SKILLSIQ

CAPABLE PEOPLE MAKE CLEVER BUSINESS

DRAFT

PERSONAL SERVICES INDUSTRY SKILLS FORECAST

Executive Summary

To be completed when content is finalised.

Skills Forecast

Name of IRC: Personal Services

Name of SSO: SkillsIQ Limited

About SkillsIQ

SkillsIQ supports 17 Industry Reference Committees representing diverse 'people-facing' sectors. These sectors provide services to people in a variety of contexts such as customer, patient or client. The Industry Reference Committees are collectively responsible for overseeing the development and review of training products, including qualifications, serving the skills needs of almost 50 per cent of the Australian workforce.

Sector Overview

The Personal Services landscape is broad and is comprised of four main industry sectors: hairdressing, beauty, floristry and funeral services. The majority of businesses across these sectors operate as commercial enterprises under various business models, ranging in size from large companies to sole traders.

Hairdressing and Beauty

The hairdressing and beauty services industries provide a variety of personal services for both men and women. Hairdressing businesses offer a diverse range of hair-related services such as hair cutting, colouring and styling. There has been a recent resurgence in the popularity of barber shops as trends in men's grooming have become more prevalent, including men's styled cuts and facial hair grooming.

Beauty businesses typically provide services such as massage, facials, nail care and hair removal. Many also offer treatments that utilise specialised products, equipment and technologies to deliver visible results as opposed to relaxation services. These results-driven services include facial peels, laser hair removal, skin rejuvenation and cosmetic tattooing.

The hairdressing and beauty services sectors offer a range of career options, including positions as hairdressers, barbers, beauty therapists, beauticians, make-up artists, nail technicians, advanced practitioners and salon managers.

Key statistics

- 54,400 people were employed as hairdressers as of May 2017, with projected growth to 58,200 by May 2022[1]
- 35,400 beauty therapists were employed as of May 2017, with employment expected to grow to 45,500 by 2022[2]

[1] Australian Government 2017, Job Outlook, http://joboutlook.gov.au/Occupation.aspx?search=Career&code=3911, viewed 13/02/2018

[2] Australian Government 2017, Job Outlook, http://joboutlook.gov.au/Occupation.aspx?search=Career&code=4511, viewed 13/02/2018

- Combined hairdressing and beauty industry revenue is expected to increase by 2% a year over the five years from 2016-17 to 2021-22 to $4.8 billion[3]
- 21,949 hairdressing and beauty businesses were in operation in 2016-17[4].

Nationally recognised Hairdressing and Beauty qualifications (as at March 2018)

- SHB20116 Certificate II in Retail Cosmetics
- SHB20216 Certificate II in Salon Assistant
- SHB30115 Certificate III in Beauty Services
- SHB30215 Certificate III in Make-Up
- SHB30315 Certificate III in Nail Technology
- SHB30416 Certificate III in Hairdressing
- SHB30516 Certificate III in Barbering
- SHB40115 Certificate IV in Beauty Therapy
- SHB40216 Certificate IV in Hairdressing
- SHB50115 Diploma of Beauty Therapy
- SHB50216 Diploma of Salon Management
- SHB80116 Graduate Certificate in Hairdressing Creative Leadership
- SIB70110 Graduate Certificate in Intense Pulsed Light and Laser Hair Reduction (currently being updated).

Table 1 indicates the number of Registered Training Organisations (RTOs) with Hairdressing and Beauty qualifications on scope. This data is current as at March 2018, per the listing on the National Register of VET (www. training.gov.au).

Code	Qualification name	No. of RTOs on scope 2017	No. of RTOs on scope 2018
SHB20116	Certificate II in Retail Cosmetics	116	107
SHB20216	Certificate II in Salon Assistant	88	98
SHB30115	Certificate III in Beauty Services	125	121
SHB30215	Certificate III in Make-Up	59	62
SHB30315	Certificate III in Nail Technology	63	67
SHB30416	Certificate III in Hairdressing	101	113
SHB30516	Certificate III in Barbering	55	61
SHB40115	Certificate IV in Beauty Therapy	112	104
SHB40216	Certificate IV in Hairdressing	68	61

[3] IBIS World Report 2017, S9511, *Hairdressing and Beauty Services in Australia*
[4] IBIS World Report 2017, S9511, *Hairdressing and Beauty Services in Australia*

SHB50115	Diploma of Beauty Therapy	138	135
SHB50216	Diploma of Salon Management	41	51
SHB80116	Graduate Certificate in Hairdressing Creative Leadership	3	3
SIB70110	Graduate Certificate in Intense Pulsed Light and Laser Hair Reduction (*currently being updated)*	33	31

Source: *Training.gov.au. RTOs approved to deliver this qualification. Accessed 13 March 2018*

Floristry

Within the Australian and New Zealand Standard Industrial Classification (ANZSIC), Floristry as an industry falls under the category of Flower Retailing. ANZSIC defines the Flower Retailing industry as consisting of enterprises primarily engaged in retailing cut flowers or display foliage[5]. Florists often specialise in the display and arrangement of flowers for events such as weddings, funerals and corporate or public events. Services offered include tailored design options that require specialist technical and creative skills.

The relevant Australian and New Zealand Standard Classification of Occupations (ANZSCO) classification for this occupation is 'Florist' (a sub-category of Miscellaneous Tradespersons and Related Workers)[6].

Key statistics

- 3,600 florists were employed as of May 2017 and this is projected to remain stable at 3,600 by 2022[7]
- 2,070 floristry businesses were in operation at the end of the 2017-18 year
- Industry revenue is expected to decline by 1% a year over the five years from 2017-18 to 2022-23 to a total of $725 million.

Nationally recognised Floristry qualifications (as at March 2018)

- SFL20115 Certificate II in Floristry (Assistant)
- SFL30115 Certificate III in Floristry
- SFL40115 Certificate IV in Floristry
- SFL50115 Diploma of Floristry Design.

Table 2 indicates the number of Registered Training Providers (RTOs) with Floristry qualifications on scope. This data is current as at March 2018, per the listing on the National Register of VET (www.training.gov.au).

