relating to Ayurveda job roles:</p> <ul style="list-style-type: none"> • HLT52615 Diploma of Ayurvedic Lifestyle Consultation • HLT62615 Advanced Diploma of Ayurveda

2020-21

Year	Project Title and Descriptor
2020-21	<p>Aromatherapy</p> <p>The IRC proposes to update the following qualifications and any associated skill sets and units of competency relating to aromatherapy job roles:</p> <ul style="list-style-type: none"> • Diploma of Clinical Aromatherapy
2020-21	<p>Traditional Chinese Medicine (TCM) Remedial Massage</p> <p>The IRC proposes to update the following qualifications and any associated skill sets and units of competency relating to TCM remedial massage job roles:</p> <ul style="list-style-type: none"> • HLT52115 Diploma of Traditional Chinese Medicine (TCM) Remedial Massage
2020-21	<p>Shiatsu and Oriental Therapies</p> <p>The IRC proposes to update the following qualifications and any associated skill sets and units of competency relating to shiatsu and oriental therapy job roles:</p> <ul style="list-style-type: none"> • HLT52215 Diploma of Shiatsu and Oriental Therapies
2020-21	<p>Kinesiology</p> <p>The IRC proposes to update the following qualifications and any associated skill sets and units of competency relating to kinesiology job roles:</p> <ul style="list-style-type: none"> • HLT52415 Diploma of Kinesiology

C. 2019-20 Project Details

Project 1 – Massage Therapy & Reflexology	
Description:	<p>The IRC proposes to update the following qualifications and any associated skill sets and units of competency relating to massage and remedial massage therapy and reflexology job roles:</p> <ul style="list-style-type: none"> • HLT42015 Certificate IV in Massage Therapy • HLT52015 Diploma of Remedial Massage • NEW Advanced Diploma of Remedial Massage • HLT52515 Diploma of Reflexology
Rationale:	<p>Industry has evolved significantly over time to adapt to changing client demands, changing population demographics, technology and innovation, as well as developments in practice techniques. Increasingly, therapists are having to work on clients with complex and/or multiple conditions, however on many occasions, they are often referred to other professionals, such as physiotherapists. There is a need to increase the scope of skills and knowledge training offered in VET so the sector can better support the treatment needs of all clients and help alleviate pressures on the specialist health system in Australia. More advanced clinical skills training is required in this type of massage.</p> <p>Examples of VET-accredited qualifications developed to support addressing the needs of clients requiring referrals to specialists include <i>10052NAT Advanced Diploma in Health Science (Soft Tissue Therapy)</i> and the <i>22316VIC Advanced Diploma of Myotherapy</i>. Enrolments in both courses are strong and industry have indicated that graduates are high in demand across the nation. Enrolment history for the <i>Advanced Diploma in Health Science (Soft Tissue Therapy)</i> shows that approximately 50-70% of students who graduate from the <i>Diploma of Remedial Massage</i> chose to continue on and study the <i>Advanced Diploma</i>. With over 7,000 students enrolled in the <i>Diploma in Remedial Massage</i>, demand and enrolments for a new Advanced Diploma are expected to reach more than 3,000.</p> <p>Multiple letters of support have been submitted by employers to the IRC requesting the need for a nationally recognised Advanced Diploma level qualification in remedial massage. This new qualification is fundamental, so the sector can continue to address ongoing needs from clients, and students have an avenue to gain higher-level skills beyond what is covered in the Certificate IV and Diploma.</p> <p>Update of content for existing qualification is required to reflect current industry needs, remove duplication across Units of Competency and update units to allow for more flexibility in delivery across modalities.</p> <p>In summary, key changes proposed include:</p> <ul style="list-style-type: none"> → Development of a new <i>Advanced Diploma in Remedial Massage</i> → Thorough review of content, language, and terminology used across all the Training Package Products (e.g. Units of Competency and Skills Sets). → Development of new ‘clinical practice’ Units of Competency to encapsulate whole qualification hours requirements. → Development of skill sets in areas relating to pain management, massage therapy for relaxation, aromatherapy, reflexology and sports massage.
Ministers' Priorities Addressed:	<p>This project is an opportunity to support the Council of Australian Governments (COAG) Industry and Skills Council to specifically address the following priorities:</p> <ul style="list-style-type: none"> • More information about industry’s expectations of training delivery is available to training providers to improve their delivery and to consumers to enable more informed choices • The training system better supports individuals to move more easily between related occupations

