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EXECUTIVE SUMMARY

Skills Alliance, as the lead industry service organisation for workforce development for fitness, sport, outdoor recreation and community recreation in Queensland, is pleased to present the 2012-2013 Queensland Fitness, Sport and Recreation Workforce Development and Skills Report (Skills Report). This report is our key strategic advice to the Queensland Government on the skilling and workforce development requirements for the industry. The information and recommendations will be used to determine workforce development priorities and influence funding for future training.

Skills Alliance defines “workforce development” as the responses and strategies implemented to address identified skills, qualification and occupation deficits, thereby providing industry with the appropriate workforce to meet its current and future needs. Skills Alliance’ role is to equip industry employers and networks with the tools and know-how for attracting, developing and retaining their own workforces through strategic workforce development plans. Essentially this means assisting the industry to build its capacity to address its workforce development needs.

In the near future, National reforms to the training system are being implemented. This change will create a more demand driven, competitive, vocational education and training (VET) market, with Skills Alliance playing a role in providing timely, quality information to students and prospective clients, information to government to influence funding allocations, and quality control in market oversight. To support this role, this report provides:

- Information on occupations in demand which is paramount in a demand driven system to ensure that students are informed of likely job outcomes and prospects resulting from their training. Informed choice is a necessary element of efficient training markets and students, parents and employers need quality information to make informed learning choices
- Recommendations for resource allocation, funding priorities, and pricing decisions to enable government to determine funding for training according to industry need
- Workforce development issues and causes of industry occupational and skill shortages and the strategies and responses needed to address these shortages

I am confident that Skills Alliance will enhance and strengthen the effectiveness of a demand driven system.

High quality industry leadership and engagement is fundamental to the Queensland Government’s commitment to an industry led VET system. Skills Alliance is in a prime position to provide these elements in our unique role leading industry collaboration on workforce development needs. No other industry organisation performs this role. Skills Alliance has built strong relationships and foundations with industry, including regional networks, which are essential to identify appropriate local workforce development responses. The size of Queensland, characterised by large regional geographic distribution and population growth, has numerous impacts across industry that require immediate and innovative responses. Skills Alliance has a long history and a proven record delivering programs for government reform and achieving positive outcomes for industry.

The information contained in this report is the result of extensive industry consultation over the past twelve months. Skills Alliance is committed to decision making that is industry led and driven and has provided a number of opportunities and ways for industry to have its say. We acknowledge and would like to thank all those who engaged with us for their willing participation and advice.

Judy Higgins, General Manager
Queensland Fitness, Sport and Recreation Skills Alliance
RESEARCH METHODOLOGY

Consistent with its commitment to an industry owned and led Skills Report, Skills Alliance has undertaken an extensive industry engagement process in the twelve months to June 2013 with a range of industry organisations to inform the 2012-2013 Skills Report.

Skills Alliance has consulted with a range of industry, community and government stakeholders and reviewed relevant data and literature to determine the workforce priorities, actions and recommendations contained in this report.

Workforce development *Influence Your Industry’s Future* online survey

The Skills Alliance *Influence Your Industry’s Future* online survey yielded more than 180 responses from individuals, representative groups, Registered Training Organisations (RTOs), clubs and associations, and government.

Skills Alliance Workforce Development Conference - workshop

A workshop to identify industry workforce development issues and responses was conducted at the inaugural Skills Alliance workforce development conference in October 2012.

Over 60 industry representatives from a range of industry organisations attended, providing valuable insights and advice on skill and training needs of the fitness, sport and recreation industry. Representation was strong from each of the four sectors: fitness, sport, outdoor recreation and community recreation.

Targeted meetings and workshops

Views of stakeholders were also captured through targeted meetings and workshops (including across regions) and participation in a number of existing industry forums and networks.

*Attachment 1* provides the list of questions which industry were asked to consider as part of the survey tool and targeted meetings and workshops.

*Attachment 2* provides a comprehensive list of organisations that provided input into the report.
The following table represents a summary of the proposed solutions for each occupational shortage. More detail is provided in the body of the report under each occupational shortage.

<table>
<thead>
<tr>
<th>OCCUPATION</th>
<th>TRAINING RESPONSE</th>
<th>WORKFORCE DEVELOPMENT RESPONSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport Coach/Instructor</td>
<td>1. Increase training level (numbers trained) for sport coaching qualifications.</td>
<td>Project to clarify sport coach training options.</td>
</tr>
<tr>
<td></td>
<td>2. Broker skills sets in general officiating and coaching general principles.</td>
<td></td>
</tr>
<tr>
<td>Sport Development Officer</td>
<td>1. Maintain training levels for sport development qualifications.</td>
<td>1. Educate industry on the applicability of the qualifications available within the training package.</td>
</tr>
<tr>
<td></td>
<td>2. Advocate the need for improved regional service delivery – potentially through pricing structures for regional providers.</td>
<td>2. Seek partnerships to realise proposed Indigenous and multicultural project concepts.</td>
</tr>
<tr>
<td>Sport Administrator</td>
<td>1. Maintain training levels for sport and recreation qualifications.</td>
<td>1. Advocate for funding for volunteers especially in light of increased conditions on grant funding.</td>
</tr>
<tr>
<td></td>
<td>2. Advocate the need for improved regional service delivery – potentially through pricing structures for regional providers.</td>
<td>2. Better promotion of the required skills and their application within and beyond the industry.</td>
</tr>
<tr>
<td></td>
<td>3. Improve career pathways, including the better use of traineeships at higher levels.</td>
<td></td>
</tr>
<tr>
<td>Outdoor Recreation Guide</td>
<td>1. Re-instate delivery of outdoor recreation training at TNQIT.</td>
<td>Project to investigate how the issue of consistency of data labelling might be addressed.</td>
</tr>
<tr>
<td>Outdoor Recreation</td>
<td>2. Increase the price paid to the TNQIT to deliver outdoor recreation training.</td>
<td></td>
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<tr>
<td>Instructor</td>
<td>3. Review the current priority level 3 of this qualification (increase to priority 2 given the risks and workplace health and safety issues associated with outdoor recreation activities)</td>
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<tr>
<td></td>
<td>4. Similarly, for User Choice outdoor recreation qualifications, increase the priority funding level from level 3 to level 2.</td>
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<td></td>
<td>5. Broker specific outdoor recreation skills.</td>
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<tr>
<td>Facility Manager</td>
<td>Look at the need for a training provider for the Diploma of Facility Management qualification.</td>
<td>Educate industry to improve knowledge of the Diploma of Facility Management qualification within industry.</td>
</tr>
<tr>
<td>Swimming Instructor</td>
<td>1. Broker Certificate III in Aquatics.</td>
<td>Look at ways to gather better data to assess the viability of full time or year round employment for these occupations.</td>
</tr>
<tr>
<td>Lifeguard</td>
<td>2. Maintain training levels for aquatics qualifications.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. Advocate the need for improved regional service delivery – potentially through pricing structures for regional providers.</td>
<td></td>
</tr>
<tr>
<td>Fitness Instructor</td>
<td>1. Maintain training levels for fitness qualifications, but reduce government contribution.</td>
<td></td>
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<tr>
<td>Personal Trainer</td>
<td>2. Continue to monitor the fitness school-based traineeships (SATs).</td>
<td></td>
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<tr>
<td>Group Instructor</td>
<td>3. Broker Diploma of Fitness.</td>
<td></td>
</tr>
<tr>
<td>Volunteer Manager</td>
<td>Broker Certificate IV in Volunteer Program Coordination.</td>
<td>1. Target programs and services to provide for increase in population, ageing population and population growth due to migration.</td>
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<tr>
<td></td>
<td></td>
<td>2. Project to investigate the high turnover of fitness instructors to develop other workforce development solutions that may be required.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. RTOs to work more closely with employers.</td>
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INTRODUCTION – IMPORTANCE OF THE INDUSTRY

Sport and recreation activities are major contributors to the national economy, through direct employment in the sport and recreation industry, the sales of goods and services both domestically and internationally, benefits of sports and recreation related tourism, and their contribution to the preventative health agenda, creating a healthier population and reducing demand on health and welfare services.

Economic

The total expenditure by Australian households on selected sport and physical recreation products in 2009-2010 was $8,293.8 million. Australian households spent an average of $18.94 per week on selected sport and physical recreation products during 2009-2010. Also, sporting visitors are likely to spend between $80 to $120 per day when attending a regional sporting event.

Australia's fitness centres contributed a total of $872.9 million to the Australian economy in 2007-2008. Economic activity generated by the fitness industry is higher than the overall growth rate in the Australian economy.

In Queensland, sport is estimated to contribute $7.9 billion (or 3% of GSP) to the economy through direct and indirect economic activity. Outdoor recreation is estimated to contribute at least $2 billion to GSP. High quality outdoor recreation opportunities are major attractors of tourists to Queensland and there are strong economic linkages between outdoor recreation and other sectors e.g. tourism, retail through demand for equipment.

Contribution to health

The value of fitness, sport and recreation in the prevention of major health issues of Australians continues to be recognised. Significant economic benefits including reduced health care costs, improved workforce productivity and increased labour supply are undeniable. For example, increased workforce participation could generate gross savings of about $1.49 billion per year, as against $834.1 million worth of health costs from sports injuries.

The Australian Institute of Health and Welfare (AIHW) notes that people who do not engage in sufficient physical activity have a greater risk of cardiovascular disease, colon and breast cancers, type 2 diabetes and osteoporosis. Other risk factors such as being overweight include high blood pressure and high blood cholesterol.

In addition to the physical health benefits to individuals, there are also a number of mental health benefits. ‘Regular physical activity has been shown to facilitate better stress management, alleviate depression and anxiety, strengthen self-esteem, enhance mood and boost mental alertness. Additionally, it provides social benefits through increased social interaction and integration’.

Productivity

Another benefit is an improvement in workforce productivity. It is suggested that a “4 percent sustainable increase in productivity could be achieved for those workers who commence regular sport and recreational physical activity”.

Social cohesion

“At a local level, involvement in sport builds families as well as communities. Active parents provide positive role models for children for engaging in sport and for maintaining lifelong activity. As importantly, the parents who are involved in their children’s sport through coaching, umpiring and general volunteering send a powerful message about the importance they place on sharing and valuing the efforts and interests of their children.”
In addition, sport and recreation has a range of community benefits. It brings people together, breaks down barriers, and unites those who may have nothing else in common. It has a unique ability to transcend race, religion, gender and creed. It provides opportunities for social interaction that helps build community networks, reduce isolation and exclusion, and build social cohesion.