[5] Australian Bureau of Statistics (ABS) 2013, 1292.0 Australian and New Zealand Standard Industrial Classification (ANZSIC), viewed 20 December 2017 http://www.abs.gov.au/ausstats/abs@.nsf/0/2D4C83CEB065F84DCA25711F00146F0D?opendocument
[6] Australian Bureau of Statistics (ABS) 2013, 1220.0 ANZSCO Australian and New Zealand standard classification of occupations version 1.2, viewed 20 December 2017 http://www.abs.gov.au/ausstats/abs@.nsf/0/DEB683C4E2B76CAFCA2571E200835500?opendocument
[7] Australian Government 2017, Job Outlook, http://joboutlook.gov.au/Occupation.aspx?search=Career&code=3621, viewed 13/02/2018

Code	Qualification name	No. of RTOs on scope 2017	No. of RTOs on scope 2018
SFL20115	Certificate II in Floristry (Assistant)	24	23
SFL30115	Certificate III in Floristry	24	23
SFL40115	Certificate IV in Floristry	13	13
SFL50115	Diploma of Floristry Design	6	5

Source: *Training.gov.au. RTOs approved to deliver this qualification. Accessed 13 March 2018*

Funeral Services

The Funeral Services industry is characterised by businesses primarily engaged in operating burial sites, funeral homes, preparing the deceased for burial, interment or cremation, and organising funerals.

The relevant Australia and New Zealand Standards Classification of Occupations (ANZSCO) classifies funeral workers as those who prepare bodies for viewing and burial, arrange and conduct funerals, and perform other specialist funereal services[8].

Key statistics

- 1,700 people were employed in the funeral services industry as of May 2017 and the number is projected to grow to 1,900 by 2022[9]
- In 2017-18 there were a reported 855 Funeral Directors, Crematoria and Cemetery businesses in Australia[10]
- Anticipated annual growth of the industry is 1.6% between the years 2018 through to 2023.[11]

Nationally recognised Funeral Services qualifications (as at March 2018)

- SIF10113 Certificate I in Funeral Services
- SIF20113 Certificate II in Funeral Operations
- SIF30113 Certificate III in Cemetery and Crematorium Operations
- SIF30213 Certificate III in Grave Digging, Grounds and Maintenance
- SIF30313 Certificate III in Funeral Operations
- SIF40113 Certificate IV in Funeral Services
- SIF40213 Certificate IV in Embalming
- SIF50113 Diploma of Funeral Services Management.

Table 3 indicates the number of Registered Training Providers (RTOs) with Funeral Services qualifications on scope. This data is current as at March 2018, per the listing on the National Register of VET (www.training.gov.au).

[8] Australian Bureau of Statistics (ABS) 2013, 1220.0 ANZSCO Australian and New Zealand standard classification of occupations version 1.2, viewed 20 December 2017 http://www.abs.gov.au/ausstats/abs@.nsf/Product+Lookup/1220.0~First+Edition,+Revision+1~Chapter~UNIT+GROUP+4513+Funeral+Workers

[9] Australian Government 2017, Job Outlook, http://joboutlook.gov.au/Occupation.aspx?search=Career&code=4513, viewed 13/02/2018

[10] IBIS World Report 2017, S9520, Funeral Directors, Crematoria and Cemeteries in Australia

[11] IBIS World Report 2017, S9520, Funeral Directors, Crematoria and Cemeteries in Australia

Code	Qualification name	No. of RTOs on scope 2017	No. of RTOs on scope 2018
SIF10113	Certificate I in Funeral Services	0	0
SIF20113	Certificate II in Funeral Operations	1	1
SIF30113	Certificate III in Cemetery and Crematorium Operations	2	2
SIF30213	Certificate III in Grave Digging, Grounds and Maintenance	2	2
SIF30313	Certificate III in Funeral Operations	3	2
SIF40113	Certificate IV in Funeral Services	3	4
SIF40213	Certificate IV in Embalming	2	3
SIF50113	Diploma of Funeral Services Management	0	0

Source: *Training.gov.au. RTOs approved to deliver this qualification. Accessed 13 March 2018*

Qualification Enrolments and Completions

The following section outlines enrolment and completion figures.

General notes on statistics:

1. Enrolment and completion data is sourced from NCVER VOCSTATS (Program enrolments and completions 2014 – 2016), accessed October 2017.
2. It is important to note that not all training providers are currently required to submit enrolment and completion data. Some figures presented may therefore underrepresent the true count of enrolments and completions for a qualification. From 2018, all training providers will be required to submit data. Current discrepancies noted between the national NCVER figures and 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. 'E' represents Enrolment.
5. 'C' represents Completion.
6. '-' symbol indicates qualification was not listed in NCVER data at time of reporting.
7. Completion data for 2016 represents preliminary outcomes (i.e. not a full year)
8. *Qualifications in italics* represent superseded qualifications.

BEAUTY SERVICES

Table 4 indicates the number of Enrolments and Completions in Beauty Services qualifications. These qualifications were endorsed in 2015 and 2016.

Code	Qualification name	E/C*	2016
SIB20110	*Certificate II in Retail Make-Up and Skin Care*	E	7,004
		C	2,465
SHB20116	Certificate II in Retail Cosmetics	E	7,107
		C	2,513
SIB30110	*Certificate III in Beauty Services*	E	3,451
		C	1,033
SHB30115	Certificate III in Beauty Services	E	6,158
		C	1,906
SHB30215	Certificate III in Make-Up	E	1,137
		C	52
SIB20210	*Certificate II in Nail Technology*	E	1,922
		C	642
SHB30315	Certificate III in Nail Technology	E	2,545
		C	890
SIB40110	*Certificate IV in Beauty Therapy*	E	1,641
		C	508
SHB40115	Certificate IV in Beauty Therapy	E	2,525
		C	618
SIB50110	*Diploma of Beauty Therapy*	E	12,065
		C	2,247

SHB50115	Diploma of Beauty Therapy	E	17,119
		C	3,148
SIB50210	*Diploma of Salon Management*	E	1,170
		C	121
SHB50216	Diploma of Salon Management	E	1,271
		C	135
SIB70110	Graduate Certificate in Intense Pulsed Light and Laser Hair Reduction	E	1,509
		C	310

HAIRDRESSING

Table 5 indicates the number of Enrolments and Completions in Hairdressing qualifications. These qualifications were endorsed in 2016.

Code	Qualification name	E/C*	2016
SIH20111	*Certificate II in Hairdressing*	E	6,894
		C	1,972
SHB20216	Certificate II in Salon Assistant	E	6,948
		C	1,993
SIH30111	*Certificate III in Hairdressing*	E	14,038
		C	2,900
SHB30416	Certificate III in Hairdressing	E	14,407
		C	2,900
SHB30516	Certificate III in Barbering	E	108
		C	9
SIH40111	*Certificate IV in Hairdressing*	E	515
		C	223
SHB40216	Certificate IV in Hairdressing	E	566
		C	225
SIH70111	*Vocational Graduate Certificate in Hairdressing Creative Leadership*	E	-
		C	-
SHB80116	Graduate Certificate in Hairdressing Creative Leadership.	E	2
		C	0

FLORISTRY

Table 6 indicates the number of Enrolments and Completions in Floristry qualifications. These qualifications were endorsed in 2015.

