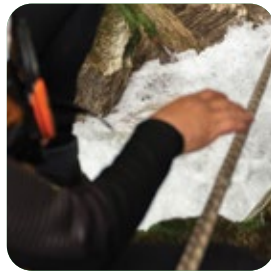
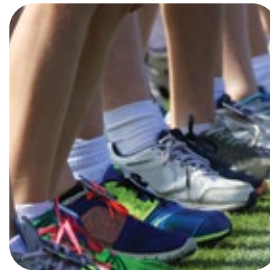


Sport, Fitness & Recreation

Environmental Scan 2014





Australian Government

Department of Industry

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While this Environmental Scan is published by Service Skills Australia (the Industry Skills Council for the sport, fitness and recreation industries), it is endorsed and owned by these industries. Service Skills Australia would like to acknowledge the significant contribution of its Sport, Fitness and Recreation Industry Advisory Committee in the preparation of this document.

March 2014

Email: info@serviceskills.com.au

Web: www.serviceskills.com.au

About Service Skills Australia

Service Skills Australia is the Industry Skills Council for the service industries, one of 11 not-for-profit, independent organisations funded by the Australian Government Department of Industry to support skills and workforce development.

The service industries encompass the following:

- Wholesale, Retail and Personal Services (wholesale, retail, hairdressing, beauty, floristry, community pharmacy and funeral services)
- Tourism, Travel and Hospitality (travel, tourism, meetings and events, accommodation, restaurants and catering, holiday parks and resorts)
- Sport, Fitness and Recreation (sport, fitness, community recreation and outdoor recreation).

Service Skills Australia's roles and responsibilities are to:

1. Provide integrated industry intelligence and advice to government, the Australian Workforce and Productivity Agency (AWPA), industry and enterprises on workforce development and skills needs for the service industries.
2. Actively support the development, implementation and continuous improvement of high quality training products for the service industries, including training packages.
3. Engage in workforce development activities and services for the service industries.

The Environmental Scan: Context, Purpose and Audience

Rapid advances in technology, seismic shifts in global demography and rise of the conscientious consumer are just some of the factors that have left economists and policymakers recognising the limited relevance of historical trends and data as a reliable indicator of the future.

Attempts to predict industry's future workforce and skill development needs can be particularly fraught as industries continue to evolve, converge

or re-locate and as new job roles emerge while others become obsolete.

Leading developed nations are establishing 'early warning systems' to quickly detect the onset of trends and building agile vocational training systems capable of responding to issues once identified. Environmental Scans have been conceived on this basis.

Specifically, the Environmental Scan identifies the macro and micro factors currently impacting on the skill needs of the workforce and its composition, it considers how well the national training system, its products and services, and industry itself are responding.

Grassroots evidence and real-time intelligence from across Australia are what sets the Environmental Scan apart from other reports in the national training system. It captures intelligence gathered from on-going visits and conversations with industry, key stakeholders, regulators and critically, the people doing the jobs across the sectors, and who experience firsthand the impact of change. It also draws on a range of topical sources such as the latest industry, enterprise and government research, and international developments.

The Environmental Scan does not seek to capture every issue within every sector. It is a snapshot of a continually evolving story that is intended to alert and inform a wide audience and enhance their capacity to act.

The Environmental Scan's formal audience is the Department of Industry, the Australian Workforce and Productivity Agency and the National Skills Standards Council although its relevance extends far beyond and continues to be used extensively by state and territory governments, industry bodies, enterprises and many other stakeholders involved in skills and workforce development.

Environmental Scans are produced annually by Australia's Industry Skills Councils as part of their broader role in gathering industry intelligence and undertaking high-quality analysis of the skills needs and profile of the current and future workforce.

Contents

Key Messages	6
Sport, Fitness and Recreation Sector Overview	8
Sport	10
Overview	11
Latest Intelligence	11
Participation in Organised Sport	11
The Ageing Population	14
Technology	15
Professionalisation	15
Changes to the VET Market	17
Workforce Development Needs	19
Employee Retention	19
Managing the Supply of Skilled Volunteers	19
Governance in Sport	22
Work Health and Safety	22
The National Workforce Development Fund	22
Current Impact of the SIS10 Sport, Fitness and Recreation Training Package (Sport)	24
Enrolments	25
Completions	28
Sport Occupations in Demand	31

Fitness	32
Overview	33
Latest Intelligence	33
Changing Business Models	33
Links with Preventative and Allied Health	34
Higher-Intensity Training	34
Technology	35
Changes to the VET Market	35
Workforce Development Needs	36
Recruitment	36
Retention and Career Pathways	36
Current Impact of the SIS10 Sport, Fitness and Recreation Training Package (Fitness)	39
Enrolments	39
Completions	40
Fitness Occupations in Demand	41

Outdoor Recreation	42
Overview	43
Latest Intelligence	45
Legislation, Licensing and Activity Standards	45
Adventure Tourism	45
Outdoor Education in Schools	46
Changes to the VET Market	47
Workforce Development Needs	47
Managing Seasonality	49
Requirements for Journey-Based Work	49
Retention and Career Pathways	50
Volunteers	50
Data for Workforce Planning	50
Current Impact of the SIS10 Sport, Fitness and Recreation Training Package (Outdoor Recreation)	52
Enrolments	52
Completions	54
Outdoor Recreation Occupations in Demand	55

Community Recreation	56
Latest Intelligence	57
Consumption and Leisure Time Trends	57
Access to Open Spaces and Facilities	57
Changes to the VET Market	58
Workforce Development Needs	59
Career Pathways	59
Current Impact of the SIS10 Sport, Fitness and Recreation Training Package (Community Recreation)	60
Enrolments	61
Completions	62
Community Recreation Occupations in Demand	63
Current Impact of the SIS10 Sport, Fitness and Recreation Training Package	64
Enrolments	65
Graduate Outcomes	67
Future Directions of the SIS10 Sport, Fitness and Recreation Training Package	68
Appendices	70
Appendix A: Report of Previous Continuous Improvement Activity of the SIS10 Sport, Fitness and Recreation Training Package	71
References	74

Key Messages

A KEY TREND FOR THE SPORT, FITNESS AND RECREATION INDUSTRIES IS THE CONTINUING SHIFT FROM ORGANISED SPORT AND RECREATION TO PERSONAL TRAINING AND OTHER FITNESS SERVICES.