Volunteers

The sport and recreation workforce includes a significant proportion of volunteers when compared with other volunteer utilising industries. The labour input of volunteers nationally is valued at around $4 billion.

Participation

Participation rates in fitness, sport and recreation are important as they have a direct impact on the demand for services, in turn impacting on workforce requirements for industry organisations. For the purpose of this report, statistics from the Australian Bureau of Statistics (ABS) 2009–2010 Multipurpose Household Survey will be used.

In 2009–2010, 64 percent of Australians aged 15 years and over had participated in sport or physical recreation at least once within the last twelve months. Almost half (47%) of the people who had participated within the last twelve months (or 30% of all adults) had done so regularly (more than twice a week).

Rates of participation within the last twelve months varied across age groups. Participation was highest for 15–17 year olds (79%) and generally declined with increasing age, with a relatively large decline in participation among older people aged 65 years and over. Lower participation rates among older age groups could be expected given that disability rates increase with age.

Of all sports or physical recreation activities, walking for exercise had the highest level of participation (23%). Aerobics, fitness or gym was also a popular activity group (14%). Swimming (7.4%), cycling (6.5%) and jogging or running (6.5%) were the only other activities that were participated in by more than one in twenty Australians.

Recently there has been a shift to group fitness and gym physical activities, with a decline in participation of some traditional sports.

Rates of participation are impacted by competition with other recreational activities – e.g. cultural activities, pay TV, internet.

Access to open spaces and facilities, specifically inadequate access to greenfield parts of Australia, also affects participation.

Changing demographics, for example, the ageing population can have two effects – (1) reduction in demand for organised sport and recreation and (2) growth in the adaptation of sports formats to older age groups to maintain participation levels.
Value of industry to Queensland

Value of sport to Queensland:\textsuperscript{17}

- $7.9$ billion contribution of sport (or 3\% of GSP) to the Queensland economy through direct and indirect economic activity
- 11,763 direct jobs created by sport
- 97,633 direct and indirect jobs created by sport
- $1.6$ billion in productivity benefits due to sport
- $775$ million in total health benefits (in 2007-2008)
- 14,792 full time equivalent jobs provided by volunteers
- $866$ million per annum is the cost to replace Queensland’s volunteers in sport

Contribution of outdoor recreation to Queensland:\textsuperscript{18}

- $2$ billion is an indicative estimate of its annual contribution to GSP
- High quality outdoor recreation opportunities are major attractors of tourists to Queensland
- Strong economic linkages between outdoor recreation and other sectors e.g. tourism, retail (through demand for equipment)
- 45 percent of outdoor recreation providers had annual turnover in excess of $100,000 per annum, with more than 22 percent having annual turnover of at least $1$ million\textsuperscript{19}
- Environmental contribution by creating a demand for preservation of natural, open spaces
- Social capital benefits forged by group participation and socialisation in activities

Value of fitness to the Australian economy:\textsuperscript{20}

- The fitness industry contributes to the economy both directly (employment, output and taxation revenue) and indirectly (demand drivers such as utilities, rent or advertising)
- For 2010-2011 the contribution to GDP (value added) is $627$ million and direct labour income is $482$ million
- Indirect value added is $757$ million, labour income is $468$ million and there is an additional 6,143 FTE of employment
- In total, the direct and indirect fitness industry contribution is worth $1,384$ million
NATIONAL INDUSTRY OVERVIEW

The Arts and Recreation Services industry category is divided into seven sectors: Sports and Physical Recreation Activities, Creative and Performing Arts Activities, Gambling Activities, Parks and Gardens Operations, Horse and Dog Racing Activities, Amusement and Other Recreation Activities and Museum Operation.

It should be noted that under the Australian and New Zealand Standard Industrial Classification System (ANZSIC) the fitness, sport and recreation activities are captured under a variety of industry classifications such as Arts and Recreation Services, Education and Training and Other Services. This will mean that in terms of statistical data, figures for the fitness, sport and recreation industry may vary between sources and reports, and may inflate or deflate numbers for the industry. For example, Fitness Instructors are captured predominantly under Other Services, but also Arts and Recreation Services, and Education and Training.

Current industry size

For Arts and Recreation Services:
• As at November 2012, Arts and Recreation Services employed approximately 211,500 persons, which is around 1.8 percent of the total workforce
• Of this total 117,200 persons were employed full time and 94,300 persons were employed part time
• Over the past five years, employment in the Arts and Recreation industry has increased at a rate of 2 percent per annum

For Sport and Recreation Activities:
• As at November 2012, Sport and Recreation Activities employed approximately 87,600 persons
• Sport and Recreation Activities account for 41 percent of employment in the total Arts and Recreation Services industry category

Industry growth

Five year growth predictions for the industry by the Australian Government Department of Education, Employment and Workplace Relations (DEEWR) are as follows:

<table>
<thead>
<tr>
<th>Industry</th>
<th>Employment level November 2012 ('000s)</th>
<th>Employment growth November 2012 to November 2017 ('000s)</th>
<th>Employment growth November 2012 to November 2017 (%)</th>
<th>Projected Employment level at November 2017 ('000s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL INDUSTRIES</td>
<td>11535.2</td>
<td>820.1</td>
<td>7.1</td>
<td>12355.3</td>
</tr>
<tr>
<td>Arts and Recreation Services</td>
<td>217.9</td>
<td>21.8</td>
<td>10.0</td>
<td>239.7</td>
</tr>
<tr>
<td>Sports and Recreation Activities</td>
<td>116.5</td>
<td>14.4</td>
<td>12.4</td>
<td>130.9</td>
</tr>
<tr>
<td>Sports and Physical Recreation Activities</td>
<td>93</td>
<td>13.3</td>
<td>14.3</td>
<td>106.2</td>
</tr>
<tr>
<td>Horse and Dog Racing Activities</td>
<td>9.3</td>
<td>1.6</td>
<td>17.3</td>
<td>11</td>
</tr>
<tr>
<td>Amusement and Other Recreation Activities</td>
<td>12.1</td>
<td>-0.4</td>
<td>-3.1</td>
<td>11.7</td>
</tr>
</tbody>
</table>

For Arts and Recreation Services:

Projected five year growth for November 2012 to November 2017 is expected to be 10 percent.
For Sport and Recreation Activities:

Five year employment growth for Sport and Recreation Activities for November 2012 to November 2017 by DEEWR is expected to be a total of 12.4 percent\(^{26}\)

These growth rates are higher than the predicted overall rate of 7.1 percent for all industries for this period.

**Sport and recreation occupations growth**

The growing realisation of the importance of exercise for healthy living is increasing the demand for certain types of sport and recreation services, including an increase in employment of Fitness Instructors, Sport Coaches, Personal Trainers, Sport and Gym Managers, etc.\(^{27}\)

Most recent ABS figures show growth of 21 percent of the main sport and recreation occupations over the five years between 2006 (79,154 persons) and 2011 (95,590 persons). This equates to approximately 3.9 percent per annum. Growth for this period is attributed to growth in the occupations of Fitness Centre Manager, Fitness Instructor, Outdoor Adventure Instructor, Swimming Coach or Instructor and Sports Umpire.\(^{28}\)

**Skills Alliance believes the next five years overall growth (2012-2017) for the main sport and recreation occupations to be 15 percent or 2.8 percent per annum.**

In an occupational break down, Skills Alliance predictions (*) for occupational growth for key occupations in the industry over the next five years is as follows:

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Employment level November 2012 ('000s)</th>
<th>Employment growth November 2012 to November 2017 ('000s)</th>
<th>Employment growth November 2012 to November 2017 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fitness Instructors</td>
<td>26.2</td>
<td>5.6*</td>
<td>22.0*</td>
</tr>
<tr>
<td>Outdoor Adventure Guides</td>
<td>2.1 (3.1(^{25}))</td>
<td>0.4*</td>
<td>12.4*</td>
</tr>
<tr>
<td>Sports Coaches, Instructors and Officials</td>
<td>37.5</td>
<td>4.2*</td>
<td>10.2*</td>
</tr>
<tr>
<td>Sportspersons</td>
<td>11.7</td>
<td>1.4*</td>
<td>13.6*</td>
</tr>
</tbody>
</table>

Skills Alliance has revised predictions for occupational growth (against more conservative DEEWR predictions\(^{30}\)) to a higher rate based on historical growth rates, projected total industry growth and where we believe the industry is heading. These revised projections provide a truer reflection of what industry needs to meet the requirements of an increasing population and a rising demand for fitness, sport and recreation services.
QUEENSLAND INDUSTRY OVERVIEW

As at November 2012 Arts and Recreation Services in Queensland employed 39,600 persons which is 18.7 percent of the national Arts and Recreation Services employment of 211,500 persons.

As at November 2012, Sport and Recreation Activities in Queensland employed approximately 18,500 persons which is 21 percent of the national Sport and Recreation Activities employment level of 87,600 persons.

Please note again, this figure is underestimated due to the national ANZSIC classification of sport and recreation activities in other industry sectors such as Education and Training, Healthcare and Social Assistance, Accommodation and Food Services, Public Administration and Safety, and Tourism.

In addition to the 18,500 persons counted under the sport and recreation activity category under ANZSIC, it is estimated an additional 15,000-20,000 people are employed in sport and recreation occupations in other industry categories in Queensland.

Therefore the total estimate of sport and recreation employees in Queensland is close to 40,000 persons.

In addition in Queensland, there are approximately 440,000 volunteers in sport and physical recreation organisations that should be accounted for in workforce statistics (this figure does not include volunteers from the outdoor and community recreation sectors). As a vital resource, even though volunteers are not in paid employment in the industry, they require skills and training to perform their role and contribute significant economic and social benefit.

Key occupations by sector in Queensland

SPORT

Under the ANZSCO ABS classifications, occupations in the sport sector include Swimming Coach/Instructor, Sports Centre Manager, Lifeguard, Gymnastics Coach/Instructor, Tennis Coach, Sports Administrator, Sports Umpire, Sports Development Officer, Sportspersons, Other Sports Official, and other Sports Coaches and Instructors.

As at November 2012, Sports Coaches, Instructors and Officials employment in Queensland had increased by 13.3 percent in the last year compared to 4.4 percent nationally. Queensland has a 24.3 percent share of the national employment of Sports Coaches, Instructors and Officials (9,200 persons for Queensland).

It is estimated other occupations outside this category account for another 2,500 employees in the sport sector.