Code	Qualification name	E/C*	2016
SFL20110	*Certificate II in Floristry (Assistant)*	E	167
		C	87
SFL20115	Certificate II in Floristry (Assistant)	E	400
		C	172
SFL30110	*Certificate III in Floristry*	E	896
		C	364

SFL30115	Certificate III in Floristry	E	1,777
		C	532
SFL40110	*Certificate IV in Floristry*	E	26
		C	2
SFL40115	Certificate IV in Floristry	E	94
		C	36
SFL50110	*Diploma of Floristry Design*	E	0
		C	0
SFL50115	Diploma of Floristry Design	E	0
		C	0

FUNERAL SERVICES

Table 7 indicates the number of Enrolments and Completions in Funeral Services qualifications. These qualifications were endorsed in 2013.

Code	Qualification name	E/C*	2016
SIF10113	Certificate I in Funeral Services	E	-
		C	-
SIF20113	Certificate II in Funeral Operations	E	0
		C	0
SIF30113	Certificate III in Cemetery and Crematorium Operations	E	13
		C	8
SIF30213	Certificate III in Grave Digging, Grounds and Maintenance	E	109
		C	4
SIF30313	Certificate III in Funeral Operations	E	17
		C	9
SIF40113	Certificate IV in Funeral Services	E	0
		C	0
SIF40213	Certificate IV in Embalming	E	41
		C	3
SIF50113	Diploma of Funeral Services Management	E	-
		C	-

Stakeholders

The following list represents a range of organisations that perform a variety of key roles in this sector. These organisations and their networks are well placed to offer industry insights at the time of Training Package review. Industry engagement will include a broad and inclusive range of industry stakeholders beyond those included within this list.

- **Government departments and agencies**
- **State-based industry advisory bodies**
  - Retail and Personal Services Skills Advisory Council
  - Industry Skills Advisory Council Northern Territory
  - Service Skills South Australia

  - Service Skills Victoria
  - SkillsIQ NSW ITAB
- **Peak and industry associations**
  - Aesthetics Practitioners Advisory Network
  - Australian Association of Floral Designers
  - Australian Institute of Embalming
  - Australian Funeral Directors Association
  - Australian Hairdressing Council
  - Hair and Beauty Australia
  - Hairdressing and Beauty Industry Association
- **Employee associations**
  - Australian Workers Union
  - Shop Distributive Allied Employees Association
- **Regulators**
- **Large and small employers across metropolitan, regional, rural and remote areas**
- **Registered training providers, both public and private**

Challenges and Opportunities

Cross-Sector

Attraction, retention and career pathways

Broad reports from the sectors within the Personal Services industries mention the difficulty in attracting and retaining highly skilled and qualified staff. The common concern across the sectors is that Personal Services job roles are not valued as viable career pathways by teachers, school career advisors and parents, who all have significant influence over the career choices of young people. It's a matter of record that parents often encourage their children to complete higher education rather than undertake a trade qualification[12]. This has resulted in the Personal Services industries often not being a first choice for long-term employment.

Apprenticeships and traineeships play an important role in transitioning young Australians from school to work and providing exposure to employment pathway options. The drop in apprenticeships and traineeships is having a negative impact in facilitating the entry of young people into lifelong employment. Apprenticeships are also recognised as valuable pathways for disadvantaged job seekers, combining structured learning with real work exposure, so the fall in numbers presents additional challenges for these groups.

In particular, the hairdressing sector has noted a reduction in the number of apprentices. Previously, the primary pathway to become a hairdresser was to undertake a Certificate III in Hairdressing via a three-to-four year apprenticeship. In some states there has recently been an increase in institutional delivery of the hairdressing qualifications, resulting in learners having insufficient hands-on skills and experience, as noted by employers. In Western Australia, the Certificate III in Hairdressing is only available via a three-year apprenticeship for Australian students. Average wages for hairdressing

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[12] News.com.au article Too much education, not enough skills causing youth unemployment, 27 November 2017 http://www.news.com.au/finance/work/too-much-education-not-enough-skills-causing-youth-unemployment/news-story/1de627be83c2f4bb369b619f44f3d900

employees, particularly for apprentices, are relatively low,[13] which is also reported as a reason for the low uptake of apprenticeships. Commencing 2016, employers became responsible for paying for training fees whereas previously the apprentice had been responsible for these. This arrangement can cause issues with employers when a learner leaves the industry before completing an apprenticeship when the employer had funded their training. Further, the hairdressing industry notes the decline in new entrants into the industry as well as difficulties in retaining new entrants. Industry has expressed concern over the ability to meet labour demands in the future, if new entrants do not enter the workforce[14].

In the case of funeral director businesses, attracting the right talent is more of a concern compared to retaining staff. The sector is reliant on a mix of casual and part-time staff to support unpredictable demands. Accessing training in the funeral services sector can also be a challenge, as currently RTOs located in only three Australian states offer the nationally recognised funeral related qualifications[15].

Developing talent

Personal Services businesses typically have limited training budgets which prevent employers from being able to offer their employees continuing professional development. Skills are often developed internally through in-house or supplier training. While these options do provide a short-term solution to meet a skills gap, few opportunities are presented to bring new skills into the business.

In addition, employers often fail to recognise the potential return on investment when considering training options. A deterrent from an employer's perspective to developing the skill sets of existing employees is the time needed out of the workplace to undertake the training.

Customer expectations

Businesses in the Personal Services sector are being forced to innovate and devise the best way to service their clients to meet increasing customer expectations. Today's consumers seek more than just a transactional interaction. Information on products and services and comparisons between offerings can be accessed instantly, making it imperative that businesses remain closely in touch with their customers' needs in order to remain competitive. In addition, the expectation of a high level of service from all businesses with whom they interact has become the norm among consumers, with consumers ready to approach the media when things go awry. This highlights the importance of customer service skills in any personal services training and the need for businesses to improve all aspects of service.

Examples in the Personal Services industries can also be drawn from expectations related to product and service delivery. Increasing customer expectations have seen florists shift focus to producing higher quality floral arrangements in an attempt to differentiate their offerings from competing supermarkets, fruit shops, general quick service shops, and online stores who offer low prices for standard bunches[16]. In beauty and hairdressing businesses this may be seen in the provision of automated booking services which convey instantaneous confirmation of appointments to clients, as well as personalised treatments and services.