36.4% GROWTH

IN THE MAIN EMPLOYING OCCUPATIONS ACROSS SPORT, FITNESS AND RECREATION SECTORS BETWEEN 2006 AND 2011.



A key trend for these industries is the continuing shift from organised sport and recreation to personal training and other fitness services. This is having ramifications for sport and recreation clubs, which in the past have been accustomed to enjoying a strong base of members as well as volunteers willing to assist. In response to this decline and in recognition of the sector's significant health and social benefits, a raft of initiatives has been introduced aimed at ensuring that sports continue to foster their grassroots participation base, as well as their elite competition. This has fundamentally reshaped the role of sport development officers and has built significant demand for them. Additionally, it has placed renewed emphasis on the role of clubs and volunteers as the main service providers of sport and recreation activities.

Over the course of the last three decades, the fitness industry has developed a more inclusive character, focusing on a holistic approach to healthy living with greater mass-market appeal. Consumers have begun to demand more of fitness professionals, seeking advice not only on exercise, but broader health issues. The industry is also beginning to play a larger role in the emerging preventative health agenda through general practitioner referrals to fitness professionals. Given these developments, the demand for more highly skilled fitness professionals is likely to increase.

Employment in the sport, fitness and recreation sectors has increased substantially over the past decade. Using Census data, there was 36.4 per cent growth in the main employing occupations across these sectors between 2006 and 2011.¹ Future growth, however, is expected to moderate, with 1.2 per cent per annum expected in the five years to 2016–17.² The most recent census figures have also illustrated the strong growth of outdoor adventure guides, driven by the increased attraction of eco-tourism and Australia's continued marketing as a nature tourism destination. There is also the continued steady shift in regulation of the outdoor recreation sector to both manage the inherent risk involved in these activities, as well as initiatives to improve service standards.

Sport, Fitness and Recreation Sector Overview

		GOVERNMENT		SPORT		
FEDERAL	Service Skills Australia	Committee of Australia Sport and Recreation Officials (CASRO)	Commonwealth Ministers		National Sporting Organisations (NSOs) 100+	Peak Advocacy & Representative Bodies for Sport (e.g. Community Sport Australia, AOC, SMA, Unions, etc.)
			Commonwealth Government Departments (Sport, Health, Ageing, Tourism, Education etc.)			
			Government Authorities and Committees (e.g. ASF, ASADA, ASDMAC, etc.)			
STATE			State and Territory Ministers (Sport & Recreation, Health, Ageing, Tourism, Education, etc.)		State Sporting Bodies (SSOs) 700+	State & Territory Peak Advocacy & Representative Bodies for Sport (e.g. WA Sports Fed, Sport SA, etc.)
			State Departments/Offices (Sport & Recreation, Health, Ageing, Tourism, Education, etc.)			
			State Institutes/Academies of Sport (SIS/SAS)	Venue Management Trusts	State & Territory Peak Advocacy & Representative Bodies for associated sectors (e.g. VicHealth, etc.)	
LOCAL	Local Government 560+		Clubs (inc. schools & higher education institutions) 50,000 + Commercial providers & community groups			

OUTDOOR RECREATION		COMMUNITY RECREATION	FITNESS	
National Activity-Specific Peak Bodies (e.g. Bushwalking Australia, Orienteering Australia, etc.)	Peak Advocacy & Representative Bodies for Outdoor Recreation (e.g. Outdoor Council of Australia, Camps Australia, Parks & Leisure Australia, Unions, etc.)	Peak Advocacy & Representative Bodies for Community Recreation (e.g. Royal Life Saving Society, Parks & Leisure, ALFA, Unions, etc.)	Peak Advocacy & Representative Bodies for Fitness (e.g. Fitness Australia, Physical Activity Australia, Unions, etc.)	National Peak Advocacy & Representative Bodies for associated sectors (e.g. ESSA, SDA, DAA, ASCA, etc.)
State & Territory Activity-Specific Peak Bodies (Queensland Mountain Biking, Fishing Victoria, etc.)	State & Territory Peak Advocacy & Representative Bodies for Sport (e.g. QORF, Outdoors WA, ORIC, etc.)	State & Territory Peak Advocacy & Representative Bodies for Sport (e.g. LIWA, ARV, ARI, etc.)		
	State & Territory Peak Advocacy & Representative Bodies for associated sectors (e.g. QTIC, SATIC, etc.)			
Clubs, commercial providers, municipalities, schools, community groups (e.g. PCYC, YMCA, Scouts, churches, etc.)	Clubs, commercial providers, municipalities, schools, community groups (e.g. PCYC, YMCA, Scouts, etc.)	Commercial providers (multi-nationals, franchises, sole traders, etc.), municipalities, community groups (e.g. PCYC, YMCA, etc.)		

Source: Adapted from Commonwealth of Australia, 2011, *National Sport and Active Recreation Policy Framework*

Sport

THE SECTOR IS COMPRISED OF A DIVERSE RANGE OF ORGANISATIONS ACROSS INDUSTRY AND GOVERNMENT, SERVICING GRASSROOTS COMMUNITY PARTICIPATION THROUGH TO THE ELITE LEVEL.

27.2%

OF THE ADULT POPULATION PARTICIPATED IN ORGANISED SPORT IN 2011-12.