The following statistics on involvement in sport and physical activity are calculated using national data and applying Queensland’s 20 percent share of the national population:

- For Queensland, in the twelve months ending April 2010, an estimated 900,000 people aged 15 years and over (26%) reported that they were involved in organised sport and physical activity. This included 760,000 people involved in playing roles (22% of persons aged 15 years and over), and 320,000 people involved in non-playing roles (9%). Of the 320,000 people with a non-playing role, 56% also had a playing role.
- Of the 900,000 people involved in organised sport and physical activity, 9% received some type of payment for their involvement. People involved as a coach, instructor or teacher were more likely to receive some payment (27%) than people in a playing role (3%).
• Of the 900,000 people involved in non-playing roles:
  - 369,000 (41%) were involved as a coach, instructor or teacher
  - 180,000 (20%) were involved as a referee or umpire
  - 306,000 (34%) were involved as a committee member or administrator
  - 279,000 (31%) were involved as a scorer or timekeeper
  - 72,000 (8%) were involved as a provider of medical support
  - 540,000 (60%) were associated with school or junior sport
  - 261,000 (29%) had two or more non-playing roles
  - 369,000 (41%) had completed a qualification relevant to their role

• Some 41% of people involved in non-playing roles reported that they had completed a course or qualification relevant to their role. Of the 23,600 people involved in a medical support role, 96% had completed a relevant course or qualification. This was a larger proportion than all other non-playing roles:
  - 56% of coaches, instructors or teachers
  - 49% of referees or umpires
  - 16% of committee members or administrators
  - 10% of scorers or timekeepers
  - 13% of those involved in other non-playing roles

FITNESS

Occupations in the fitness sector include Fitness Instructor and Fitness Centre Manager. Under the ANZSCO ABS classifications, as at November 2012 Fitness Instructor employment in Queensland increased by 13.8 percent in the last year to 4,600 persons. Queensland has an 18.3 percent share of the national employment of Fitness Instructors (25,200 persons national).

OUTDOOR RECREATION

Occupations in the outdoor recreation sector can be described under the broad job role descriptions under the SIS10 National Training Package (NTP) for the industry. For example Outdoor Guide, Outdoor Instructor, Facilitator, Operations Manager, Program Manager.

To quantify numbers, as at November 2012 under the ABS ANZSCO descriptor of Outdoor Adventure Guide, employment in Queensland has increased by 102.2% in the last year to 1,400 persons. Queensland has 43.9 percent share of the national employment of Outdoor Adventure Guides (3,100 persons national). It is almost certain that this number is a conservative estimate of actual employment reported in this sector, as it is unclear if the Outdoor Adventure Guide occupation includes more specific activity based titles such as Recreation Officer, Diving Instructor (Open Water), Outdoor Adventure Instructor, Horse Riding Coach or Instructor, Fishing Guide, Whitewater Rafting Guide, Trekking Guide, and Mountain Guide to name a few.

In addition a study for the outdoor recreation sector determined that it is not possible to isolate employment in outdoor recreation in the ANZSIC groups in the sub-division Sport and Recreation. However it examined the types of firms in each ANZSIC class and concluded that outdoor recreation firms are likely to predominate the ANZSIC group 913 “Amusement and Other Recreation Activities”. The report concluded this group accounts for approximately 5 percent (10,600 national) of all paid employees in the Arts and Recreation Services classification (for Queensland this equates to 2,120 employees). Again this is a conservative estimate of numbers as it does not account for those employees classified under other industry sectors.

The ambiguity of national reporting descriptors and classifications and how employers/employees might report /associate their occupation, needs further investigation.

For the purposes of this report, employment for Queensland in outdoor recreation will be quantified at 3,520.
COMMUNITY RECREATION

The community recreation sector has a diverse structure and incorporates many of the activities delivered by fitness, sport and outdoor recreation services. The industry combines government funded community recreation facilities and services, community focused organisations such as the PCYC and YMCA, more commercial operators in the leisure and aquatics industry, and voluntary organisations run by diverse interest groups, for example religious organisations.

Occupations in this sector are covered by the fitness, sport and outdoor recreation sectors, with community recreation organisations employing Sport and Recreation Development Officers and Coordinators, Fitness Instructors, Outdoor Recreation Instructors, Aquatics Instructors and Facility Managers etc.

VOLUNTEERS

The sport and recreation sector is characterised by having a large number of voluntary workers, for instance, parents who supervise weekend sport, surf life savers, scout leaders, Duke of Edinburgh Award Scheme facilitators, etc. Information on the activities of volunteers is generally not collected in the normal ABS labour force surveys because they do not receive a wage for this work. The sector also includes semi-professionals whose second job is in this sector. Once again, the regular surveys do not collect data on the second job.

Volunteers and semi-professionals however require training to work effectively in their volunteer roles, just as other employed people do. As the employment data in this sector will always be an underestimate of the number of people who actually work in it, the forecasts of training requirements in this industry will also be underestimated.

The General Social Survey (GSS) found that 6.1 million people, or 36 percent of the adult population aged 18 years and over, participated in voluntary work in 2010. Sport and physical recreation organisations attracted the largest number of volunteers with 2.3 million people (14% of the adult population). It is estimated that over 80 percent of the sport and recreation workforce is unpaid.

In Queensland 1.2 million people, or 35 percent of the adult population aged 18 years and over, participated in voluntary work in 2010. Consistent with the national trend, sport and physical recreation organisations attracted the largest number of volunteers with 440,000 people (13% of the adult population).

The Queensland fitness, sport and recreation industry is dependent on its volunteer workforce. For 2011, “it is estimated that it would cost Queensland $866 million to replace the volunteers in sporting organisations, who contribute the equivalent of approximately 14,792 full time jobs.”

Training of volunteers is generally not publicly funded. There is an undeniable case for at least some basic training for volunteers to be funded publicly as the social returns from any such investment will assuredly exceed the costs.
LABOUR MARKET ISSUES

The qualitative information below is a result of the engagement strategy for this report through the industry survey, meetings and workshops.

Generally, feedback from Queensland sport and recreation organisations is that strategies for workforce planning and development are required to address the issues below. This includes enhanced career pathways, changing the perception of the industry (both to community as a career of choice and to government as an industry that is a major economic contributor), training for volunteers and recruitment and attraction strategies. Skilling in areas of workforce planning are also required.

A survey in 2011 of state level organisations, conducted by the then Queensland Department of Communities, Sport and Recreation Services detailed that membership attraction and retention and volunteer recruitment and retention were the most prominent issues facing the sport and recreation industry. In addition, organisational sustainability, and coach and official recruitment and development also featured as issues.\(^5\)

High turnover

Industry feedback to Service Skills Australia cites a variety of systemic issues as the cause of the high turnover of employees and retention issues. Most commonly, the lack of industry defined career pathways, a high reliance on a casual workforce and the perception of the industry as lacking in prestige, are seen as the core determinants of retention issues.

For the outdoor recreation sector, the high turnover rate, and at times seasonal nature of activities, is attributed to the casual workforce characteristic of this sector.

For the fitness sector, the following issues impact to contribute to the high level of “churn”:

- low levels of remuneration
- lack of a career path – most consider that those in the workforce have limited experience, require additional ‘people skills’ and do not pursue higher qualification levels
- undesirable hours (e.g. early starts, late finishes, weekend work and split shifts - compared to the ‘glamour’ of the industry portrayed in the media)
- inability to work in a full time capacity
- a mismatch of expectations and TV glamour compared with actual roles (some professionals do administrative, sales and other duties (such as cleaning) in addition to providing fitness services)

Low wages

- Lack of funds/money to pay staff across all industry sectors
- Wages for paid employees in the industry are low compared with other industries, so employees don’t stay e.g. a Recreation Administration Officer earning $40-50K can drive a truck in the mines for $110K

Lack of career path

- Career pathways can be limiting within the sector due to flat structures
- Long term career prospects for young people could be improved as maintaining generation Y employees has been an issue in the sector
- In addition the fitness, sport and recreation industry does not have apprenticeships, therefore traineeships are an important entry level feature that should not be under-rated as a way of introducing potential workers, such as school leavers, into the industry
- Low wage levels for trainees, reduced government financial support for User Choice and the high costs associated with some delivery unfortunately contribute to fewer trainee numbers at higher AQF levels and fewer mature aged entrants
Volunteers

Overwhelmingly, throughout consultations, organisations cited the need for funding/grants for training for volunteers – this would be the number one emergent and critical need of organisations across all sectors.

It is estimated that 32 percent of the sector’s volunteering roles are management or committee positions.\(^{54}\) The majority of sport volunteers are involved in coaching, refereeing or judging.\(^{55}\)

There are many workforce development issues for volunteers including:
- Attraction and retention of volunteers generally
- Attraction of generation Y to volunteering roles
- Recruitment of volunteers with right skills e.g. volunteers for boards and management committee positions could be recruited from the business sector with a level of business acumen, not just recruited for their interest in the sport
- Funding and access to training for volunteers
- Coordination of volunteers
- Accessing suitably qualified volunteers

Training for volunteers is critical in the areas of\(^{56}\):
1. Coaching and officiating
2. Club administration
3. Accounting and bookkeeping
4. Volunteer management
5. Information technology
6. Office administration
7. Governance
8. Human resource management
9. Compliance

Recruitment and attraction

Systemic issues are the main causes for the high turnover of staff in the industry. For example, in Queensland causes cited include:

- Increased mobility of people, and people moving elsewhere (i.e. transient workforce) due to social shifts associated with high costs of living, particularly around the mining areas
- Change in services offered to meet local demand e.g. mining regions where there is high proportion of shift work (12-14 hours) and people expecting facilities and services to be available, hence the growth in 24 hour business operations. This issue leads to difficulties in finding the staff to work extended hours
- Seasonal changes impact on some sectors e.g. seasons affect patronage of services between summer and winter months, which creates difficulty in maintaining staff and causes the “churn”. There are increased costs around recruiting which affects the consistency to recruit and train for the next season
- Need to consider new and innovative ways to attract and recruit volunteers, particularly generation Y to support the future of clubs
- Perception of the industry
- Remuneration is low compared with other industries and a major issue in retaining graduates
- Small, flat career pathway structures (within an organisation, not within the industry) means limited opportunities to progress, so people move on
- Mismatch between off and on job training e.g. off job training has limited practical application, too much theory. Specific skills sets needed are project management, business management, time management, event management. Employees with higher level qualifications often lack work skills (i.e. experience versus formal education)
- Employment structures – need to look at improved working conditions around flexibility, particularly as clubs offer activities outside normal working hours and weekends etc. This then becomes a $ issue, as need to increase staff, increase payroll, increase in $
Mining is having an impact on regional clubs – fly in/fly out (FIFO) means no local investment and clubs closing
Discretionary funding for training is needed by clubs
Competition for staff from other industries – wages related
Lack of time, people are time poor, so difficult to recruit people to volunteer