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[13] IBISWorld Industry Report OD4114 Hairdressing and Barber Franchises in Australia, November 2017, viewed 19 December
[14] IBISWorld Industry Report S9511 Hairdressing and Beauty Services in Australia, November 2017, viewed 19 December
[15] IBISWorld Industry Report S9520 Funeral Directors, Crematoria and Cemeteries in Australia October 2017, viewed 19 December
[16] IBISWorld Industry Report G4274 Flower Retailing in Australia August 2017, viewed 19 December

Customers have also become more and more aware of the vast number of funeral options, often conducting extensive research on the internet before approaching a funeral director. A range of offerings is now available to meet the expectations of different religions, customs, cultures and beliefs. For example, 'end-of-life doulas' offer bespoke services which are personalised for each individual or family. A service might include a vigil at the home of the deceased and a funeral service held in a non-traditional venue such as a beach or forest[17].

Digital marketing and social media

A business's ability to market itself online has become a significant factor for success. Online engagement strategies coupled with a visible presence on social media platforms are now integral components of online engagement efforts. In particular, social media has become critical to connecting with consumers as marketing activities are no longer simply one-way communication from business to customer. Instead, the focus is now on engaging with the customer to form an ongoing relationship. Businesses who do not participate in any digital marketing and who are without an online presence risk missing out on forming these crucial relationships with consumers.

Many employers have embraced social media and online tools as a way of staying in touch with their customer and in order for customers to be able to see examples of their products or services, as well as giving potential new clients access to other customer testimonials.

The increasing use of social media requires highly developed engagement skills. This means businesses must possess the skills to be able to engage online, but also need to understand the potential reach of their communications and the benefits of engagement. In addition, the ability to manage negative social media attention which has the potential to cause irreversible damage to business reputations is a critical skill in today's online marketplace.

As the Personal Services industries are characterised primarily by small businesses, many do not have the resources to engage specialists to manage these functions. This means skills must be developed internally, and this poses a challenge when the required skill sets cannot be directly passed on from one employee to another.

In the hair and beauty sectors, the expectation is that industry operators will advertise their brands via social media and photo-sharing platforms such as Facebook and Instagram to target younger customers aged 15-34[18].

The current cross-sector project, *Consumer Engagement via Online and Social Media*, seeks to identify the skills needed across a range of industries and will be presented in a Case for Change to be submitted to the Australian Industry and Skills Committee (AISC) for consideration later this year.

Increased competition

Personal Services industries are experiencing continued pressures from local competitors.

Retail floristry businesses continue to face competition from other businesses such as supermarkets and fruit shops selling a variety of cut flowers at a low cost. These lower costs stem from the ability of supermarkets to leverage their size and negotiate competitive supplier contracts. In addition, the industry is impacted by a range of new entrants in the local market that operate online only and provide 'bunch of the day' arrangements or subscription services, where flowers are delivered on a nominated, regular basis[19].

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[17] Australia's angels of death: The women changing how we enter the afterlife, JUNE 28, 2017, viewed 12 February 2018 http://www.news.com.au/lifestyle/real-life/news-life/australias-angels-of-death-the-women-changing-how-we-enter-the-afterlife/news-story/6b604035ffb821adf7c0c36683c02c59

[18] IBISWorld Industry Report S9511 Hairdressing and Beauty Services in Australia January 2017, viewed 4 December

[19] IBISWorld Industry Report G4274 Flower Retailing in Australia August 2017, viewed 19 December

The increased access to intense pulsed light (IPL) and laser equipment has allowed some franchised businesses to provide lower cost hair and skin treatments to consumers through the form of special offers or the use of deal sites such as Groupon[20]. The introduction of these services has increased the number of industry operators, which has further intensified competition and downward pricing pressure. However, some hairdressers and beauty practitioners have instead focused on promoting higher margin services and products.

Funeral Services in metropolitan areas also face higher competition where an area is serviced by several funeral services operations.

Income and population growth

Growth in Australian's income and an increasing population size has meant that Personal Services industries have benefited. A rise in discretionary income has meant that individuals have more money available to spend on products and services that they once otherwise might not have considered, such as luxury goods and high-end beauty treatments. Household discretionary income is expected to continue to rise, providing an opportunity for further industry growth. Similarly, population growth has supported increased demand as more people are seeking the services of Personal Services industries. This means more skilled staff will be required to perform these services.

Appearance-consciousness

The continuation of an appearance-driven society has increased spending on services within the hair and beauty sectors. Hairdressing and beauty services such as manicure treatments, hair maintenance and eyebrow grooming are often considered essential elements of personal grooming. Not limited to women, services such as grooming, hair removal/reduction, facials and other male-specific treatments are often targeted specifically at men. This trend is anticipated to grow over the next five years with an increasing range of services marketed to men[21]. To meet this increased demand, more highly skilled staff will be required.

Employee experience levels

This gap between skills required and skills held is particularly prevalent in the hairdressing and beauty industries. Contributing factors are the number of short and condensed courses resulting in many job applicants being deemed unsuitable for an advertised position as a result of a lack of quality training and workplace exposure. Employers continue to indicate concern in relation to substandard levels of training and insufficient hands-on experience among graduates who have completed short or non-accredited training. Without experience working in the industry for which they are being trained, students often have unrealistic expectations of the realities of work roles. Industry notes that however training is delivered, there should ideally be an element of workplace experience.

The hairdressing and beauty sectors have also reported issues relating to the job readiness of graduates where individuals are simply not equipped with the level of skills and knowledge expected by employers. In particular, hairdressing employers have noted a lack of fundamental technical skills which are required in hairdressing job roles. As a result many of these employers have expressed an interest in playing a greater role in the delivery of training and the development of training and assessment.

[20] IBISWorld Industry Report S9511 Hairdressing and Beauty Services in Australia January 2017, viewed 4 December

[21] IBISWorld Industry Report S9511 Hairdressing and Beauty Services in Australia January 2017

Ethical products and services

The demand for sustainable, ethically-sourced and socially responsible products and services continues to increase across the Personal Services industries. Consumers have a heightened awareness of the environmental impacts of chemicals and additives contained in skin care, beauty and hair care products. The chemicals used, the impact these have on the environment and whether the products have been tested on animals are increasingly contributing factors to consumer decision-making. Vegan and organic products can also often be used as a selling or marketing point for salons[22].

The Funeral Services sector has also been impacted by this trend, with consumers increasingly seeking more sustainable burial services, such as natural burials that use materials that break down faster than traditional wooden coffins. There has also been increasing demand for coffins made of cost-effective, low-impact material such as cardboard or particleboard. While this trend is small in the context of the wider industry, it is a sign of more systemic developments across the industry[23].