60.2%

OF CHILDREN PARTICIPATED IN ORGANISED SPORT OUTSIDE OF SCHOOL.



Overview

Sport, as defined in the National Sport and Active Recreation Policy Framework, is 'a human activity involving physical exertion and skill as the primary focus of the activity, with elements of competition where rules and patterns of behaviour governing the activity exist formally through organisations and is generally recognised as a sport'. The sector is comprised of a diverse range of organisations across industry and government, servicing grassroots community participation through to the elite level.

National Sporting Organisations (NSOs) and State Sporting Organisations (SSOs) determine and administer the policies, rules and regulations governing an individual sporting discipline. Clubs, schools, community organisations, higher education institutions and commercial providers are involved in the provision of sport locally, while community organisations, together with commercial providers and local government, are involved in the management of sports facilities. Federal, state and territory departments of sport and recreation and local government all play significant roles in the sector. Federally, the Australian Sports Commission (ASC) is the statutory agency responsible for distributing funding and providing services to support the delivery of sport across the country. Finally, there are a range of specialist organisations and committees, such as the Australian Olympic and Paralympic Committees, the Australian Commonwealth Games Association, the Australian Sports Foundation and the Australian Sports Anti-Doping Authority. Various sport federations also represent the sector at the state level.

Latest Intelligence

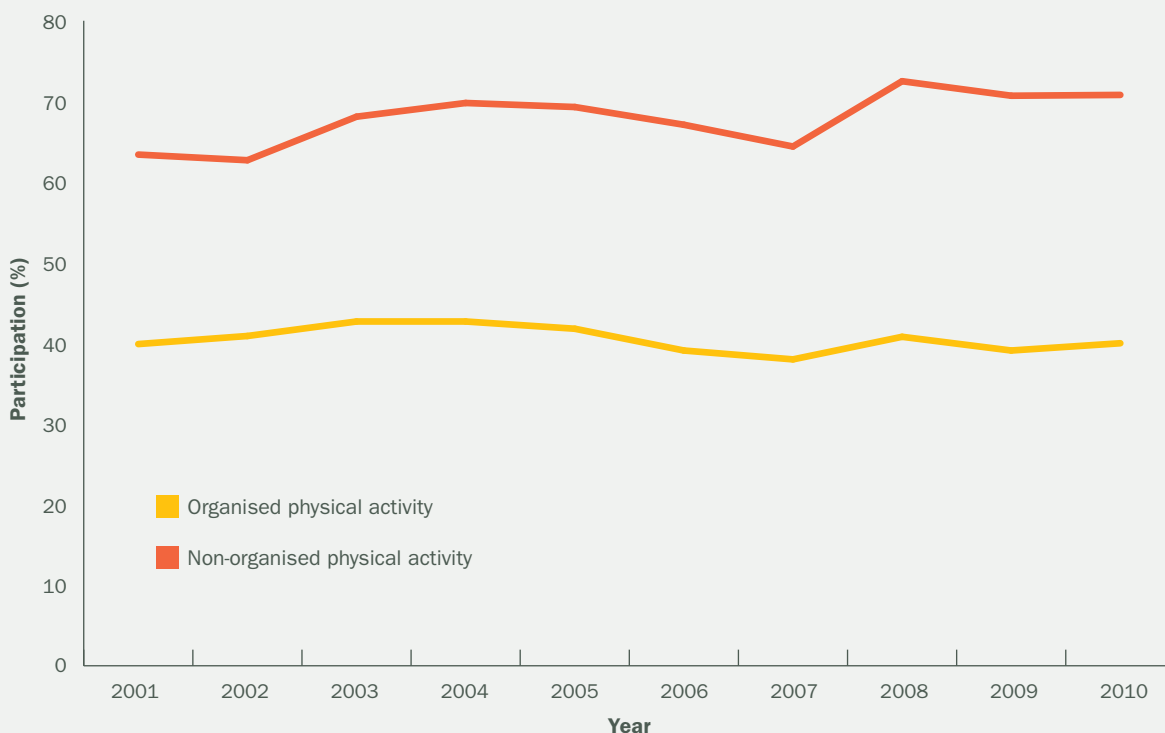
Participation in Organised Sport

Adult Participation

In 2011–12, the Australian Bureau of Statistics (ABS) estimated that 65 per cent of adults (over the age of 15) participated in sport and physical recreation activities. However, given that volunteers and the paid workforce are engaged in providing organised sport and physical recreation, it is more relevant to examine participation in these activities. In 2011–12, this was 27.2 per cent of the adult population, or 4,909,700 people.³

Over time, the most popular sports in terms of organised-only adult participation have remained fairly constant. Netball, outdoor soccer, golf and tennis all ranked as the four most popular sports between 2005–06 and 2011–12.⁴ Yet of these four sports, only soccer has grown substantially over this period, whereas the others have remained constant or declined. This reflects a broader trend of participation shifting away from organised sport and recreation activities to more flexible and unscheduled non-organised sport and recreation activities such as jogging/running (see Figure 1).

FIGURE 1. THE RISE OF NON-ORGANISED PHYSICAL ACTIVITY, 2001–2010



Source: Committee of Australian Sport and Recreation Officials, 2011 (based on ERASS data^a).

This has ramifications for sport and recreation clubs, which are accustomed to enjoying a strong base of members as well as volunteers willing to assist. Industry stakeholders identified that this trend is linked to broader social changes, with individuals demanding a transactional approach to sport and recreational activities in response to declining levels of discretionary time. There is a general concern from NSO and SSO representatives that sporting clubs are not responding to this change, with many clubs offering inflexible membership models that act as a barrier to increasing participation.

a The data presented in Figure 1 comes from the Exercise, Recreation and Sport Survey v(ERASS), which was jointly managed by the Australian Sports Commission and the state and territory departments of sport and recreation. The participation rates recorded by ERASS are higher than those from the ABS as ERASS measures a much broader concept of physical activity.