	<ul style="list-style-type: none"> Improved efficiency of the training system through units that can be owned and used by multiple industry sectors Foster greater recognition of skill sets
Consultation Plan:	National peak bodies, key industry players, as well as broader stakeholders across the sector (e.g. employers) will be consulted throughout the course of the project. National industry consultation will also be conducted via face-to-face workshops, webinars, surveys and one-on-one interviews , and there will be opportunities for all interested parties to provide comments online via the SkillsIQ Online Feedback Forum .
Scope of Project Overview - Timing:	Estimated duration: 12 months A detailed project plan outlining key dates will be developed and aligned to the Activity Order date once known.
Summary of components:	
<ul style="list-style-type: none"> Training Package/s to be Developed/Updated: HLT Health Training Package Qualification/s to be Developed/ Updated: 3 existing and 1 new = 4 Units of Competency to be Developed/Updated: 14 existing and 7 new = 21 Skill Set/s to be Developed/ Updated: 1 existing 	

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Project 2 – Ingestive Advanced Diplomas	
Description:	<p>The IRC proposes to develop the following new qualifications and units of competency:</p> <ul style="list-style-type: none"> • NEW Advanced Diploma of Naturopathy • NEW Advanced Diploma of Western Herbal Medicine • NEW Advanced Diploma of Nutrition • NEW Advanced Diploma of Homeopathy
Rationale:	<p>Complementary health therapies are on the rise, and those modalities of focus for the new proposed Advanced Diplomas are key areas which have noted increases in client interest and demand nationally and internationally.</p> <p>AQF Level 6 Qualifications in naturopathy, western herbal medicine, nutrition and homeopathy existed up until 2015, when a prior Committee recommended they be withdrawn from the Health Training Packages. Teach out was completed in December 2018 however between 2014 and 2018, the qualifications continued to note strong enrolment figures. For example, the Advanced Diploma of Naturopathy (HLT60507 / HLT60512) registered a total of 8,092 enrolments between the four years.</p> <p>There is now a clear gap in the VET skills and training offer for students who wish to continue on to gain higher-level skills in these modalities, but who are unable to proceed to Higher Education qualifications. There is an AQF Level 6 step missing in these two-way pathways between VET and Higher Education qualifications for natural medicine students. This missing step compromises the potential for future Australian Complementary Health practitioners to access training at a level relevant to their own wishes - anywhere from AQF Level 4 through to AQF Level 10.</p> <p>The ingestive modalities, relevant to Naturopathy, Nutritional Medicine, Homeopathy and Western Herbal Medicine are compatible to AQF Level 6, with vocational outcomes that are of low risk to the general public so direct supervision is not necessary. Examples of vocational outcomes include:</p> <ul style="list-style-type: none"> - Naturopathy - Naturopathic Practitioner, Wellness Coach, Healthy Lifestyle Advisor etc. - Western herbal medicine - Herbal Medicine Practitioner, Herbs Advisor in a Pharmacy etc. - Nutrition - Nutritionist Practitioner, Food Consultant, Nutrition Coach etc. - Homeopathy - Homeopathic Practitioner, Homeopathy Lifestyle coach etc. <p>In summary, key changes proposed include:</p> <p>→ Re-instatement and update of four Advanced Diploma qualifications in naturopathy, western herbal medicine, nutrition and homeopathy.</p>
Ministers' Priorities Addressed:	<p>This project is an opportunity to support the Council of Australian Governments (COAG) Industry and Skills Council to specifically address the following priorities:</p> <ul style="list-style-type: none"> • More information about industry's expectations of training delivery is available to training providers to improve their delivery and to consumers to enable more informed choices • The training system better supports individuals to move more easily between related occupations.
Consultation Plan:	<p>National peak bodies, key industry players, as well as broader stakeholders across the sector (e.g. employers) will be consulted throughout the course of the project. National industry consultation will also be conducted via face-to-face workshops, webinars, surveys and one-on-one interviews, and there will be opportunities for all interested parties to provide comments online via the SkillsIQ Online Feedback Forum.</p>

Scope of Project Overview - Timing:	Estimated duration: 12 months A detailed project plan outlining key dates will be developed and aligned to the Activity Order date once known.
Summary of components: <ul style="list-style-type: none"> • Training Package/s to be Developed/Updated: HLT Health Training Package • Qualification/s to be Developed/ Updated: Four new qualifications • Units of competency to be Developed/Updated: 38 new • Skill Set/s to be Developed/ Updated: Nil 	