Mining impacts

Employees leaving for higher wages (e.g. a Recreation Administration Officer earning $40-50K can drive a truck in the mines for $110K)
Increased demands on shift workers e.g. fitness sites needing to offer 24 hour service, and fixtures for sport can’t be fixed
The FIFO nature of mining results in loss of community in the mining town with other areas outside of the mine prospering e.g. Airlie Beach has seen a need to increase services for families as people are not settling in mining areas
Change of services offered by community recreation centres to meet the needs of mining workers e.g. PCYCs change from offering community services (markets) to providing gym services for mining workers
On the flip side, some community recreation centres have done a deal with mining companies to contribute to the gym in exchange for services to its workers – this is an example of industry supporting local organisations

Training and skilling issues

For regional areas, travel and distance are issues. There is a need for more local training providers, particularly for outdoor recreation and Certificate IV in Fitness (North Queensland)
Need to look at cross industry links and portability of skills e.g. look at embedding outdoor recreation skill sets into tourism, fitness etc.
Training for Volunteer Coordinator/Manager role (Certificate IV in Volunteer Management) is costly – need to look at innovative ways to share the role and split the costs across organisations
For outdoor recreation qualifications, there are limited RTO options as the compliance requirements, high risks, insurance costs etc. are too high. In addition it is hard to find people to train as the competition from the private sector is high and more lucrative
Need to improve links between training and employment outcomes e.g. TAFE has high delivery in training units which are the cheapest and easiest to deliver, but not necessarily what industry wants or needs
Training in coaching and officiating – general principles vs sport specific – often general principles not recognised by a sport/national body – there are then costs associated for people to undertake additional training or sport specific training
Lack of pedagogy within the training sector - appears to be financial and compliance driven that places more emphasis on funding and conformity of assessment tasks with industry requirements a secondary consideration

Traineeships:

Over used as a means of a cheap workforce due to financial constraints on small employers but undervalued as an effective pathway at higher levels and for providing paid employment for existing volunteers
Large drop out rate, reportedly up to 75 percent drop out of the industry after four years – then need to re-accredit and re-skill to re-enter the industry
Insufficient support is available for small employers in industry to understand and make best use of traineeship pathways
Industry organisations require education and skills in managing the requests from Group Training Organisations and RTOs for traineeship placements
Lack of knowledge amongst Australian Apprenticeship Centres (AACs) about industry, traineeship products and outcomes
OCCUPATIONS IN SHORTAGE

Sports Coach/Instructor/Official

Description

Sports Coaches, Instructors and Officials - coach, train and instruct participants in sports, and officiate at sporting events\(^\text{57}\).

Labour market information

Labour market information for Sports Coaches, Instructors and Officials under the Jobs Outlook website (Australian Government)\(^\text{58}\):

- Jobs prospects are average
- Employment to 2016-2017 is expected to grow moderately
- Relatively low proportion of full-time jobs (27.9%)
- Employed across several industries: education and training, arts and recreation services, other services, public administration and safety. These industries have average employment growth prospects
- The (internet) vacancy level is high
- Unemployment compared with other occupations is average
- Weekly earnings for full-time workers before tax is $1000

Numbers employed

- 41,100 employed nationally (November 2011)\(^\text{59}\)
- Queensland share of employment is 22.4%\(^\text{60}\) or 9,200 persons
- Main employing industries (percent share)\(^\text{61}\):

\[
\begin{array}{c|c|c|c|c}
\text{Industry} & \text{Percentage} \\
\hline
\text{Education and Training} & 41.5 \\
\text{Arts and Recreation Services} & 1.8 \\
\text{Public Administration and Safety} & 0.5 \\
\text{Other Services} & 0.0 \\
\end{array}
\]
Key issues

In Queensland, the main reasons cited for shortages of Sport Coaches and Officials include:

- Lack of experience
- Lack of training/experience
- High turnover
- Lack of support
- Industry/regional issues
- New trends

Vocational Education and Training (VET) Qualifications applicable

- SIS20510 Certificate II in Sport Coaching
- SIS30710 Certificate III in Sport Coaching
- SIS30810 Certificate III in Sports Trainer
- SIS40510 Certificate IV in Sport Coaching
- SIS50510 Diploma of Sport Coaching

There may also be requirements for sport specific coach training determined by the national sporting body, which may or may not, be included in the training package. Skills sets in coaching are also often what is needed rather than full qualifications.

In training

Total Annual Hours Curriculum (AHCs) in sport coaching qualifications for 2011-2012 was 81,619, an increase of 40 percent on the previous year 2010-2011 of 48,648.

There were a total of 346 students enrolled in sport coaching qualifications in 2011-2012. This is an increase of 20 percent from 2010-2011 (277 enrolments). Of the 346 enrolments, 335 were in the Metropolitan, North Coast and South East regions.

As at 1 July 2012 there were 134 sport coaching trainees in training (User Choice).

Completions

There were 43 students who completed a sport coaching qualification under the TAFE VRG (known as VRG or VET Revenue General which is the mainstream TAFE delivery) funding type in 2012 (completion data under private provider training arrangements is not available).

In 2012-2013 there were 79 sport coaching traineeship completions.

Workforce development issues

Sports Coaches have been identified as an immediate occupational shortage. The reasons for this shortage are complex and relate to access to training (particularly for regional organisations), and recognition of training outcomes given the variety of training offered across sports and state/national bodies. Paid coaches are only one part of the workforce, with many coaches being volunteers, who generally require the same qualification as a paid coach.
The main issue relates to the range of sport coach training on offer, which can be confusing to some parts of the sector:

- Sport specific coach training that may be compulsory as determined by the national or state sports specific body – this training may or may not be included in the training package and may not be delivered by RTOs
- Coach training offered through the Australian Sports Commission – this training may or may not have links to the training package and is delivered online
- Qualifications in sport coaching offered through User Choice (traineeships) and TAFE VRG
- There are skill sets in coaching available in the training package
- Skills Alliance offers a skill set through the Strategic Investment Fund (developed by Skills Alliance in consultation with industry, approved by the Queensland Government Department of Education Training and Employment for the Strategic Investment Fund only)

Other issues include:

- Some of the generic coach training offered through training package is not readily recognised by the sport (general principles in coaching and officiating)
- Clubs and organisations need funding for training
- Lack of time to undertake training as coaches are often volunteers, and coaching is not their primary occupation
- In some sports it is expected that volunteers pay for their own training
- Costs and impacts of this issue are more significant for the smaller sports such as BMX

Supply/demand analysis

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Other sources of entry into industry (numbers unknown)
(e.g. High education providers, informal)

Current numbers employed = 9,200

Growth = 184

Losses/turnover = 2,200

Numbers that find employment in industry (unknown)