In recognition of this trend, the ASC undertook market segmentation research to assist clubs in developing successful retention and growth strategies. The key findings of the market research were:

- People now want to play sport in different ways.
- Significant numbers of children and adults will play sport if it is presented differently.
- Too much of what is current delivery is within rigid schedules and is focused on competition and performance, with insufficient focus on the fun and social side of sport and limited opportunities for varied or flexible participation.

In order to illustrate the practical uses of the research, the ASC has embarked on a series of 'activation' projects with 11 sports. Case studies will subsequently be developed for the broader sport sector to access and learn from. This builds on the ASC's commercialisation projects, which assists sports attract new markets through evidence-based product development, such as Basketball's Aussie Hoops, Sailing's Discover Sailing and AFL's 9s, and the ASC's broader program to assist NSOs to develop and implement participation plans, including strategies to target key groups such as women, Aboriginal and Torres Strait Islander peoples, people with a disability and those from culturally and linguistically diverse backgrounds.

The increasing importance of growing participation and engaging targeted populations requires sporting organisations to develop the skills of their staff across a variety of areas to support this shift. The implementation of these strategies is also leading to the expansion of emerging job roles such as 'inclusion officers' and 'participation growth officers'.

Children's Participation

Children's participation in sport is particularly important as the rates of childhood obesity are increasing and it has been shown to increase the chances of adult obesity, as well as increased risk of short and long-term health conditions.⁵ In 2011–12, 24 per cent of boys and 27 per cent of girls aged 5–17 years were either overweight or obese.⁶

The 2012 participation rate for children in organised sports outside of school hours was 60.2 per cent.⁷ This rate excluded dancing and consequently this data cannot be compared with previous years, but trends can still be ascertained between 2000 and 2009. Over this period participation increases were uneven with a sharp increase in participation between 2000 and 2003 and steadier growth through to 2009. Particular age groups saw steeper growth in participation levels—specifically, those between ages 6–8 and 12–14. Indeed, the 6–8 year old age group saw participation levels rise from 63 per cent in 2000 to 67 per cent in 2009. Over the same period, participation rose from 66 per cent to 69 per cent for 12–14 year olds.⁸ Children between the ages of 9 and 11 had the highest level of participation in organised sport and dancing (73 per cent in 2009). The data indicates that there are barriers to the retention of children in organised sport and dancing as they enter their teenage years.

Additionally, 1 million children aged 5 to 14 did not participate in any organised sport or dance outside of school hours in the 12 months to April 2009. In seeking to explain this decline, numerous reports have posited that both the quality and quantity of school-based physical education has deteriorated over recent decades. For example, in its 2013 report, *The Future of Australian Sport*, the CSIRO highlighted that there has been a decline in the number of trained sports teachers and that since 2009 there has been no mandatory requirement for primary and secondary schools to offer a minimum of two hours of physical education per week.⁹ However, it should be noted that the Queensland Government instituted the 'Smart Moves' physical activity program in all schools from 2007, which mandated allocated time for physical activity either daily or weekly for each public school student.¹⁰

The Australian Sports Commission's Active Afterschool Communities (AASC) program has sought to address declining child participation rates through providing primary school children with access to free sport and physical activity programs after school by linking schools with local sporting clubs. Aligned with this is the AASC community

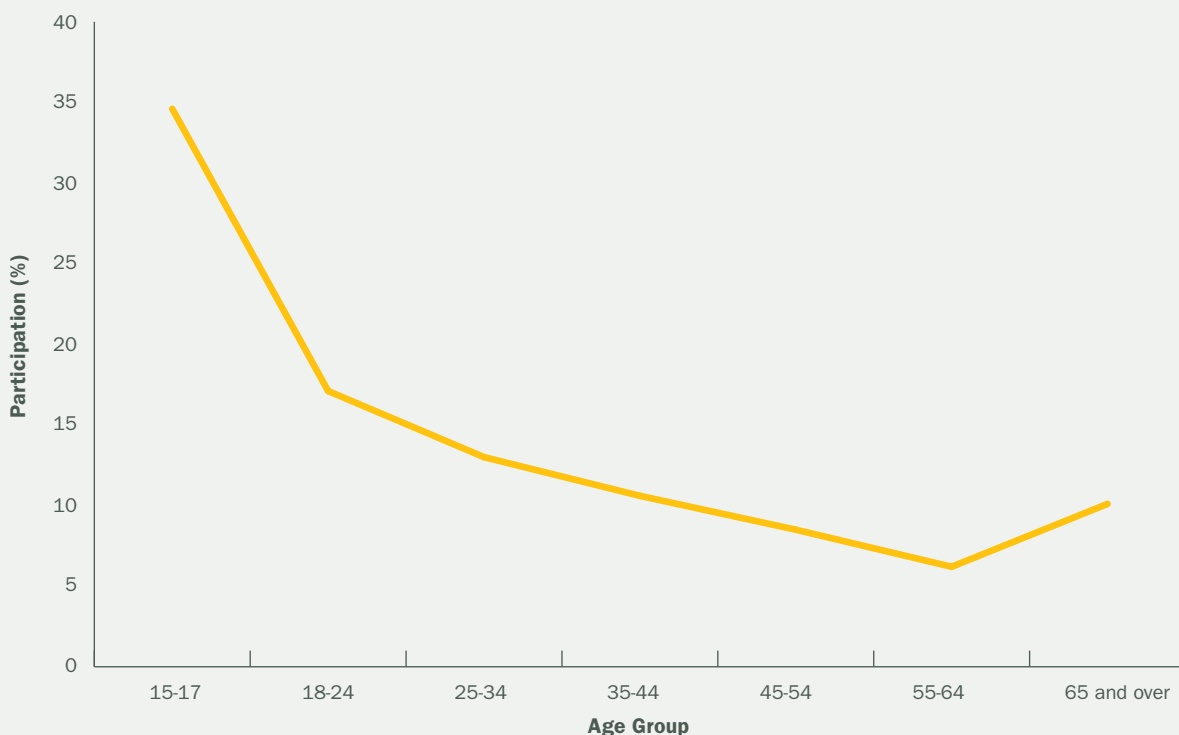
coach training program. This program gives coaches the skills to deliver sport to children, as well as a network of staff working with sporting clubs to transition those children into long term participation with a club.