Regulation and Policy

The owners and operators of hairdressing and beauty businesses are subject to state and local government laws related to shop registration, local health and work health & safety regulations, as well as vocational education and training. Separate shop registration procedures in many states have ceased, and now the responsibility lies with local councils in determining whether the industry is meeting health regulations. Industry notes that the reality is that the policing and enforcing of regulations is inconsistent between councils as well as varying between states.

In New South Wales, South Australia and Tasmania, salons must be operated by a registered hairdresser. In Victoria, anyone can operate a salon, although the operator must be qualified if they wish to hire an apprentice. There are no operation restrictions in the Northern Territory, Queensland and the Australian Capital Territory.

In Western Australia, each salon was previously required to have a qualified operator on the premises during all opening hours. This is still a requirement as under the WA VET Act an apprentice cannot work or be left without a qualified operator present The WA government abolished hairdressing industry registration provisions in 2010.

Industry often expresses a desire for licensing to return for hairdressing, in addition to being introduced for the provision of beauty services, in particular those relating to the use of intense pulsed light and laser equipment and cosmetic tattooing.

Beauty Services

Technology

The evolution of technologies continues to impact industry and business capability. This has significant influence over workplace design and the nature of job roles where new or refined skills are required to work with technologies. Within the beauty sector, the adoption of these technologies comes with a degree of risk, making training and skills development essential. The rapid technological advancements have seen intense pulsed light (IPL) and laser machinery become readily

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[22] IBISWorld Industry Report S9511 Hairdressing and Beauty Services in Australia January 2017
[23] IBISWorld Industry Report S9520 Funeral Directors, Crematoria and Cemeteries in Australia October 2017, viewed 19 December 2017

accessible at a lower cost than in previous years. IPL and laser equipment may be used to conduct hair reduction and skin rejuvenation treatments. In addition, ease of access to cosmetic tattooing equipment and inks, including online purchasing, has seen an increase in salons and pop-up shops offering this service by unskilled operators.

Businesses and individuals purchase these machines as an opportunity to generate additional income, but often neglect to undertake sufficient training. Where this is the case, significant risk is posed to both the client and the therapist. Instances of burns received by customers have been reported in the media recently, due to misuse of IPL and laser on the skin[24]. The relevant *SIB70110 Graduate Certificate in Intense Pulsed Light and Laser Hair Reduction* is in the process of being updated with strengthened safety knowledge and a focus on acquiring increased practical skills in applying these technologies. Training Package products relevant to cosmetic tattooing are also scheduled to be updated in the current year (2017-2018).

Specialist areas

Specifically related to beauty services businesses, an increasing number of businesses are shifting their operating models to offer specialised services such as brow bars or tanning salons. This is in contrast to operating models where businesses offer a larger range of services. Workers in these businesses are often regarded as, and promoted as, experts within that particular area and they therefore require a highly-refined skill set. Industry requires access to training and development that allow individuals to focus on a particular skill set and to become experts within their chosen field, as opposed to acquiring broader qualifications which cover a wide range of treatments.

The general public, both men and women, continues to be driven by the importance of personal appearance and to that end many people now seek treatments for anti-ageing and general appearance maintenance. While many treatments are delivered by medical professionals, there is an increasing number of beauty salons engaging cosmetic nurses. Cosmetic nurses must operate under the direction of a doctor, but are able to administer dermal fillers and other injectables within a salon environment. However, industry notes the increase in the number of unqualified individuals performing these types of services[25]. This increase is facilitated by the lack of formal regulation and the fact that there is no one body with oversight checking the qualifications of individuals performing these treatments.

With this trend showing no signs of slowing, the gap between traditional beauty treatments and medical treatments continues to narrow. Industry will increasingly require workers who possess the skills to work in partnership with medical practitioners whilst maintaining their own scope of practice.

Spa and wellness tourism

The Beauty and Tourism industries continue to intersect, with ‘spa and wellness’ tourism increasing. In 2012, Visit Victoria spent $500,000 advertising the mineral waters of Daylesford and the geothermal waters of the Mornington Peninsula to interstate tourists seeking spa and wellbeing destinations. *Victoria’s 2020 Tourism Strategy* notes the importance of continuing to raise awareness of these regional destinations. Internationally, global wellness tourism revenues grew 14% from $494.1 billion in 2013 to $563.2 billion in 2015, more than twice as fast as overall tourism expenditures (which increased by 6.9%)[26]. In an increasingly fast-paced and high-pressure society, consumers are seeking spa and wellness destinations for stress reduction, and not simply for luxury. The skills required to provide such an experience are noted as being significantly different to those

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[24] News.com.au article- Woman suffers ‘shocking crotch burns’ following IPL treatment December 2, 2016
[25] ABC News Article: Call for tighter regulation at beauty salons offering cosmetic injections, 31 August 2017 http://www.abc.net.au/news/2017-08-31/injections-by-beauty-salons-unacceptable,-surgeons-say/8861120
[26] Global Wellness Institute - Statistics and Figures https://www.globalwellnessinstitute.org/press-room/statistics-and-facts/

required by traditional beauty therapists, as wellness spas often provide a range of services aimed at renewing the body, mind, and spirit.

Floristry

Sustainability

Recent media reports that some within the industry have concerns around the use of floral foam, its perceived toxicity and it being non-biodegradable[27]. However, industry notes there are choices available to meet environmental needs, although the industry remains price-driven. Many floral foam manufacturers are based outside Australia. The term 'biodegradable' is regulated by the Federal Trade Commission and can only be used for products which completely decompose in no more than one year after disposal[28]. Further, the term 'biodegradable' can in some instances be used to describe a product which biodegrades 100%, but does so in a slightly longer timeframe. There are examples of products available from floral foam manufacturers which biodegrade in 567 days and can be defined by the term 'enhanced biodegradability'. Industry notes this differentiation and the fact that the availability of accurate information within the floral industry can be lacking.

Online purchasing

There are many floristry businesses now competing with online "order gatherers" who sell floral arrangements. Online-only businesses who sell floral arrangements are a source of competition to traditional bricks-and-mortar florists, as they often have reduced overheads (such as not requiring a physical store) and may offer competitive prices and convenient purchasing options.

Online floral retailing is expected to continue to grow strongly. As floristry businesses begin to expand their offerings online, both the workplace design and the required skills for employees will be impacted.

Funeral Services

Funeral preferences

The past five years have seen consumers increasingly choosing cremations over traditionally more costly burials, with an estimated two thirds of Australians choosing to be cremated. Besides the cost, other contributing factors to the shift towards cremation include changing religious attitudes and lack of burial space in metropolitan areas. This figure is lower in rural areas where the required crematoria facilities are not always readily available, in addition to a greater availability of space for burial in comparison to metropolitan areas[29].

