

**2012 Queensland Fitness, Sport and Recreation
Workforce Development
Conference**

Conference Program



Welcome

Welcome to the inaugural Workforce Development Conference for the Queensland Fitness, Sport and Recreation industry. We are thrilled that you have taken the time out of your busy work day to spend some time with us listening to the experts, planning for the future and just as importantly networking with your peers.

The day has been planned to specifically allow for some future planning, it includes several experts like Rod Camm and Mark McCrindle who will paint a picture of what the future might look like and how we might need to adjust our thinking and our organisations to ensure we are ready in terms of our workforce, both paid and unpaid, to adequately address the issues and requirements.

In just six years we have the Commonwealth Games at the Gold Coast. We need to be preparing now to ensure we have sufficient skilled staff for a successful Games. While successful events such as the Games are important, so is the day to day workforce development of fitness, sporting and recreation staff, paid and unpaid.

We need to raise the level of participation in all sectors; ensure staff have the appropriate level of skills to be able to do their jobs at a satisfactory level and be planning ahead so that we know what we need to do to have a healthy recruitment, training and retention program in the industry. Further to this we need to ensure we have proper entry level pathways, that our training programs are appropriate for industry needs, and that are delivered by quality RTO's with high levels of service delivery at affordable prices.

The team at Skills Alliance hope you enjoy the day, and you take away information that will assist you to plan for the future. We look forward to working with you over the next six months to assist in the development of the 2012/2013 Skills and Workforce Development Report.

I would also like to thank our sponsors, particularly Service Skills Australia, without whose assistance this Conference may not have been possible. Sponsorship of conferences like today is critical to the wellbeing of the industry.

Again, thank you for coming and we hope the day raises some questions for you, but also, and importantly, provides you with some answers.

Judy Higgins
General Manager
Qld Fitness, Sport and Recreation Skills Alliance



Program

8:30am - 8:40am Welcome - MC David OLeary

8:41am - 9:06am Conference Opening - Rod Camm

9:07am - 9:16am Keepad Interactive - Karen Bovaird

9:17am - 10:20am **Mark McCrindle**

Looking at the demographics in the future and the challenges they will create for the Fitness, Sport and Recreation industry.

Challenges such as the ageing population, the key trends in ageing demographics, parenting styles, generational issues, the impact of technology and how to communicate with parents and children.

Survey question

10:21 - 10:40am Morning Tea

10:41am - 12:15pm **Delivering a responsive workforce for industry**
Workshop - Mark McCrindle

Thinking back to Mark McCrindle's presentation – How will you respond to these changes and what might be the impact on your workforce? What will be the effect on occupations and in demand qualifications? What are the current issues and what responses are needed?

This discussion will provide essential information to inform the Queensland Government of where resources need to be directed to support the future workforce development requirements of the industry. It will influence government funding decisions and you need to have a say.

Survey question

12:16pm - 12:59pm Lunch

1:00pm - 1:50pm **On your mark, get set, go! - Tamara Morris**
Gold Coast 2018 Commonwealth Games Corporation

2018 Commonwealth Games and the implications for workforce development in the industry.

1:51pm - 2:00pm **Survey question**

**2:01pm - 2:50pm Australian Sport Workforce Development
Kit McMahon - Service Skills Australia**

Since early 2010, Service Skills Australia has been working with the Australian Sports Commission and seven National Sporting Organisation to develop and plan for the building of the capacity and capability of the industry. Driven by the outcomes of the Crawford Report, this presentation will provide an overview of the project, the key findings to date, and lessons for the future.

2:51pm - 2:54pm Survey question

2:55pm - 3:15pm Afternoon Tea

**3:17pm - 4:06pm Are you and your organisation a part of the conversation?
Troy Morgan - Troy Morgan Coaching / Willows Health Group**

If so...What conversations are you creating?

The emerging use of social media in business is providing new ways of communicating and collaborating with your customers, clients, employees and other businesses. Troy shares his experience and how he has integrated the world of social media into his businesses while promoting and protecting the integrity of brand. He shows and explores the use of multiple social media channels in business to increase your reach and increase engagement. This can bring more traffic to your business site, boost branding awareness of products and/or services you offer, and build a relationship with both present and potential customers.