Many sports have actively targeted children in their strategies to increase participation in their sport. This usually encompasses modified versions of the sport, such as Tennis' *MLC Hot Shots* and Cricket's *Milo In2Cricket* programs. Some sports have also developed more generic skill development introductory programs aimed at children, such as Gymnastics Australia's *LaunchPad*, a children's 'physical literacy' movement program.¹¹

The Ageing Population

Australia's population is changing; we are both an ageing and growing nation. Over the last two decades, the median age has risen from 32.1 years in June 1990 to 37.3 years in June 2012.¹² This trend is set to continue, with the median age of Australia's population projected to increase to between 38.7–40.7 years by 2026, before rising to between 41.9–45.2 years in 2056.¹³ Since participation in organised sport and physical recreation activity declines with age (see Figure 2) the ageing of the population will directly influence the future demand for sporting activities.

FIGURE 2. PARTICIPATION IN ORGANISED-ONLY SPORT AND PHYSICAL RECREATION ACTIVITIES BY AGE, 2011–12



Source: ABS, 2012, *Participation in Sport and Physical Recreation, Australia, 2011–12*, Cat. no. 4177.0.

Currently, sport and recreation participation among older age groups is predominantly in lower impact forms of activity. In 2011–12 the top six sport and physical recreation activities for those aged 65 and over in terms of participation rates were: walking (27.5 per cent), fitness/gym (8.6 per cent), golf (7.5 per cent), swimming/diving (4.9 per cent), lawn bowls (4.8 per cent) and tennis (2.4 per cent).¹⁴ In order to increase participation levels in this growing portion of the population, the format of many sports will need to be adapted to suit older age groups. This requires sport organisations to have an understanding of the needs of the senior population when undertaking physical activity.

Technology

Technology is changing the way Australians participate in sport. The widespread adoption of social networking by the population is leading to the creation of informal, casual sport and recreation groups—bypassing the traditional role of clubs and associations. Additionally, the proliferation of mobile applications, such as ‘RunKeeper’, are allowing individuals to participate in virtual competitions for some sports, thereby replacing one of the core value propositions of clubs.

Rather than struggling against these changes, sporting clubs need to leverage new technologies for their own advantage. Industry stakeholders identified that sporting clubs have the opportunity to use online communication tools to attract and retain members and volunteers—particularly those who are younger. It also has the opportunity to particularly assist lower-profile sports as a cost-effective marketing tool. While some clubs are already successfully doing this, industry indicated that large numbers of both paid staff and volunteers lack the requisite digital literacy skills and that this is a key impediment to wide-scale adoption. The ASC has also identified the need for capacity building in using social media to promote sports and to leverage commercial opportunities, as well as using IT-based customer management systems to understand and support their participation base.

Professionalisation

Among an increasing number of sports, sporting organisations are transitioning away from predominantly small and informal community groups to large and formalised structures. This trend was recently described by the CSIRO as moving from ‘tracksuits to business suits’, a phrase that has been repeated by industry representatives during consultation forums with Service Skills Australia.¹⁵ The ‘professionalisation’ of sport has involved an increasing conversion of volunteer roles to paid ones, which is believed to be contributing to the large employment growth in key occupations between 2006 and 2011 (see Table 1).

TABLE 1. EMPLOYMENT GROWTH BY KEY SPORT OCCUPATION, 2006–2011

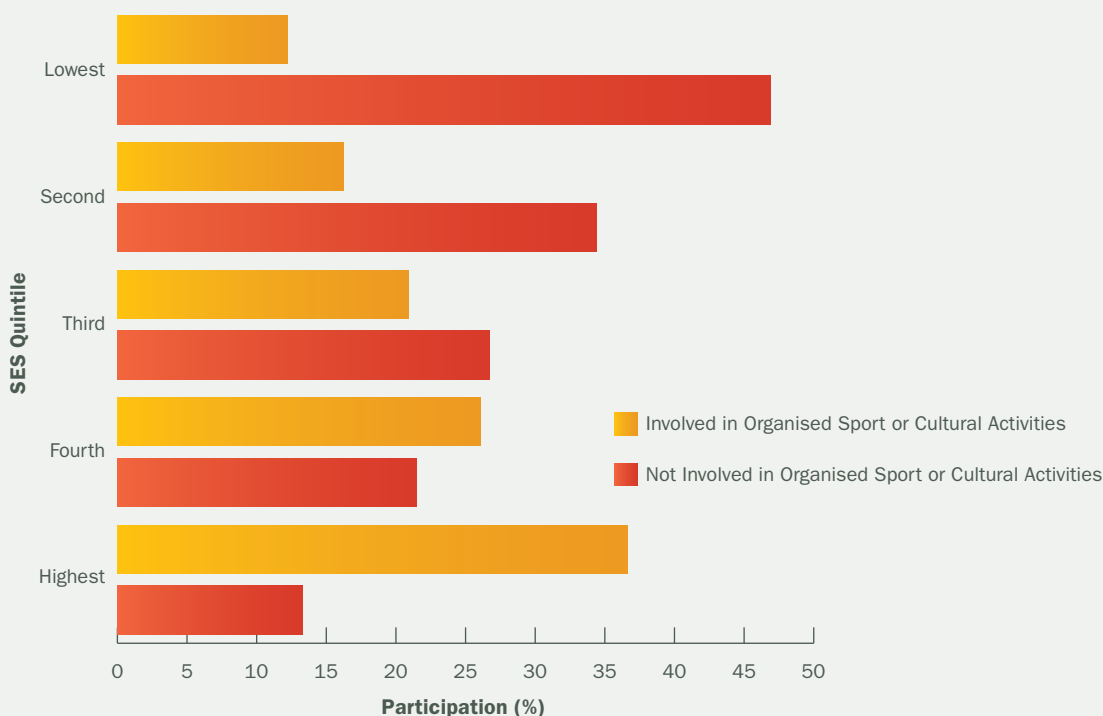
Occupation	Change 2006–11 (%)
Sports Administrator	19.0
Sports Development Officer	19.4
Sports Centre Manager	5.1
Gymnastics Coach or Instructor	22.5
Horse Riding Coach or Instructor	14.9
Swimming Coach or Instructor	35.5
Tennis Coach	13.0
Other Sports Coach or Instructor	44.0
Snowsport Instructor	-5.0
Sports Umpire	38.2
Other Sports Official	26.7
Greenkeeper	-6.5