Multicultural Australia

Australia is now a multicultural, multi-faith country, with funeral directors required to broaden their range of services to adapt to a growing range of religious and/or cultural preferences. The diverse range of religious affiliations has seen customs or traditions of various faith groups play a role in the demand for funeral services. The increasing number of cremations, for example, is in keeping with the tradition of many cultures[30].

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[27] Floral foam: How bad is the stuff at the bottom of your roses? https://www.smh.com.au/national/floral-foam-how-bad-is-the-stuff-at-the-bottom-of-your-roses-20180212-p4z02o.html Viewed 1 March 2018

[28] Fair Trade Commission website: https://www.ftc.gov/news-events/media-resources/truth-advertising/green-guides

[29] IBISWorld Industry Report S9520 Funeral Directors, Crematoria and Cemeteries in Australia October 2017, viewed 19 December 2017

[30] IBISWorld Industry Report S9520 Funeral Directors, Crematoria and Cemeteries in Australia October 2017, viewed 19 December 2017

Secular funerals also continue to grow in popularity. These services tend to focus on personalised services and do not conform to any long-standing traditions. This means that funeral directors need to be adaptable and have the skills to be able to meet the various needs of its clients.

Environmentally sustainable practices

The Funeral Services industry expects the demand for more sustainable funerals to continue to grow. Currently, as indicated above, two-thirds of Australians choose cremation over traditional burial services. It is believed that other methods will likely increase in popularity, such as resomation or 'flameless cremation', where water and alkali are used to decompose the body, although this service is not currently available in every state and territory[31].

A slowly increasing number of 'green cemeteries' have seen the use of biodegradable coffins used in place of traditional wooden coffins. In some instances, the deceased is buried with a microchip marker and a tree is planted above the grave. Currently, the impact on the required skills of the Funeral Services workforce is limited, although funeral directors need to be aware of the range of sustainable funeral options available.

Personalisation

In keeping with increasing customer expectations is the desire of consumer to have a more personalised service or experience. Higher incomes amongst baby boomers have also supported a limited move to more personalised services in some segments and markets, which often carry higher costs and generate greater revenue. However, the funeral industry has been impacted by a slowed growth in the number of deaths, which is attributed to medical advances, higher living standards and improved attitudes to health. Revenue has also been slowed by the increasing popularity of cremations[32].

Legislative change

Changes to legislation present both challenges and opportunities for the funeral services sector. Currently, the Australian funeral industry is experiencing a shortage of burial space which has contributed to the increasing popularity of cremation. As cremations can be considerably cheaper than burials, this has had a significant impact on the industry's revenue growth.

In 2013, the NSW government legislated a 'renewable tenure' grave system with rolling 25-year leases for gravesites, in an attempt to ease the increasing costs associated with land shortages[33]. Families would have the option to renew the leases for up to 99 years, for an additional cost. In addition, in Western Australia all burials must take place through the Metropolitan Cemeteries Board which is a statutory authority. In regional areas burials are arranged through the local councils with permission of the Metropolitan Cemeteries Board. There are no private cemeteries in WA.

Financial Performance

The financial performance of the Funeral Directors, Crematoria and Cemeteries industry is strongly influenced by the number of deaths in Australia each year. Medical advances, higher living standards and improved attitudes to health have helped lift the average life expectancy, and restrained death rates, although reports suggests the death rate is forecast to rise in the next five years.

Rising costs for burials due to space restrictions over the past five years have prompted industry revenue to grow at a faster rate than the number of deaths, as well as encouraging a shift towards cremation. Industry revenue is expected to rise by an annualised 1.6% over the five years from 2017-18, to $1.1 billion. Traditionally, funeral directors were small, family-owned businesses. However,

[31] IBISWorld Industry Report S9520 Funeral Directors, Crematoria and Cemeteries in Australia October 2017, viewed 19 December 2017
[32] IBISWorld Industry Report S9520 Funeral Directors, Crematoria and Cemeteries in Australia October 2017, viewed 19 December 2017
[33] IBISWorld Industry Report S9520 Funeral Directors, Crematoria and Cemeteries in Australia October 2017, viewed 19 December 2017

industry consolidation has risen over the past five years. Although councils or non-profit trusts in some states and territories own most cemeteries and crematoria, it has been increasingly common for private companies to own and operate these facilities. Over the next five years, industry growth will be driven by a steady rise in annual deaths, a rising population, and increases in household disposable income[34].

Changes in demographics

The Funeral Services industry reports changes needed to accommodate heavier Australians. Such examples include automation to reduce the risk of injury from lifting heavy weights, as well as increasing the size of coffins and graves. Coffins imported from overseas are often of insufficient size, and so there is a need for coffins to be custom built to accommodate overweight individuals.

Hairdressing

Barbering

The trend for barber shops continues, and the services these businesses provide include men's styled cuts, beard styling and maintenance, and shaving[35]. The trend incorporates both 'traditional' barber shops and modern types of male-focused establishments, the latter being particularly located in metropolitan areas. Businesses that specifically target the male market are expected to exhibit ongoing growth within the sector.

In March 2016, the *Certificate III in Barbering* was endorsed to address industry's concerns around the lack of trained individuals with specialist barbering skills. However, it is noted that because of the newness of the barbering qualification, there is a lack of understanding of how apprenticeships will operate in terms of this job role, as well as a level of uncertainty around training. Often individuals who work as barbers have been working for a long period of time and may not consider obtaining a qualification as 'upskilling'. In Western Australia this qualification is only available via an apprenticeship or RPL.

Expansion of service offerings

Industry reports suggests that many businesses are catering to time-poor clients and offering a wider range of services. For example, hair salons may offer beauty treatments such as spray tans, waxing or make-up services and men's treatments, in an attempt to establish additional revenue streams[36]. Typically, a beauty specialist would be hired for the provision of these additional services, creating a cross-over with the beauty industry.

Salons are also looking at other ways to satisfy their clientele and create a point of difference with accessibility to online booking services, Wi-Fi, food and beverages or membership programs/ discounts. Some of the skills needed to deliver these services currently fall outside the scope of Training Package Units of Competency.

[34] IBISWorld Industry Report S9520 Funeral Directors, Crematoria and Cemeteries in Australia October 2017, viewed 19 December 2017
[35] IBISWorld Industry Report OD4114 Hairdressing and Barber Franchises in Australia November 2017
[36] IBISWorld Industry Report S9511 Hairdressing and Beauty Services in Australia January 2017

Employment Skills and Outlook

Labour Force Data

There is strong growth projected across the Personal Services sector. The sub-category of Beauty Therapists (29%) is expected to have the strongest growth over the next five years. The occupation of Hairdressers had the single biggest workforce within the sector (54,400). See *Figures 1* and *2*, below.