VET completions (TAFE VRG funded and traineeships only) = 122

VET in Training = 346
```
• 9,200 currently employed in Queensland
• Turnover rate is 24 percent or 2,200 persons annually
• Growth per annum predicted at 2 percent or 184 persons (total 9,384 persons)
• Growth over five years to 2016-2017 predicted at 10.2 percent or 940 persons (total 10,139 persons)
• Students enrolled in sport coaching qualifications in 2011-2012 was 346
• 43 students completed a sport coaching qualification under the TAFE VRG funding type in 2012
• In 2012-2013, there were 79 sport coaching traineeship completions
• Shortfall in numbers in training and completions will not meet projected employment levels
• Number requiring training for the year is 2,384 (growth + losses)

**Solutions**

**Training response:**

1. Skills Alliance recommends an increase in training level (numbers trained) for sport coaching qualifications.

2. In 2012-2013 skills sets in general officiating and coaching general principles under the Strategic Investment Fund is being brokered by Skills Alliance on behalf of the Queensland Government.

**Workforce development response:**

1. With a view to clarify sport coach training options, Skills Alliance recommends that a special project be undertaken to:
   • work with the peak bodies, state and national sport governing bodies to work together to educate sports on the applicability of the training package competencies and how they relate to their products
   • liaise with Service Skills Australia and their work with the Australian Sports Commission
   • build relationships between RTOs and state sporting organisations.
Sports Development Officer

Description

A Sports Development Officer works to increase the number of people playing a sport. They are employed mostly by non-profit sport and recreation clubs/associations and in some cases by commercial recreation and sporting bodies. There are also some opportunities within government departments and the general community.

Sport Development Officers work both outdoors and indoors. They may need to travel to different venues to undertake their work, which may be part time or on contract. Hours can be quite irregular.

Labour market information

Labour market information for Sport Development Officers is included under Sports Coaches, Instructors and Officials under the Jobs Outlook website (Australian Government):

- Jobs prospects are average
- Employment to 2016-2017 is expected to grow moderately
- Relatively low proportion of full-time jobs (27.9%)
- Employed across several industries: education and training, arts and recreation services, other services, public administration and safety. These industries have average employment growth prospects
- The (internet) vacancy level is high
- Unemployment compared with other occupations is average
- Weekly earnings for full-time workers before tax is $1000

Numbers employed

- 41,100 employed nationally (November 2011) for Sports Coaches, Instructors and Officials
- 1,072 Sports Development Officers employed nationally
- Queensland share of employment is 23.7% or 254 persons

Key issues

In Queensland, the main reasons cited for shortages of Sport Development Officers include:

- High turnover
- Low wages
- Lack of experience
- Lack of skills

VET Qualifications applicable

- SIS40610 Certificate IV in Sport Development
- SIS50610 Diploma of Sport Development

In training

Total Annual Hours Curriculum (AHCs) in sport development qualifications for 2011-2012 was 21,454, a decrease of 21 percent on the previous year 2010-2011 of 27,447.

There were a total of 61 students enrolled in sport development qualifications in 2011-2012. This is a decrease of 47 percent from 2010-2011 (117 enrolments). Of the 61 enrolments, 59 were in the Metropolitan, North Coast and South East regions.
Completions

59 students completed a sport development qualification under the TAFE VRG funding type in 2012 (completion data under private provider training arrangements is not available).

Workforce development issues

- A key challenge for the sector is the Australian Government’s priority to increase “grassroots participation” which includes strategies to grow participation. The focus in on key groups such as women, Indigenous Australians, people with a disability, and people from culturally and linguistically diverse (CALD) backgrounds. This means Sports Development Officers are increasingly tasked with implementing club development activities to up skill and improve the performance of clubs, in order to increase participation.
- This places a higher level of expectation on occupations such as Sport Development Officers who would need knowledge and skills to adapt programs to suit these groups. Strategies are also needed to adapt and incorporate programs aimed at targeting key groups such as women, Indigenous Australians, people with a disability, and people from culturally and linguistically diverse (CALD) backgrounds.
- These emerging trends place a need for development officers to have a higher skill level than currently required.
- Feedback from the sector also indicates that new graduates, while they possess the theoretical aspects of the role, lack practical on the job skills such as interpersonal and communication skills, project management, and negotiation skills.

Supply/demand analysis
254 currently employed in Queensland
Turnover rate is 24 percent or 61 persons annually
Growth per annum predicted at 2 percent or 5 persons (total 259 persons)
Growth over five years to 2016-2017 predicted at 10.2 percent or 26 persons (total 280 persons)
Students enrolled in sport development qualifications in 2011-2012 was 61
59 students completed a sport development qualification under the TAFE VRG funding type in 2012
Number requiring training for the year is 66 (growth +loss)
While there appears to be a reasonable balance of numbers entering the occupation (59) and those exiting (61), not all of those who complete for a range of reasons, will get jobs in the industry.

Solutions

Training response:
1. Skills Alliance recommends maintaining training levels for sport development qualifications.
2. Skills Alliance to advocate to government the need for improved regional service delivery – potentially through pricing structures for regional providers.

Workforce development response:
1. Skills Alliance recommends that this issue is best addressed through better industry education so that industry understands the applicability of the qualifications available within the training package. This will reduce the reliance of university graduates and increase reliance on competency trained graduates who are more ‘work ready’.
2. Skills Alliance has developed a number of project concepts and made a number of funding submissions for projects to increase the participation of Indigenous women in sport and recreation leadership roles, and multicultural awareness projects for sport and recreation clubs that could assist Sports Development Officers in working with people from key target groups. Skills Alliance will continue to engage and consult with sport and recreation organisations seeking partnerships to implement these projects.
Sports Administrator

Description

Sports Administrators manage sports clubs or associations, undertaking activities such as promoting their sport, managing finances, obtaining corporate sponsorship, managing volunteers, and refining the rules and structure of their sport. Sports Administrators usually work with a voluntary board or committee to develop strategies and programs to achieve the aims and policies of the club or association.20

Sports Administrators may perform the following tasks:
- talk to clients and conduct research to determine their needs
- develop programs and services that meet client needs
- consult widely to develop short and long-term business plans for their sport
- supervise the design, planning and maintenance of sport and recreation facilities
- make sure facilities conform to fire and other safety standards
- plan and organise sporting events
- supervise office, facility and/or program staff - identify staff training needs
- coordinate the business activities of a sport or a club
- report to various committees and/or government agencies
- prepare, implement and monitor budgets21

Labour force information

Labour market information for Sports Administrators is included under (Other) Specialist Managers under the Jobs Outlook website (Australian Government)72. It includes Arts Administrators or Managers, Environmental Managers, Laboratory Managers, Quality Assurance Managers and Sports Administrators:

- Jobs prospects are average
- Employment to 2016-2017 is expected to grow strongly
- Relatively high proportion of full-time jobs (93.5%)
- The (internet) vacancy level is high. The proportion of workers leaving the occupation (and needing to be replaced) is 13.3 percent (annually) compared with the average of all occupations of 14.2 percent
- Unemployment compared with other occupations is below average
- Weekly earnings for full-time workers before tax is $1,400

Numbers employed

- 47,600 employed nationally (November 2011)73
- 5,000 employed in Arts and Recreation Services (see graph below)74
- Queensland share of employment is 16.5%75 or 825 persons
- Main employing industries (percent share):76
Key issues

In Queensland, the main reasons cited for shortages of Sport Administrators include:

- Lack of support
- Lack of skills/experience
- Training delivery issues
- Employment arrangements/low wages
- High turnover

There are reports of increasing insolvency rates among sport and recreation clubs. This occupation usually requires a level of business acumen as well as an understanding of the sport. There is a need to support increased professionalism and improved management skills, including business planning, budgeting, human resources, leadership and governance.

VET Qualifications applicable

- SIS10110 Certificate I in Sport and Recreation
- SIS20310 Certificate II in Sport and Recreation
- SIS30510 Certificate III in Sport and Recreation
- SIS40410 Certificate IV in Sport and Recreation
- SIS50110 Diploma of Facility Manager
- SIS50410 Diploma of Sport and Recreation Administration

In training

Total Annual Hours Curriculum (AHCs) in sport administration qualifications for 2011-2012 was 127,507, an increase of 200 percent on the previous year 2010-2011 of 42,490.

There were a total of 662 students enrolled in sport administration qualifications in 2011-2012. This is an increase of 237 percent from 2010-2011 (196 enrolments). Of the 662 enrolments, 553 were in the Metropolitan, North Coast and South East regions.

As at 1 July 2012 there were 482 sport administration trainees in training (User Choice).

Completions

There were 73 students who completed a sport administration qualification under the TAFE VRG funding type in 2012 (completion data under private provider training arrangements is not available).

In 2012-2013 there were 264 sport administration traineeship completions.
Supply/demand analysis

- 825 currently employed in Queensland
- Turnover rate is 13.3% or 110 persons annually
- Growth per annum predicted at 2.5 percent or 21 persons (total 846 persons)
- Growth over five years to 2016-2017 predicted at 12.4 percent or 102 persons (total 927 persons)
- Students enrolled in sport and recreation qualifications in 2011-2012 was 662
- 73 students completed a sport administration qualification under the TAFE VRG funding type in 2012
- 264 sport administration traineeship completions in 2012-2013
- Number requiring training for the year is 131 (growth + loss)
- Adequate numbers in training are expected to meet projected employment levels — however, while there appears to be a reasonable balance, not all of those who complete for a range of reasons, will get jobs in the industry.
Workforce development issues

- Poor wage levels
- Need for increased professionalism to meet funding requirements
- Many Sport Administrators are volunteers but clubs still need them to be well trained
- Poor career pathways
- Lack of recognition of skills outside of the sector

Solutions

Training response:

1. Skills Alliance recommends maintaining training levels for sport and recreation qualifications.
2. Skills Alliance to advocate to government the need for improved regional service delivery – potentially through pricing structures for regional providers.
3. Skills Alliance to work with industry to investigate improving career pathways, including the better use of traineeships at higher levels.

Workforce development response:

1. Skills Alliance to continue to advocate for funding for volunteers especially in light of increased conditions on grant funding.
2. Skills Alliance to assist industry in the better promotion of the required skills and their application within and beyond the industry.
Outdoor Recreation Guide / Outdoor Recreation Instructor

**Description**

The outdoor recreation sector may work with special populations, young people, old people, tourists, schools or corporate groups. Work is often based on adventure tourism or eco-tourism, in holiday camps or in outdoor recreation activities such as abseiling or canoeing.

Outdoor Recreation Guide – instructs and guides individuals and groups in outdoor recreation activities such as bicycle touring, bushwalking, canoeing, caving, cross country skiing, horse trekking, rafting, rock climbing and sailing. They lead or guide clients so that they can take part in a particular outdoor recreation activity, but there is no intention of imparting skills or knowledge to clients beyond that which is necessary to enable their safe participation in the activity. At the end of a session or program with a guide, the intent is not for the client to have acquired the skills to independently participate in the activity.  