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Project 3 – Ayurveda	
Description:	<p>The IRC proposes to update the following qualifications and any associated skill sets and units of competency relating to Ayurveda job roles:</p> <ul style="list-style-type: none"> • HLT52615 Diploma of Ayurvedic Lifestyle Consultation • HLT62615 Advanced Diploma of Ayurveda
Rationale:	<p>The key job roles covered by the two qualifications include: Ayurvedic Remedial Massage Therapists, Ayurvedic Nutrition & lifestyle Practitioners and Yoga Instructors. After completing the qualifications, graduates are involved in assisting existing Ayurvedic Integrative Consultants in a range of settings including private practices, community health centres, aged care settings, gymnasiums and day spas offering Nutrition advice and Yoga. The growing demand in complementary health services means that demand for complementary health therapists is growing and by 2023, an additional 700 complementary health therapists and 4,000 massage therapists will be needed across Australia.</p> <p>Industry have indicated that graduates are showing insufficient skills to undertake the required job tasks and the Training Package Products are inadequate in a number of ways:</p> <ul style="list-style-type: none"> • They have a lack of supervised work placement hours in clinical settings • The Ayurvedic Practitioners training system requires the completion of two qualifications: the first being knowledge-based prior to completion of a second, competency-based qualification. While a two-qualification approach does not translate into the framework of the Australian VET system, much of the content covered within the knowledge-based qualification has been identified as being content, which would fill the key gaps within <i>HLT52615</i>, <i>HLT62615</i>. • There is a lack of robust performance assessment to address key knowledge-based or performance-based competency relevant to the workplace. Performance evidence statements need to be strengthened in the corresponding Units of Competency required. • The current structure and packaging of the two qualifications, is not meeting industry needs. • There is a need to add Yoga and Meditation teacher training to the Advanced Diploma so graduates are equipped with value-added skills. • Clearer training pathways are required to support professional development and help support a career structure for Ayurvedic massage therapists in Australia. <p>The proposed update of these qualifications will seek to incorporate the required changes to ensure that industry has access to skilled Ayurvedic Remedial Massage Therapists; Nutrition & Lifestyle Advisors to meet the current and future needs of the Australian Complementary health care system.</p> <p>In summary, key changes proposed include:</p> <ul style="list-style-type: none"> → Thorough review of content, language, and terminology used across all the Training Package Products (e.g. Units of Competency and Skills Sets) → Development of new ‘clinical practice’ Units of Competency to encapsulate whole qualification hours requirements. → Development of skill sets in areas relating to pain management, massage therapy for relaxation, aromatherapy, reflexology and sports massage.
Ministers' Priorities Addressed:	<p>This project is an opportunity to support the Council of Australian Governments (COAG) Industry and Skills Council to specifically address the following priorities:</p> <ul style="list-style-type: none"> • Obsolete and duplicate Training Package Products removed from the system

	<ul style="list-style-type: none"> • More information about industry’s expectations of training delivery is available to training providers to improve their delivery and to consumers to enable more informed choices • The training system better supports individuals to move more easily between related occupations, such as between Clinics & Community Aged Care Centres • Improved efficiency of the training system through units that can be owned and used by multiple industry sectors • Foster greater recognition of skill sets.
Consultation Plan:	National peak bodies, key industry players, as well as broader stakeholders across the sector (e.g. employers) will be consulted throughout the course of the project. National industry consultation will also be conducted via face-to-face workshops, webinars, surveys and one-on-one interviews , and there will be opportunities for all interested parties to provide comments online via the SkillsIQ Online Feedback Forum .
Scope of Project Overview - Timing:	Estimated duration: 12 months A detailed project plan outlining key dates will be developed and aligned to the Activity Order date once known.
Summary of components:	
<ul style="list-style-type: none"> • Training Package/s to be Developed/Updated: HLT Health Training Package • Qualification/s to be Developed/ Updated: 2 existing • Units of Competency to be Developed/Updated: 12 existing and number of new units TBA • Skill Set/s to be Developed/ Updated: Nil 	

Appendix A Stakeholder Consultation

Name of Stakeholder	Organisation	Jurisdiction
Complementary Health IRC member		
Ms Marsha Ellis (Chair)	Massage & Myotherapy Australia	VIC
Ms Vanita Sharma	Vibe Ayurveda	VIC
Ms Karen Mackenzie	International Aromatherapy and Aromatic Medicine	QLD
Dr Meikin Li Rees	Australian Association for Laser Therapy	NSW
Ms Rebecca Barnett	Association of Massage Therapists	NSW
Ms Anne McDermott	Shiatsu Therapy Association of Australia	NSW
Mr Hugo Tobar	Australian Kinesiology Association	NSW
Mr Peter Berryman	Australian Traditional Medicine Society	QLD
Ms Maggie Sands	School of Integrated Body Therapy	NSW
Ms Sara Carmona	Canberra Institute of Technology	ACT