Source: ABS, 2013, *Census TableBuilder*

Although industry representatives informed Service Skills Australia that they believed the growth in paid staff has reached a peak—with the 2006–2011 growth skewed by the effects of the Global Financial Crisis—many still reported that they were experiencing recruitment difficulties, particularly in terms of attracting applicants who possess the increasingly sophisticated business skills demanded by the sector.

There is a risk that these changes in the sport sector will increase the cost of providing community sport, which will be especially detrimental for individuals from low socioeconomic backgrounds and for children, in particular. As Figure 3 shows, children’s level of participation in sport is directly related to their socioeconomic status. It is critical that as sport transitions to a more commercial focus that it does not come at the cost of declining participation among disadvantaged groups. Consequently, a number of states and territories have introduced voucher schemes to ensure access to sport for children from disadvantaged backgrounds, such as Western Australia’s *Sports 4 All* or Queensland’s *Get Started* programs.

FIGURE 3. PARTICIPATION OF CHILDREN AGED 5 TO 14 IN ORGANISED SPORTING AND/OR CULTURAL ACTIVITIES OUTSIDE SCHOOL IN THE LAST 12 MONTHS BY SOCIOECONOMIC STATUS, 2012



Source: ABS, 2012, *Children’s Participation in Cultural and Leisure Activities, April 2012* (special order by The Smith Family, 2013, *Sport, Culture and the Internet: Are Australian Children Participating?*)

Changes to the VET Market

Since agreeing to a revised National Agreement for Skills and Workforce Development at the COAG meeting of 13 April 2012, nearly all states and territories have embarked on reforms to their training systems, with some jurisdictions already well progressed. One of the core elements of the reform agreement is the 'National Training Entitlement', which guarantees government subsidised training places to individuals up to their first Certificate III qualification.

Different jurisdictions have developed their own mechanisms to determine the level of government funding for VET qualifications, with most states and territories implementing capping or subsidy bands to manage demand. Table 2 indicates the funding available for sport qualifications in states and territories that have progressed with VET reform. As of December 2013, details are yet to be provided for Tasmania's *Career Start* training entitlement program.



TABLE 2. FUNDING OF SPORT QUALIFICATIONS UNDER VET REFORM PROGRAMS^b

Qualification	Jurisdiction						
	VIC	SA	NT	ACT	QLD	WA	NSW
Certificate I in Sport and Recreation	\$1.50 per hour	✓ Capped, FF					
Certificate II in Sport Career Oriented Participation	\$1.50 per hour	✓ FF					
Certificate II in Sport Coaching	\$1.50 per hour	✓ FF					
Certificate II in Sport and Recreation	\$1.50 per hour	✓ TGSS, FF					✓
Certificate III in Sports Trainer	\$1.50 per hour				✓		
Certificate III in Sport (Athlete Support Services)**					✓		
Certificate III in Sport and Recreation	\$1.50 per hour	✓ TGSS	✓				✓
Certificate III in Sport Career Oriented Participation	\$1.50 per hour	✓					✓
Certificate III in Sport Coaching	\$1.50 per hour	✓					✓
Certificate III in Sport Officiating	\$1.50 per hour						
Certificate IV in Sport and Recreation	\$1.50 per hour	✓					
Certificate IV in Sport Development	\$1.50 per hour	✓					
Certificate IV in Sport Coaching	\$1.50 per hour	✓					
Diploma of Sport and Recreation Management	\$1.00 per hour						✓
Diploma of Sport and Recreation Administration**	\$1.00 per hour	✓					
Diploma of Sport Coaching	\$1.00 per hour						
Diploma of Sport Development	\$1.00 per hour	✓					

Arguably, sport has been determined as the lowest priority sector for funding under the national training entitlement relative to all of the service industry sectors within Service Skills Australia’s scope. This is particularly concerning given that employment in the sector is projected to grow by 13,300 to November 2017 and the need for skilled workers is likely to increase as the sector transitions to a more commercial focus.¹⁶

At the federal level, the August 2013 decision to cease standard completion incentive payments for employers engaging existing worker trainees in non-priority occupations, including sport, is likely to have a detrimental effect on the industry’s training effort.

b Correct as at 16 December 2013

c TGSS refers to the Training Guarantee for SACE Students. This means that qualifications listed as TGSS on the Skills for All Funded Training List will be fully-funded for South Australian students who are 16 years or over and who are enrolled and working towards completing the South Australian Certificate of Education (or equivalent). Full eligibility criteria are available at the following website: skills.sa.gov.au/for-training-providers/training-school-students/training-guarantee-for-sace-students. FF denotes ‘fee free’.