Outdoor Recreation Instructor – instructs and guides individuals and groups in outdoor adventure activities such as bicycle touring, bushwalking, canoeing, caving, cross country skiing, horse trekking, rafting, rock climbing and sailing. Instructors develop the skills of participants so that they can act independently or with minimal supervision following the program, and may be required to conduct assessments.

**Labour market information**

- Jobs prospects are good
- Employment to 2016-2017 is expected to grow moderately
- Unemployment for Outdoor Adventure Guides is below average
- Employed across several industries: Arts and Recreation Services, Education and Training, Transport Postal and Warehousing, and Administrative and Support Services.
- These occupations are also linked and employed in the tourism industry
- The (internet) vacancy level is very high
- Outdoor Recreation Instructors often work irregular hours that include nights and weekends
- Due to seasonal fluctuations, there may be periods of low demand for jobs
- Leisure management is a growth area
- Management and marketing skills are sought after
- Weekly earnings for full-time workers before tax is $960

**Numbers employed**

- 3,520 persons employed in Queensland (refer page 11 of this report)
- Main employing industries (percent share): Arts and Recreation Services 51.4%, Education and Training 29.0%, Transport, Postal and Warehousing 15.7%, Public Administration and Safety 2.0%
Key issues

- Critical skills shortages in the sector caused by increased demand for participation in outdoor recreation/education activities and increased compliance requirements e.g. ACARA
- Growth in demand for outdoor instruction and fitness boot camp style training
- Employment opportunities are steadily increasing with the growth in the numbers of international and domestic tourists taking outdoor adventure holidays in Australia
- The high turnover rate is attributed to the casual workforce characteristic of this sector

A report by the Queensland Outdoor Recreation Federation also cites the following challenges for the outdoor recreation sector:

- Retaining quality staff/volunteers
- Increases in costs (e.g. transport, permits, insurance)
- Availability and access to suitable sites
- Lack of time

The most commonly reported reasons why employees leave an outdoor organisation include:

- Relocating to another area
- Retirement
- Career change/career progression
- Stress/burnout/fatigue
- Family reasons

Staff skills shortages in the sector focus on:

- Outdoor recreation activity skills
- Risk Management
- Current legislation/Standards
- Activity and Program Management
- Marketing
- Business Development/Planning
- Governance

In addition the lack of training organisations (from 2013, Sunshine Coast Institute of TAFE is the only public provider) delivering outdoor recreation in Queensland is having a significant impact, particularly for training delivery and access for regional Queensland - the geographical spread of Queensland and limited providers makes it difficult to access training.

- There is no longer a tertiary qualification in outdoor recreation in Queensland. There used to be a Graduate Diploma of Outdoor Education and outdoor recreation majors in Bachelor of Business/Leisure Management degrees offered through the tertiary sector
- Increased compliance requirements are impacting on organisations e.g. schools
- There is a need for consistent, affordable training (on demand) by training providers
- There is a gap between what is delivered and what is needed. E.g. the Certificate IV in Outdoor Recreation includes training in two activities/specialisations, when most organisations offer 5-7 activities

There is also a key issue around data that is available for this sector that impacts on reported numbers of employees, and how employers associate their workers in terms of job titles and links to the sector – i.e. consistency of labelling of job titles. For example, key titles such as Outdoor Recreation Instructor/Leader and Outdoor Education Instructor/Leader are influenced by the type of employer, the intent of their delivery, facilitation of skills, and the outcomes of what the employer needs to achieve for their organisation.
There are a number of consequences of this issue:

- Employees in the sector are reported in other industry sectors which leads to a significant under-estimate in “outdoor recreation” e.g. Adventure Tourism Guide/Instructor – may associate more closely with Tourism industry; Outdoor Education Instructor – may associate more closely with the Education and Training industry
- Sectoral disparity in what types of jobs are covered under the broad ABS classification of “Outdoor Adventure Guides”
- Observation of roles indicates these jobs to be substantially similar in core skills, just applied through different facilitation

In summary, this issue needs further consideration and sector consultation in order to gain an agreed understanding of how employees are “counted” for the purposes of data capture to ensure validity in reported numbers for the sector.

**VET Qualifications applicable**

- SIS20210 Certificate II in Outdoor Recreation
- SIS30410 Certificate III in Outdoor Recreation
- SIS40310 Certificate IV in Outdoor Recreation
- SIS50310 Diploma of Outdoor Recreation

**In training**

Total Annual Hours Curriculum (AHCs) in outdoor recreation qualifications for 2011-2012 was 110,151, an increase of 12 percent on the previous year 2010-2011 of 98,436.

There were a total number of 608 students enrolled in outdoor recreation qualifications in 2011-2012. This is an increase of 73 percent from 2010-2011 (351 enrolments). The highest number of enrolments was for Far North Queensland region (176 enrolments) and North Coast region (126 enrolments), a reflection of the location of training providers for the period. The loss of Tropical North Queensland Institute of TAFE (TNQIT) as a provider will therefore have a significant effect.

It should be noted that the student enrolment data includes those enrolled in full qualifications, skills sets and individual units of competency. The available data is unable to differentiate the type of enrolment.

As at 1 July 2012 there were 44 outdoor recreation trainees in training (User Choice).

**Completions**

There were 104 students who completed an outdoor recreation qualification under the TAFE VRG funding type in 2012 (completion data under private provider training arrangements is not available). This is made up of:

- Certificate II in Outdoor Recreation (SRO20206; SIS20210) – 31 completions
- Certificate III in Outdoor Recreation (SRO30206; SIS30410) – 23 completions
- Certificate IV in Outdoor Recreation (SRO40206; SIS40310) – 49 completions
- Diploma of Outdoor Recreation (SRO50206) – 1 completion

In 2012-2013 there were 23 outdoor recreation traineeship completions.
Supply/demand analysis

- 3,520 currently employed in Queensland
- Turnover rate is 25 percent or 350 persons annually
- Growth per annum predicted at 2.4 percent or 85 persons (total 3,605 persons)
- Growth over five years to 2016-2017 predicted at 12.4 percent or 437 persons (total 3,957 persons)
- Students enrolled in outdoor recreation qualifications in 2011-2012 was 608
- 104 students completed an outdoor recreation qualification under the TAFE VRG funding type in 2012
- In 2012-2013 there were 23 outdoor recreation traineeship completions
- Number requiring training for the year is 435 (growth + loss)
- With a high turnover rate, small projected growth rate and small numbers in training and completions, projected employment levels will not be met

Workforce development issues

Lack of training options and training providers for outdoor recreation – a lack of training organisations (from 2013, Sunshine Coast Institute of TAFE (SCIT) is the only public provider) undertaking outdoor recreation in Queensland is having a significant impact, limiting training options and access for regional Queensland.
Solutions

Training response:

1. Skills Alliance recommends that the Queensland Government commence negotiations with TNQIT to re-instate delivery of outdoor recreation training at this institute. This will improve delivery options and access, and reduce costs for students in the north Queensland region. It will also support the outdoor and adventure tourism industries in Far North and North Queensland. With the exit of TNQIT, the industry is left with very limited options for accredited training in a sector whose activities are highly specialised and high risk.

2. Skills Alliance also recommends an increase in the price paid to the TNQIT to deliver this training. While sport and recreation qualifications are currently paid $10.98 per AHC, Certificate IV in Outdoor Recreation receives a price of $14.91 (about 35% more). This needs further consideration particularly in light of the fact that in a contestable market in the near future, price under entitlement is expected to be significantly lower than $10.98 and it is planned that this qualification will receive the same price as all other sport and recreation qualifications.

3. Skills Alliance also recommends that the Queensland Government review the current priority level 3 of this qualification. The qualification should be increased to priority 2 given the risks and workplace health and safety issues associated with outdoor recreation activities. The sector values formal training and employers are more likely to employ a person who holds a qualification in such activities.

4. For User Choice outdoor recreation qualifications, increase the priority funding level from level 3 to level 2 (funded at 75%) due to risks and workplace health and safety issues associated with outdoor recreation activities, and the need for people to be qualified to perform such activities.

5. In 2012-2013 in addition to the Diploma of Outdoor Recreation, the following training in outdoor recreation skills under the Strategic Investment Fund is being brokered by Skills Alliance on behalf of the Queensland Government:
   - Abseiling Guide Single Pitch (Artificial Surfaces)
   - Abseiling Guide Single Pitch (Natural Surfaces)
   - Bushwalking Guide Intermediate Environment
   - Challenge Ropes Course Conductor (High Ropes)
   - Climbing Guide (Natural Surfaces) Top Rope
   - Climbing Guide (Artificial Surfaces) Top Rope

Workforce development response:

1. Skills Alliance recommends that a special project be undertaken to work with the peak bodies, outdoor recreation organisations, the Australian Bureau of Statistics and Service Skills Australia, to investigate how the issue of consistency of data labelling might be addressed.
Diving Instructor

Description

Diving Instructors train and instruct recreational or commercial open water divers in diving techniques, safety and the correct use of diving equipment. Instructors may work in a variety of employment setting such as dive centres, resorts and cruise ships. In addition to diving, instructors tend to have a number of other responsibilities. For example, a dive centre instructor may also take bookings, clean and maintain equipment, pilot and maintain a boat, provide guide services to customers and teach customers about reefs and marine life.

Labour market information

Labour market information for Diving Instructors is included under Sports Coaches, Instructors and Officials under the Jobs Outlook website (Australian Government):

- Jobs prospects are average
- Employment to 2016-2017 is expected to grow moderately
- Relatively low proportion of full-time jobs (27.9%)
- Employed across several industries: Education and Training, Arts and Recreation Services, Other Services, Public Administration and Safety. These industries have average employment growth prospects
- The (internet) vacancy level is high
- Unemployment compared with other occupations is average
- According to SimplyHired.com, as of May 2010, the average salary of a scuba diving instructor is $36,000.

Numbers employed

- 567 persons employed Nationally
- Queensland share of employment is 52%, or 300 persons

Key issues

- Shortage of qualified diving instructors. Safety of the diving industry is dependent on qualified instructors
- This occupation needed to support the tourism industry, one of the four pillars identified by the Queensland Government

VET Qualifications applicable

- SIS40310 Certificate IV in Outdoor Recreation

In training

Total Annual Hours Curriculum (AHCs) in Certificate IV in Outdoor Recreation for 2011-2012 was 79,596.

There were a total of 366 students enrolled Certificate IV in Outdoor Recreation in 2011-2012.

Please note: Not all enrolments in this qualification will have a focus on diving.

Completions

There were 49 students who completed a Certificate IV in Outdoor Recreation qualification under the TAFE VRG funding type in 2012 (completion data under private provider training arrangements is not available).
Supply/demand analysis

- 300 currently employed in Queensland
- Turnover rate is 24 percent or 72 persons annually
- Growth per annum predicted at 2 percent or 6 persons (total 306 persons)
- Growth over five years to 2016-2017 predicted at 10.2 percent or 30 persons (total 330 persons)
- Students enrolled in Certificate IV in Outdoor Recreation in 2011-2012 was 366
- 49 students completed a Certificate IV in Outdoor Recreation qualification under the TAFE VRG funding type in 2012
- Number requiring training for the year is 78 (growth + losses)

Solutions

Training response:

1. Recommendations for Certificate IV in Outdoor Recreation, as per those for outdoor recreation qualifications outlined on page 31.
Facility Manager

Description

Amusement, Fitness and Sports Centre Managers organise, control and promote the activities, facilities and resources of amusement, fitness and sports centres. This occupation may include tasks such as:

- planning and organising a range of sport, fitness, and/or community programs offered by the centre
- financial management of the centre
- organising publicity to promote facilities and attract clients
- scheduling games and competitions
- selecting, training and supervising staff (paid and unpaid)
- ensuring facilities are properly maintained and conform to safety standards
- plan and organise catering facilities

Labour market information

- Employment for Amusement, Fitness and Sports Centre Managers to 2016-2017 is expected to grow moderately
- Amusement, Fitness and Sports Centre Managers have an average proportion of full-time jobs (77.4%)
- For Amusement, Fitness and Sports Centre Managers working full-time, average weekly hours are 47.7 (compared to 41.3 for all occupations)
- Unemployment for Amusement, Fitness and Sports Centre Managers is below average
- Amusement, Fitness and Sports Centre Managers are employed across several industries including: Arts and Recreation Services; Education and Training; Accommodation and Food Services; and Public Administration and Safety
- The (internet) vacancy level for Amusement, Fitness and Sports Centre Managers is high
- Annually, 11.5 percent of Amusement, Fitness and Sports Centre Managers leave this group, creating potential job openings (this compares with 14.2% across all occupations)
- The mix of industries employing Amusement, Fitness and Sports Centre Managers is favourable for employment growth prospects

Numbers employed

- Employment in this small occupation (7,300 in November 2011) remained relatively steady in the past five years and fell slightly in the long-term (ten years), although with small occupations employment estimates can fluctuate
- Queensland share of employment is 25.2% or 1,840 persons
- Main employing industries (percent share)
**Key issues**

- Critical shortage of (Aquatic) Facility Managers in rural and regional areas of Queensland
- Within PCYC Qld all branches are managed by Queensland Police Service (QPS) sergeants, therefore limiting career progression for other non QPS employees. This is only the case in Queensland, as in other states such organisations are managed by civilian recreation professionals
- Loss of leisure courses at higher education level have left skills shortages around property management, small business management, marketing and more technical skills around water quality

**VET Qualifications applicable**

- SIS50110 Diploma of Facility Management

**In training**

There are currently no student enrolments in this VET qualification.

**Supply/demand analysis**
• 1,840 currently employed in Queensland
• Turnover rate is 11.5 percent or 212 persons annually
• Growth per annum predicted at 2.5 percent or 46 persons (total 1,886 persons)
• Growth over five years to 2016-2017 predicted at 12.4 percent or 228 persons (total 2,068 persons)
• No uptake of the higher level Diploma of Facility Management qualification as there are no training providers registered to deliver this training.
• Number requiring training for the year is 258

Workforce development issues

• Attraction and recruitment issues for rural and regional Queensland, particularly around mining areas where high costs of living resulting in highly transient workforce
• For aquatic centres recruitment and employment is affected by seasonal change which affects patronage and staff volume. This impacts on increased costs around recruitment and affects consistency to train/recruit for the season
• Also mining increases shift workers which increases the demand on centres to extend opening hours and scheduling of activities
• The shortage of people trained in the VET qualification is probably a reflection of no training provider to deliver the qualification.

Solutions

Training response:

1. Skills Alliance recommends further investigation be undertaken including an audit of the qualifications requirements of this occupation to determine where there is a need to advocate to the Queensland Government for a training provider for the Diploma of Facility Management qualification.

Workforce Development Response:

2. Skills Alliance to assist in educating industry to improve knowledge of the Diploma of Facility Management qualification.
Swimming Instructor / Lifeguard

Description

Swimming Instructors teach people of all ages how to swim. They also work with people who already know how to swim but want to improve their skills. All Swimming Instructors need lifesaving skills because they are ultimately responsible for the safety of their students.

Swimming Instructors may be employed by community organisations, local governments, private swim schools and clubs, youth organisations, schools, etc. Some swimming teachers are self-employed.

Lifeguards watch over people to ensure they are safe in a pool, other water facility, or at the beach, and rescue them if they get into trouble. They can work at public or private pools, leisure centres, water parks and beaches. Duties are likely to include:
- Supervising swimmers
- Spotting hazards and preventing accidents
- Giving advice on water safety
- Water rescue
- First aid including CPR

Labour market information

Labour market information for Swimming Instructors and Lifeguards is included under Sports Coaches, Instructors and Officials under the Jobs Outlook website (Australian Government):92

- Jobs prospects are average
- Employment to 2016-2017 is expected to grow moderately
- Relatively low proportion of full-time jobs (27.9%)
- Employed across several industries: Education and Training, Arts and Recreation Services, Other Services, Public Administration and Safety. These industries have average employment growth prospects
- The (internet) vacancy level is high
- Unemployment compared with other occupations is average
- Weekly earnings for full-time workers before tax is $1000

Numbers employed

- 2,119 persons employed in Queensland93

Key issues

- Shortage of qualified Swimming Instructors
- Shortage of Lifeguards, particularly at pool and other aquatic and leisure complexes
- Lack of Swimming Instructors and Lifeguards create a barrier to public participation.
- Increased training in qualifications such as the Certificate III in Aquatics will drive participation and increase training demand.

VET Qualifications applicable

- SIS30110 Certificate III in Aquatics
- SIS40110 Certificate IV Community Recreation

Please note, there is no specific VET qualification for Lifeguards, although key representative organisations may have their own training and accreditation requirements. The necessary units for industry registration are included within the training package.
In training

For 2012-2013, as at 31 December 2012 total Annual Hours Curriculum (AHCs) in SIS30110 Certificate III in Aquatics is 2,707 AHCs.

For 2012-2013, as at 31 December 2012 total student enrolments in SIS30110 Certificate III in Aquatics are 48.

Supply/demand analysis

- 2,119 persons employed in Queensland
- Turnover rate is 24 percent or 508 persons annually
- Growth per annum predicted at 2 percent or 42 persons (total 2,161 persons)
- Growth over five years to 2016-2017 predicted at 10.2 percent or 216 persons (total 2,335 persons)
- Number requiring training for the year is 550

Workforce development issues

- Attraction and recruitment issues for rural and regional Queensland, particularly around mining areas where high costs of living result in a highly transient workforce
- For aquatic centres recruitment and employment is affected by seasonal change which affects patronage and staff volume. This is the main cause of the churn. E.g. aquatic centres and swimming pools are busiest between September and April when the need for Lifeguards is at its peak. This also impacts on increased costs around recruitment and affects consistency to train/recruit for the season
**Solutions**

**Training response:**

1. In 2012-2013 training in Certificate III in Aquatics under the Strategic Investment Fund is being brokered by Skills Alliance on behalf of the Queensland Government.

2. Skills Alliance recommends maintaining training levels for aquatics qualifications.

3. Skills Alliance to advocate to government the need for improved regional service delivery – potentially through pricing structures for regional providers.

**Workforce Development Response:**

1. Skills Alliance to look at ways of gathering better data to assess the viability of full time or year round employment for these occupations.
Fitness Instructor / Personal Trainer / Group Instructor

Description

Fitness professionals direct, instruct and guide individuals and groups in the pursuit of physical fitness and wellbeing. This occupation may include associated occupations with varying tasks.

- consulting with various health professionals to develop and design fitness programs
- designing individual fitness programs based on assessment of variables including the client's age, level of fitness, goals and abilities
- delivering group exercise classes and personal tuition in a variety of fitness activities in a safe and creative manner
- demonstrating and teaching body movements and skills used in fitness routines
- setting up and monitoring fitness equipment and ensuring that equipment is safe, clean and in working condition
- teaching and advising on the use of fitness equipment
- ensuring clients are aware of and adhere to safety and injury prevention procedures
- reporting accidents and preparing accident reports
- maintaining a working knowledge of current health and safety standards and ensuring working practices and procedures conform to current legislation
- maintaining current first aid certificates

Labour market information

- Employment to 2016-2017 is expected to grow very strongly
- Relatively low proportion of full-time jobs (30.8%)
- Unemployment for Fitness Instructors is below average
- Employed across several industries: Other Services, Arts and Recreation Services, Education and Training, Health Care and Social Assistance. These industries have subdued employment growth prospects
- The (internet) vacancy level is moderate. The proportion of workers leaving the occupation (and needing to be replaced) is 24 percent (annually) compared to the average of all occupations of 13.1 percent
- Weekly earnings for full-time workers before tax is $600
- Unemployment compared with other occupations is below average

Numbers employed

- 25,100 employed nationally (November 2010)
- Employment 57% females
- Median age 33 years
- Queensland share of employment is 18.3% or 4,600 persons
- Main employing industries (percent share):
Key issues

In Queensland, the main reasons cited for shortages of fitness instructors include:101

- Lack of skills/experience
- Low wages
- Training delivery issues

High turnover, employment arrangements, and employer characteristics are also issues for this sector.

Skills and training issues include:

- Personal trainers are experiencing increased expectations from their clients on nutritional advice. While training provided by RTOs includes minimal training around healthy eating guidelines, more detailed complex diet and nutrition advice is outside the scope of what personal trainers receive formal training in. This impacts on a person’s expectations of the RTO and may indicate a need for fitness based nutrition to be included in the training package. Personal trainers also need to know who they can train and when to refer to health professionals. They need to work hand in hand with allied health
- Outdoor group personal training – personal trainers need skills to facilitate small groups in different environments (e.g. parks) and also skills and knowledge in what is required in different settings (e.g. permits from councils, risk assessments, insurances etc.)
- There is a need for business skills in the fitness industry (e.g. BAS, business planning, small business finances, marketing)
- Group aquatic instructors are in critical shortage across the state
- A key result of the 24-hour gym business model is the increase in the provision of gym facilities in regional areas as a result of the lower operating costs, which have made it economically viable to operate in locations with smaller populations
- There is also reported to be a rise of personal trainers setting up micro-sized businesses that operate outdoors or as freelancers
- Questions have been raised about the relevance of the Diploma of Fitness as the qualification between the Certificate IV and Degree qualifications. While the Diploma can be a good lead in to university courses there is no real career path for Diploma graduates that is different to the Certificate IV. For example, the Diploma is not recognised by Medicare whereas degree qualified exercise physiologists are. Certificate IV graduates are able to do personal training, similar to Diploma graduates. However while being more qualified to do rehabilitation work than Certificate IV graduates, they are not identified for rebates from Medicare or supported to the same extent by private health funds as Degree qualified exercise physiologists. Therefore, the Diploma is considered to sit between the Certificate IV qualified personal trainers and Degree qualified exercise physiologists but currently with no real recognition and no specific job differentiation from Certificate IVs.
Fitness Australia references a 2010 industry survey (Kirby-Brown and Hall, 2010) that highlighted ten ways the industry can innovate to meet changes in consumer demand. These included:

- Instant relevant information and its live consumption by consumers (e.g. self service programs, real time reviews of gym service – allowing instant adaptation)
- Application of video streaming (streaming of a class or example exercise)