4:07pm – 4:14pm Survey question

4:15pm - 4:30pm Closing of Conference - Judy Higgins



Speakers

David O'Leary



David has worked in the Sports Industry for over 30 years with 20 of those being with the State Government Department of Sport and Recreation.

The last ten and half years he was State Facilities and Infrastructure Manager at AFL Qld. David also worked with the Brisbane Logistics Team for the 2000 Sydney Olympics. He has a consultancy "grant writing" business to assist interested

not for profit organizations with applications to funding agencies that exist at all tiers of Government.

Rod Camm



Rod was appointed as Chief Executive Officer to oversee Skills Queensland's establishment and to position the organisation to lead skills and workforce development investment and policy in Queensland.

Rod is director on a range of boards including the National Centre for Vocational Education Research and Aviation Australia. He is also the Queensland Government

representative on the new national Ministerial Advisory Council on Skilled Migration and Chair of the selection committee for the government's \$10 million scholarship program to support and encourage women to enter traditionally male-dominated professions.

Mark McCrindle



Mark McCrindle is a social analyst with an international renown for tracking emerging issues, researching social trends and analysing customer segments. A regular commentator for prominent media channels, Mark's understanding of the key social trends as well as his engaging communication style places him in high demand in the press, on radio and on various television shows.

Mark is the author of three new books on emerging trends and social change. The ABC of XYZ: Understanding the Global Generations published by UNSW Press, Word Up: A Lexicon and Guide to Communication in the 21st Century published by Halstead Press and The Power of Good published by Hybrid Publishers.

Tamara Morris



Tamara Morris has extensive experience in public relations and marketing across the tourism, business and events sectors.

She most recently worked as PR and Sponsorship Manager for Queensland Events Gold Coast before establishing her own PR business. The lure of big events was all too enticing and she took up the role of Manager Communications and Community Engagement for the Gold Coast 2018 Bid. She is now Manager,

Corporate Communications for the Gold Coast 2018 Commonwealth Games Corporation.

Kit McMahon



Kit McMahon joined Service Skills Australia in 2004 as Industry Specialist for the Wholesale Retail and Personal Services sector where she oversaw the review and implementation of the Retail Training Package, Community Pharmacy Training Package and Hairdressing Training Package. Kit is now General Manager at Service Skills Australia and oversees the running and implementation of the Industry Skills Council's Workforce Development and Research

teams which includes the production of the annual Environmental Scan and Productivity Places Program.

Troy Morgan



Managing Director of Willows Health Group with over sixteen years experience as a health services professional, Troy is recognized at a national level for his expertise in the health and fitness area. This recognition has seen Troy present throughout the country including Australia's leading Corporate Health & Productivity Congress and the national Fitness Industry conference (FILEX). His approach focuses on increasing productivity in the workplace, improving self-image, professional

and personal development and all areas of exercise physiology. Troy's programs and presentations are motivating, educating and entertaining providing practical and do-able techniques that can change people's lives.



Service Skills Australia supports skills and workforce development in the service industries (Beauty, Community Pharmacy, Floristry, Funeral Services, Hairdressing, Retail, Sport, Fitness and Recreation, Wholesale and Tourism and Hospitality) through the development of training packages, and their implementation through products and services. We are critical in supporting the development of our industries workforce, through better planning, identification of training and undertaking research into workforce development.

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Training Packages: Continuous Improvement

We develop industry standards and qualifications that are nationally-endorsed for the purpose of recognising and assessing people's skills in the service industries.

They're the basis for all nationally recognised programs delivered in Australia's vocational education and training system.

Our Training Packages undergo Continuous Improvement to ensure that they remain current to industry-trends and needs.

Right Way Program:

Right Way is service industry accreditation program. Recognition can be gained in three categories:

- Quality Facilities for training and assessment
- Quality trainers and assessors
- Quality learning resources

Industry supports Right Way recognition as it demonstrates the quality requirements set by the service industries and adherence to best practice.

Right Way ✓ is a symbol of quality and a point of difference in a competitive market.

National Workforce: Development Fund

- Uses training as a tool to drive business performance and productivity
- Helps businesses by aiding them with skills training for employees
- Acknowledge industry trends and needs and develop strategies to respond to workforce challenges

Research & Environmental Scan

- Scan the environment to decipher industry trends
- Assess how new trends will impact on the workforce and skills development
- Position industry's views on skills and workforce development needs



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