Workforce Development Needs

Employee Retention

Organisations in the sport sector continue to report high levels of employee turnover. Industry feedback to Service Skills Australia indicated that this is largely due to employees perceiving their role as a stepping-stone to higher-level positions, which are often not available within the organisation with which they started. This was reflected in the findings of a joint project between Service Skills Australia and the ASC, which aimed to promote best-practice workforce development strategies at a select number of NSOs. In several surveys of paid NSO and SSO staff, it was found that despite employees describing a high level of commitment to stay within the sector, there is a high-level of job churn. A lack of defined career pathways within the sector was consistently raised as a concern, which is exacerbated by the typically flat organisational structures of sporting bodies that provide minimal opportunity for intra-organisation career advancement.

Managing the Supply of Skilled Volunteers

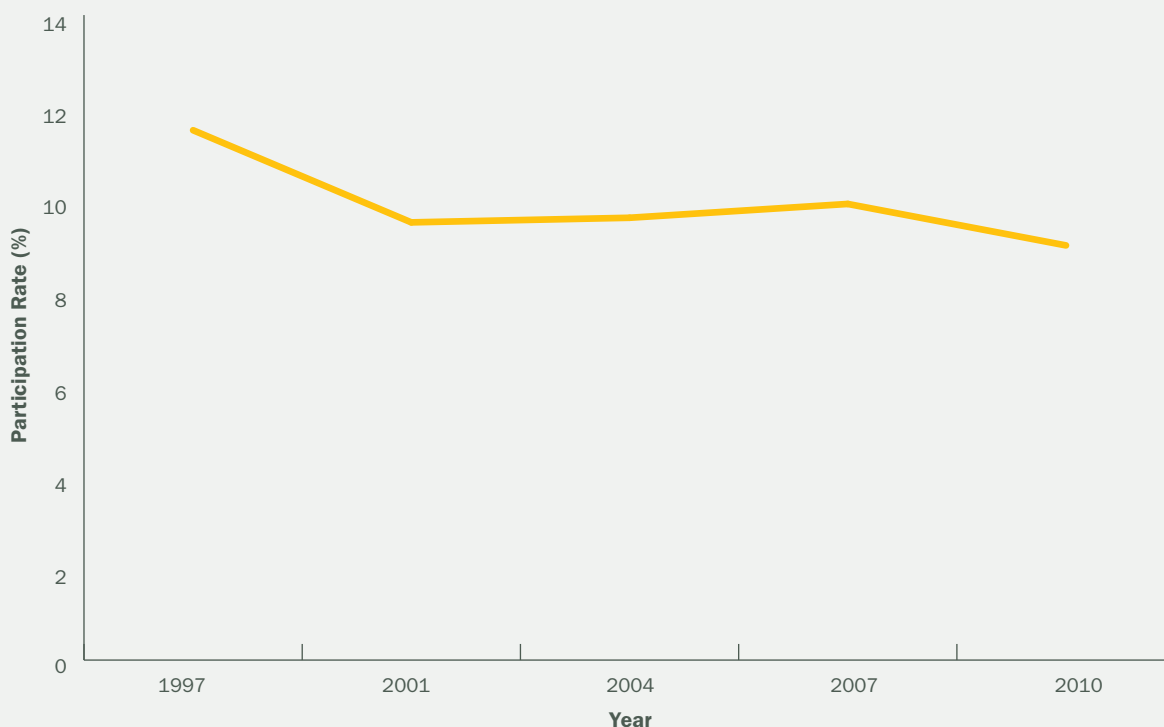
Volunteers are critical to the sport sector. According to the ABS, 72.1 per cent of volunteer-utilising sport and recreation organisations are fully staffed by volunteers.¹⁷ Additionally, it is estimated that over 80 per cent of the sport and recreation workforce is unpaid. Governance positions in most sport and recreation clubs and associations are usually filled by volunteers. It is estimated that 32 per cent (approximately 544,100) of the sector's volunteering roles are management or committee positions. However, the majority of sport volunteers (54 per cent or 925,900) were involved in coaching, refereeing or judging. Finally, a significant proportion of sport volunteers were also involved in administrative and clerical roles (37 per cent or 637,200).¹⁸

Given the reliance of the sport sector on the volunteer workforce it is concerning to note that the volunteer participation rate in organised sport has declined over time (see Figure 4). To combat this trend, it is critical that sporting organisations utilise best-practice volunteer recruitment and retention strategies, including the use of skilled volunteer coordinators. Other initiatives have also been devised to facilitate participation in sport volunteering, or to provide resources on best practice volunteer management, such as Queensland's Sport, Fitness and Recreation Volunteer Portal.^d

During a forum with sports industry representatives, some sporting bodies indicated that they are seeking to attract volunteers from large corporations, such as banks and professional services firms, through their corporate social responsibility schemes. Many of these one-off volunteers then continue to volunteer outside of work hours, leading to an increase of volunteers with specialist skills for the sports involved.

d <http://www.sportandrecvolunteering.com.au/>

FIGURE 4. VOLUNTEER PARTICIPATION IN ORGANISED SPORT AND PHYSICAL ACTIVITY, 1997–2010



Source: ABS, 2010, *Involvement in Organised Sport and Physical Activity, Australia, April 2010*, Cat. no. 4177.0.

Throughout industry consultation, Service Skills Australia also found that large numbers of sporting volunteers have not undertaken any training for their role. While many sports do mandate a minimum level of training for coaches and umpires, particularly around First Aid, many administrative and governance roles have little support in terms of training. A challenge for the sector is how to provide development opportunities for volunteers to ensure they have the required skills to perform their tasks without being overly onerous on the volunteer's time. Sporting organisations are increasingly considering the use of online training courses as a potential solution, such as the Australian Sports Commission's Beginning Coach General Principles and the Introductory Officiating Level General Principles courses. More than 200,000 people have enrolled in the Coach course and 30,000 in the officiating course. Some sports have moved all of their training online, with the ASC reporting that an increasing number are planning to move in this direction.