- Personalisation (fitness programs, instant personalisation of machines on use)
- Use of social networks (to organise activities or build personal or brand awareness)
- Use of wireless devices (e.g. to record exercise programs or have admission organised through a mobile phone)
- Adaptation of programs for senior citizens
- Adaptation of programs for children
- Relaxation/’escape’ fitness programs
- Integration of services with charities and community groups (e.g. ‘workout miles’ that become a charitable donation, integration of services with local initiatives)
- Increased focus on ‘green initiatives’ (e.g. use of green energy, use of recycled materials)

This report also highlighted that one of the biggest opportunities currently facing the fitness industry is the potential for it to link in with the general and allied health sector. While traditionally, fitness has been about servicing the ‘well’, there is a market for the fitness workforce to contribute to the management of health issues of the ‘unwell’, who have been left in the hands of health sector professionals.

It is touted in many forums that the growth and trend of social media and mobile-based apps will continue to modernise the industry, with fitness organisations at the forefront of creating more interactive apps and online-based programs. These innovations will allow personal trainers more flexibility and personalisation in providing one-on-one or small-group fitness instruction to clients anytime and anywhere. For example, as fitness apps lead the way, a sector that has become an industry in itself is self-tracking. These apps empower the user to keep tabs on themselves.

Gyms and personal trainers can also use social media to increase membership numbers and create results based marketing systems.

**VET Qualifications applicable**

- SIS30310 Certificate III in Fitness
- SIS40210 Certificate IV in Fitness
- SIS50210 Diploma of Fitness

**In training**

Total Annual Hours Curriculum (AHCs) in fitness qualifications for 2011-2012 was 1,985,889, an increase of 19 percent on the previous year 2010-2011 of 1,662,843.

There were a total number of 5,338 students enrolled in fitness qualifications in 2011-2012. This is an increase of 24 percent from 2010-2011 (4,285 enrolments). Of the 5,338 enrolments, 4,435 were in the Metropolitan, North Coast and South East regions.

As at 1 July 2012 there were 935 fitness trainees in training (User Choice).

**Completions**

There were 1,349 students who completed a fitness qualification under the TAFE VRG funding type in 2012 (completion data under private provider training arrangements is not available).

In 2012-2013 there were 388 fitness traineeship completions.
Supply/demand analysis

- 4,600 currently employed in Queensland
- Turnover rate is 24 percent or 1,100 persons annually
- Growth per annum predicted at 4.2 percent or 193 persons (total 4,793 persons)
- Growth over five years to 2016-2017 predicted at 22 percent or 1,012 persons (total 5,612 persons)
- Students enrolled in fitness qualifications in 2011-2012 was 5,338
- 1,349 students completed a fitness qualification under the TAFE VRG funding type in 2012
- In 2012-2013 there were 388 fitness traineeship completions
- Number requiring training for the year is 1,293 (growth + loss)
**Workforce development issues**

A Fitness Australia workforce report identifies that the main supply issue for the workforce of fitness professionals is the level of turnover. Industry stakeholders reported a number of reasons for the high turnover. In no particular order, these included:

- low levels of remuneration
- lack of a career path
- undesirable hours (e.g. early starts, late finishes, weekend work and split shifts – compared with the ‘glamour’ of the industry portrayed in the media)
- inability to work in a full time capacity
- a mismatch of expectations and TV glamour compared with actual roles (some professionals do administrative, sales and other duties (such as cleaning) in addition to providing fitness services)

**Solutions**

**Training response:**

1. Skills Alliance recommends maintaining training levels for fitness qualifications. However, this should be done through reduced levels of government contribution.

2. Skills Alliance continues to provide assistance to DETE to monitor the fitness school-based traineeships (SATs), including no new training providers to enter the market, and to consider capping fitness SATs to 250 per year. Skills Alliance to continue to provide advice about conditions for approvals of these SATs, particularly around the need to link with gyms for workplace training and experience.

3. In 2012-2013 training in Diploma of Fitness under the Strategic Investment Fund is being brokered by Skills Alliance on behalf of the Queensland Government.

**Workforce development response:**

1. With demographic forecasts for increases in population, ageing population and population growth due to migration, the sector acknowledges a need to consider targeting programs and services to provide for these groups.

2. Skills Alliance recommends that further investigations are undertaken into the high turnover of fitness instructors with industry and government working together on other workforce development solutions that may be required.

3. RTOs to work more closely with employers.
Volunteer Manager

Description

A Volunteer Manager manages elements of volunteering either within their own organisation or on behalf of the organisation for which they are recruiting volunteers. The role may involve assessing an organisation’s needs and then developing and implementing appropriate recruitment, placement and retention strategies for the volunteers.

Key issues

- Critical occupational shortage identified through industry consultation
- Attraction and retention of volunteers, particularly the younger generations
- People are time poor and cite lack of time as a reason they are reluctant to volunteer
- Within this industry, its often parents who volunteer to support their children’s involvement in sport and recreation activities
- Volunteers need training to undertake their various roles

VET Qualifications applicable

For Volunteer Manager:

- Certificate II in Active Volunteering CHC20208
- Certificate IV in Volunteer Program Coordination CHC42708

NB: These qualifications are contained within the Community Services Training Package

Workforce development issues

- Support for volunteers is more than just training – they need mentoring and/or ongoing supervision
- Most Volunteer Managers (managers/coordinators of volunteers) are volunteers themselves
- Funding is not available for training
- Lack of recognition in industry of the skills required to manage volunteers as opposed to the view in other more developed volunteer utilising industries
- High level qualification (Certificate IV) is a barrier
- There may be a need for a skill set as a first step

Solutions

Training response:

1. In 2012-2013 training in Certificate IV in Volunteer Program Coordination under the Strategic Investment Fund is being brokered by Skills Alliance on behalf of the Queensland Government.

Workforce development response:

1. Skills Alliance is re-invigorating its resources to assist volunteers in some key areas of board and committee management and operational activities. Skills Alliance is also seeking state representative sport and recreation organisations to partner with, to co-brand these resources and make them available to their members.

2. Skills Alliance to continue to advocate to government the value of volunteers and the need to fund training for volunteers.

3. Skills Alliance to continue to promote the Volunteer Portal.
Attachment 1  Engagement questions

Priority Occupations:

- From the occupations identified below, are these the critical ones for your region/sport/industry?
  1. Sports Administrator
  2. Sports Development Officer
  3. Sports Centre Manager (Facility Manager)
  4. Sports Coach/Instructor
  5. Umpire
  6. Personal Trainer
  7. Group Instructor
  8. Aquatics Teacher/Instructor
  9. Outdoor Group Instructor
  10. Outdoor Recreation Leader
  11. Volunteer Manager
  12. Lifeguard

- Are there any other occupations or other workforce needs/gaps specific to your region/sport/industry that have not been identified?
- In terms of the occupational labour force, what are the numbers, growth, age profile, where do they come from, what is the turnover, how do people acquire skills, what are the career paths etc.?

Issues:

- What are the workforce development issues for these occupations?
- What are the needs/gaps related to or caused by?
  E.g. turnover, skills, experience, wages, lack of support, shortage, training delivery issues, industry issues, new trends, changing demographics, employer characteristics, and employment arrangements
- Are there any emerging trends for your sport/sector/organisation? E.g. social media, new skills required, niche markets, environmental considerations', new products/markets

Current responses

- What have been the responses to address any issues? (e.g. training)
- Have these responses been adequate? If not, why?
- What training is currently provided for the occupation, numbers and location? How adequate is it with relevance and quality? Are graduates getting jobs? Are outcomes sustainable?
- What non-training responses are needed

Future strategies

- What are some strategies/solutions to address these needs/gaps?
- How can industry, government, RTOs, Skills Alliance work better together?
Attachment 2  Consultation list

46th Brisbane Boys Brigade Company
ACE Football Club
AFL Cairns
AFL Queensland
Australian Institute of Education and Training (AIEIT)
Algestor Sports Inc.
Association of Marine Park Tourism Operators (AMPTO)
Arana Sports Inc.
Australian Army Cadets
Australian Institute of Fitness
Australian Leisure Facilities Association Qld (ALFA)
Australian Sports Academy
Australian Sports Commission
AUSTSWIM
Barcoo Shire Council
Barrier Reef TAFE
Baseball Queensland Inc.
Belmont Services Bowls Club Inc.
BlueFit
BlueFit Employment Services
BMX Queensland
Brisbane North Institute of TAFE
Bowen Athletic Club
Bowen Flexi Care Inc.
Bowen Rugby Union Inc.
Bowls Queensland
Brisbane Girls Grammar School
Barrier Reef Institute of TAFE
Burleigh Heads Soccer Club
Cairns Four Wheel Drive Club Inc.
Cairns Road Runners
CALAM Training Ltd
Calliope Central Bowls Club Inc.
Centre Education Programme, Edmund Rice Education Australia
Choi Kwang Do Martial Art Centre Kirwan
Club G Netball
College of Surfing
Collinsville/Scottville Fitness Inc.
Connect Training Group
Cook Shire Council
Cooktown Golf Club Inc.
Cooktown Horse Sports Association Inc.
CTBC
Curves Mount Isa
Daisy Hill Netball Club
Queensland Government Department of National Parks, Recreation, Sport and Racing
Diving Queensland
Downs Rugby Limited
Duke of Edinburgh Award Scheme
Echo Creek Camp

Ellis Beach SLSC
Fitlink Australia
Fitnance
Fitness Institute Pty Ltd
Fitness n Motion Health Centre
Football Stanthorpe
Go Ride A Wave P/L
Gold Coast Bowls and Community Club Inc.
Gold Coast Institute of TAFE
Gold Coast Recreation & Sport Inc.
Gold Coast Roller Sports Club Inc.
Gold Coast Tweed District ladies Bowling Association
Goondiwindi Netball Association Inc.
Greenbank RSL Services Club
Greenbank Rugby League
Griffith University
Gympie Cats AFC
Health for Life Fitness Education
Highfields & Districts Netball Association
Holloway-Cairns Croquet Club
Inala Flexible Learning Centre
Ipswich City Council
Ipswich Sports House
Isaac Regional Council
Isaskills
Ithaca pool
Julia Creek amateur swimming club
Laidley & District Netball Association
Laidley Netball
Little Athletics Queensland
Logan City Council
Lowood Memorial Bowls Club
Mackay Artistic Roller Skating
Mackay Dragon Boat Club
Mackay Panthers Squash Club
Mackay Triathlon Club
Magpies
Magpies Sporting Club
Malanda Bowls Club Inc.
Mansfield State High School
Maranoa Netball Association
Masters Swimming Queensland
Mezzanine Coaching Agency
Moorooka Sports and Community Club
Musgrave Hill Bowls Club Inc.
Netball Queensland
North Cairns AFL Tigers
North QLD Touch Association Inc.
North Toowoomba Bowls Club Inc.
NQ tropical cyclones touch association
Ozcare
Paci Pty Ltd
Paramount Adventure Centres
Parkwood Sharks NRL club
PCYC Qld
Phoenix Netball Club
Pilates International Pty Ltd
PNL 4WDriying
Pomona Bowls Club
Proserpine Ladies Bowling Club
QSport
QLD Outdoor Recreation Federation (QORF)
Physical Activity Australia (PAA)
PCYC Qld State Office
PCYC Redcliffe
Queensland Cricket
Queensland Weightlifting Association
Redbacks Inline Hockey Club
Redlands College
Redlands Cricket Inc.
Rydges Esplanade Health Club
Sarina Golf Club
Scottvale Park Squash Centre
Scouts Australia Institute of Training
South Sluggers Softball Inc.
Southbank Institute of Technology
Southern Bay Cyclones Rugby Union Club
Southern Downs District Ladies Bowling Association Inc.
Sporting Wheelies and Disabled Association
Sports House, Sport & Rec Services, Dept. NPRSR
Stanthorpe Basketball Association
Stanthorpe Golf Club
Stanthorpe Sports Association Inc.
Stanthorpe YMCA
Strategic Leisure Group
Sunshine Beach Surf Life Saving Club
Sunshine Coast Sports Federation
Sunshine Coast Institute of TAFE
Surat Bowls Club Inc.
Swag
Swimming Club
Table Tennis Qld
Taekwondo Queensland Inc.
TAFE QLD
Tenpin Bowling Association of Qld Inc.
Tewantin Noosa Golf Club
The College of Health and Fitness
The Eagle Academy
The Outlook
Toowoomba Basketball Association
Toowoomba Netball Association
Toowoomba Regional Council
Townsville City Lions AFL Club
Triathlon Queensland
Trinity Anglican School
Tweed Heads Bowls Club
Warwick & District Netball Association
Water Exercise Training Service (WETS)
Western Downs Regional Council
Whitsunday Regional Council
Wirraway
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