Figure 1

Source: Australian Department of Employment, 2017 Occupational Projections – five years to November 2022

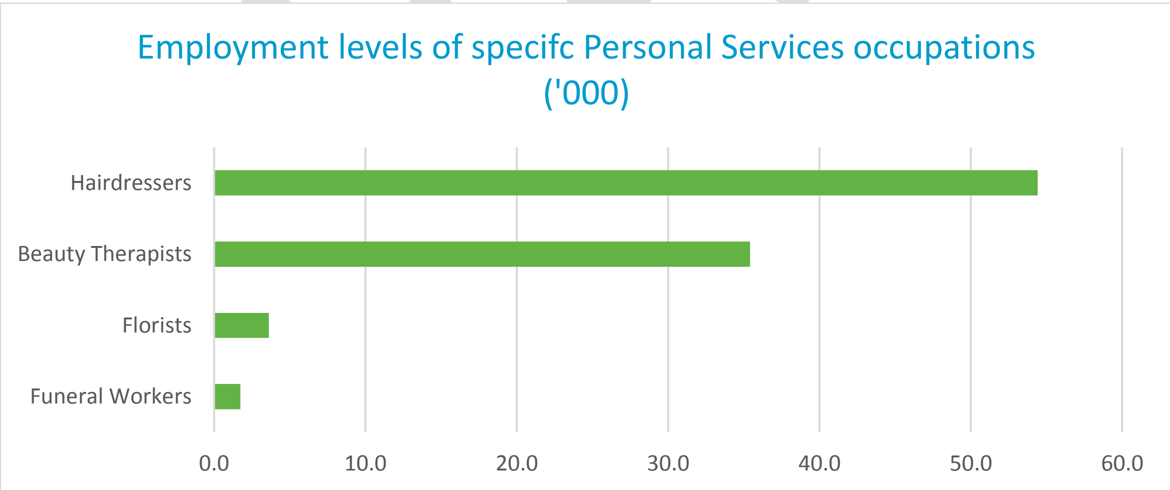

Figure 2

Source: Australian Department of Employment, 2017 Occupational Projections – five years to November 2022

Hairdressing and Barbering

Hairdresser Role
Top Skills Areas
- ✓ Active Listening
- ✓ Speaking
- ✓ Service Orientation
- ✓ Critical Thinking
- ✓ Active Learning

Hairdressers, according to the Australian Bureau of Statistics (ABS), numbered 54,400 in 2017. Over three quarters of the workforce was located on the east coast of Australia. The gender split for the workforce was 86% female and 14% male. 85% of the workforce had an education level of Certificate III/IV and/or Advanced Diploma/Diploma. Growth in the future is considered to be 'moderate'[37].

Source: Australian Department of Employment, Job Outlook, ANZSCO ID: 3911

Beauty Therapists

Beauty Therapist Role
Top Skills Areas
- ✓ Active Listening
- ✓ Speaking
- ✓ Service Orientation
- ✓ Critical Thinking
- ✓ Active Learning

Beauty Therapists numbered 35,400 in 2017. 80% of the workforce was located on the east coast of Australia. The median age of workers in the sector was 32 years old. The workforce was 99% female. The majority (82%) of the workforce had attained an education level of either Advanced Diploma/Diploma and or Certificate III/IV. Strong growth is projected for this sector in the future[38].

Source: Australian Department of Employment, Job Outlook, ANZSCO ID: 4511

Florists

Florist Role
Top Skills Areas
- ✓ Active Listening
- ✓ Speaking
- ✓ Service Orientation
- ✓ Social Perceptiveness
- ✓ Critical Thinking

In May 2017, 3,600 florists were employed according to ABS data. 43% of the workforce was located in NSW alone. The median age for workers in this occupation was 45 years. Females made up 91% of the workers in the sector. The education level across the workforce was mixed, with those who had undertaken an Advanced Diploma/Diploma making up a slight majority, 34% of the total[39].

Source: Australian Department of Employment, Job Outlook, ANZSCO ID: 3621

Funeral Workers

Funeral Worker Role
Top Skills Areas
- ✓ Active Listening
- ✓ Speaking
- ✓ Service Orientation
- ✓ Social Perceptiveness
- ✓ Critical Thinking

In May 2017, funeral workers numbered 1,700. Just over 60% of the workforce was located in NSW and VIC. The median age of workers was 52 and most were female (70%). There is no educational attainment data available for this occupation. The future growth of the sector is expected to be moderate[40].

Source: Australian Department of Employment, Job Outlook, ANZSCO ID: 4513

[37] Australian Government 2017, Job Outlook, http://joboutlook.gov.au/Occupation.aspx?search=Career&code=3911, viewed 13/02/2018
[38] Australian Government 2017, Job Outlook, http://joboutlook.gov.au/Occupation.aspx?search=Career&code=4511, Viewed 13/02/2018
[39] Australian Government 2017, Job Outlook, http://joboutlook.gov.au/Occupation.aspx?search=Career&code=3621, viewed 13/02/2018
[40] Australian Government 2017, Job Outlook, http://joboutlook.gov.au/Occupation.aspx?search=Career&code=4513, viewed 13/02/2018

Key Generic Skills – Ranked in Order of Importance per Sector

Beauty Services

Note: The 12 generic skills listed below, including the descriptors, were provided by the Department of Education and Training for ranking purposes. For the 2018 ranking exercise, an 'Other' generic skill option was included in the list to capture any additional key skills 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. Ability to manage online sales and marketing. Ability to understand and manage digital products.
2	COMMUNICATION / COLLABORATION / SOCIAL INTELLIGENCE	Ability to understand/apply principles of creating more value for customers and collaborative skills. Ability to critically assess and develop content with new media forms and persuasive communications. Ability to connect in a deep and direct way.
3	LANGUAGE, LITERACY & NUMERACY (LLN)	Foundation skills of literacy and numeracy.
4	DESIGN MINDSET/ THINKING CRITICALLY / SYSTEM THINKING / PROBLEM SOLVING	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	TECHNOLOGY AND APPLICATION	Ability to create/use of technical means, understand their interrelation with life, society, and the environment. Ability to understand/apply a scientific or industrial processes, inventions, methods. Ability to deal with mechanisation/ automation / computerisation.
6	LEARNING AGILITY / INFORMATION LITERACY / INTELLECTUAL AUTONOMY	Ability to identify a need for information. Ability to identify, locate, evaluate, and effectively use and cite the information. Ability to develop a working knowledge of new systems. Ability to work without direct leadership and independently.
7	MANAGERIAL / LEADERSHIP	Ability to effectively communicate with all functional areas in the organisation. Ability to represent and develop tasks and processes for desired outcomes. Ability to oversee processes, guide initiatives and steer employees toward achievement of goals.
8	ENVIRONMENTAL / 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.
9	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.
10	ENTREPRENEURIAL	Ability to take any idea and turn that concept into reality / make it a viable product and/or service. Ability to focus on the next step / closer to the ultimate goal. Ability to sell ideas, products or services to customers, investors or employees etc.
11	DATA ANALYSIS	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.
12	STEM Science, Technology, Engineering and Maths (STEM)	Sciences, mathematics and scientific literacy.

Hairdressing

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3	DESIGN MINDSET/ THINKING CRITICALLY / SYSTEM THINKING / PROBLEM SOLVING	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.
4	LANGUAGE, LITERACY & NUMERACY (LLN)	Foundation skills of literacy and numeracy.
5	LEARNING AGILITY / INFORMATION LITERACY / INTELLECTUAL AUTONOMY	Ability to identify a need for information. Ability to identify, locate, evaluate, and effectively use and cite the information. Ability to develop a working knowledge of new systems. Ability to work without direct leadership and independently.
6	ENVIRONMENTAL / 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.
7	MANAGERIAL / LEADERSHIP	Ability to effectively communicate with all functional areas in the organisation. Ability to represent and develop tasks and processes for desired outcomes. Ability to oversee processes, guide initiatives and steer employees toward achievement of goals.
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12	STEM Science, Technology, Engineering and Maths (STEM)	Sciences, mathematics and scientific literacy.

Floristry

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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. Ability to manage online sales and marketing. Ability to understand and manage digital products.
2	COMMUNICATION / COLLABORATION / SOCIAL INTELLIGENCE	Ability to understand/apply principles of creating more value for customers and collaborative skills. Ability to critically assess and develop content with new media forms and persuasive communications. Ability to connect in a deep and direct way.
3	LANGUAGE, LITERACY & NUMERACY (LLN)	Foundation skills of literacy and numeracy.
4	ENTREPRENEURIAL	Ability to take any idea and turn that concept into reality / make it a viable product and/or service. Ability to focus on the next step / closer to the ultimate goal. Ability to sell ideas, products or services to customers, investors or employees etc.
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10	ENVIRONMENTAL / 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	STEM Science, Technology, Engineering and Maths (STEM)	Sciences, mathematics and scientific literacy.
12	DATA ANALYSIS	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.

Funeral Services

Note: The 12 generic skills listed below, including the descriptors, were provided by the Department of Education and Training for ranking purposes. For the 2018 ranking exercise, an 'Other' generic skill option was included in the list to capture any additional key skills for an industry. Please note that, in this case, no other generic skills were identified.

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2	ENTREPRENEURIAL	Ability to take any idea and turn that concept into reality / make it a viable product and/or service. Ability to focus on the next step / closer to the ultimate goal. Ability to sell ideas, products or services to customers, investors or employees etc.
3	COMMUNICATION / COLLABORATION / SOCIAL INTELLIGENCE	Ability to understand/apply principles of creating more value for customers and collaborative skills. Ability to critically assess and develop content with new media forms and persuasive communications. Ability to connect in a deep and direct way.
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10	ENVIRONMENTAL / 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	STEM Science, Technology, Engineering and Maths (STEM)	Sciences, mathematics and scientific literacy.
12	LANGUAGE, LITERACY & NUMERACY (LLN)	Foundation skills of literacy and numeracy.

Key Drivers for Change and Proposed Responses

Changing business models and advanced treatments in the beauty sector

What were once considered advanced treatments are now prevalent within the beauty industry. A reduction in the cost of equipment has made these treatments more accessible and allowed businesses to provide them at a lower cost. One example is the increasing number of establishments using intense pulsed light (IPL) and laser equipment to provide hair reduction and other skin treatments.

Training in the use of equipment is often supplier-provided and limited to basic usage and maintenance of machinery. As there is no regulation in the industry, and practitioners are able to gain employment without formal training, many practitioners do not gain the underpinning knowledge of skin science required to perform treatments that carry a high degree of risk. The revised *Advanced Diploma of Intense Pulsed Light and Laser Hair Reduction* seeks to address the gap in relation to hair reduction. However, industry notes the urgent need to address the lack of formal training relating to other skin treatments using IPL and laser. A Case for Change is currently being drafted which proposes an update of the Beauty qualifications. This update will also ensure treatments which penetrate the skin, such as cosmetic tattooing, contain the appropriate skills and knowledge within these Training Package products to meet industry requirements.

The Beauty industry also reports a shift towards more specialisation. Whilst 'traditional' salons offering a range of services remain the most predominant business model there has been an increase in the number of salons and clinics offering a specific range of treatments. This shift has the potential to reduce the need for therapists to possess a broad range of skills, and it is likely that there will be an increased demand for either streamed qualifications allowing specialisations in a chosen area or else highly-refined skill sets. As mentioned above, a Case for Change is being prepared for submission to the AISC which will further explore these skills requirements.

Proposed Schedule of Work

2019-20

Year	Project Title	Description
2019-20	Hairdressing and Barbering	The IRC proposes to update the following qualifications and any associated skill sets and Units of Competency relating to hairdressing and barbering job roles: • SHB20216 Certificate II in Salon Assistant • SHB30416 Certificate III in Hairdressing • SHB30516 Certificate III in Barbering • SHB40216 Certificate IV in Hairdressing • SHB50216 Diploma of Salon Management • SHB80116 Graduate Certificate in Hairdressing Creative Leadership
2019-20	Floristry	The IRC proposes to update the following qualifications and any associated skill sets and Units of Competency relating to floristry job roles: • SFL20115 Certificate II in Floristry (Assistant) • SFL30115 Certificate III in Floristry • SFL40115 Certificate IV in Floristry

		• SFL50115 Diploma of Floristry Design
2019-20	Funeral Services	The IRC proposes to update the following qualifications and any associated skill sets and Units of Competency relating to funeral services job roles: • SIF10113 Certificate I in Funeral Services • SIF20113 Certificate II in Funeral Operations • SIF30113 Certificate III in Cemetery and Crematorium Operations • SIF30213 Certificate III in Grave digging, Grounds and Maintenance • SIF30313 Certificate III in Funeral Operations • SIF40113 Certificate IV in Funeral Services • SIF40213 Certificate IV in Embalming • SIF50113 Diploma of Funeral Services Management

IRC Sign-off

The 2018 Industry Skills Forecast will be signed off by the IRC Chair prior to submission to the AISC.