A key issue identified by the sector is the lack of support given to volunteers, which jeopardises the sustainability of the supply of volunteers and the quality of service provision. The sector reports that nationally accredited training through the VET system is not often provided to volunteers, primarily because government funding, such as the National Workforce Development Fund (NWDF), is not available for volunteers and many community sporting clubs are unable to afford the co-contribution. This is despite the significant social returns from volunteering and the limited resources available to many sport and recreation not-for-profit organisations. In response, some sporting organisations have targeted what they term as 'professional volunteers' who already possess skills in the high-need areas of marketing, IT and governance. Consultation with the sector has revealed that some sports have already adopted this strategy and are reaping the benefits, yet it is not consistent across the sector.

Training, however, is only one element of effective volunteer support. The attainment of qualifications provides a volunteer with knowledge but does not guarantee that they become proficient in their tasks—ongoing supervision and mentoring is often necessary. This mentoring can also assist in retaining volunteers as it improves their experience. Service Skills Australia's engagement with the sector indicates that the culture of managing volunteers needs to better reflect the practices and behaviours that are commonplace in the commercial working environment. Organisations that utilise volunteers need to make greater use of contemporary human resources practices, particularly given the absence of financial reward for those that give their time. Furthermore, paid employees and unpaid volunteers have many similarities in their motivations and expectations, the provisions they need in order to fulfil the position's requirements, and the quality of skills necessary in order to satisfactorily perform their duties.

Service Skills Australia and the ASC undertook a number of volunteer workforce development projects over the last two years. These pilot projects have indicated that personal or family involvement in the sport is the key incentive to participate as a volunteer. The primary concern of volunteers is that they are stretched due to a lack of resources, both financial and human. With regard to training, volunteers responded overwhelmingly positively on the benefits that training does bring when it is provided to them. A preliminary finding is that there may be a future problem in succession planning as a minority of volunteers is completing disproportionate amounts of work. In terms of retention, there appears to be no significant problem, with most respondents indicating that they would continue volunteering with their current organisation for three years or longer.

Governance in Sport

The Smith Review into swimming and the Wood Review into cycling both identified governance shortcomings as central reasons for failures in the competitive, business or ethical standards in those sports. The importance of good governance has never been more clearly demonstrated. In March 2013, the ASC released a new set of mandatory governance principles for sports receiving more than \$5 million per annum in ASC funding, with financial implications for non compliance, with other sports required to meet the mandatory standards in the near future. These new mandatory standards supplement the existing recommended Governance Principles that the ASC has been promoting to sports for some time.

As mentioned earlier in this document, many sport organisations also rely on volunteers as members of their governance structures. The ABS estimates that 32 per cent (approximately 544,100) of the sector's volunteering roles are management or committee positions. There is ongoing feedback from industry that many volunteers do not hold the adequate skills and knowledge to undertake these roles effectively and receive little training to assist them. To ensure the sustainability and viability of sporting clubs, this skill area is vitally important.

Another key issue in the area of governance in sports is the inadequate representation of women. As at January 2014, 46 of 63 NSOs had less than three female board members and only accounted for 28.9 per cent of board places in total.¹⁹ Consequently, the aforementioned governance standards stipulate that boards have a minimum 40 per cent of female members by 2015. The ASC also introduced the Women in Sport Leadership Register, enabling women to place their details on the register in order to provide a source of candidates.

Work Health and Safety

In 2012 and 2013, states and territories (excluding Western Australia and Victoria) adopted harmonised work health and safety (WHS) laws. The crucial aspect of these laws is that all jurisdictions are now required to extend their duty-of-care to volunteers, with the exception of wholly volunteer-based associations.

The recent introduction of the WHS laws has caused some consternation in the sporting community, particularly at the local level. In conjunction with its state and territory counterparts and Safe Work Australia, the ASC developed the *Sporting Clubs Guide to a Safe Workplace* and conducted workshops around the country to provide sporting clubs with the information and tools they need to comply with the laws. The ASC is continuing to work with Safe Work Australia to develop a further resource for sporting peak bodies at a state and national level. Some sporting organisations are also developing their own resources, such as Gymnastics Australia, which is developing a mobile 'app' for their clubs.

The National Workforce Development Fund

In July 2011, the Australian Government announced the launch of the NWDF. This continued a model of funding established by the Enterprise-Based Productivity Places Program (EBPPP), in which the ISCs play a broker role between employers and training providers. The overall policy intent of this program is to support training and workforce development for existing and new workers in areas of skill need. This will assist enterprises to increase productivity and address the specific skilling needs of the enterprise. The crucial aspect of the NWDF arrangements (and its predecessor, EBPPP) is that they are the first example of enterprise-driven funded training.

As at October 2013, NWDF applications brokered by SSA have resulted in almost 506 training places for the sport, fitness and recreation industries across 199 organisations and associations. In addition to this, there are also further places currently being considered for approval and some awaiting commencement. However, industry has noted that the lack of eligibility of volunteers for this program has limited its wide-scale applicability for the sport sector.

Workforce Development in Action: NSW Sports Federation

The NSW Sports Federation identified through Service Skills Australia's Pathways to Participation Program that the sport sector was suffering from skill gaps and retention issues. It was clear administrators had some valuable sports-specific skills and knowledge, but not always the necessary skills to run a development office or manage a club well. Many sports were also concerned by the levels of staff turnover.

In identifying these challenges, the NSW Sports Federation recognised that not only could targeted training benefit sporting organisations, but individuals would also start feeling more valued and better equipped to do their job well—and be more likely to stay.

Working with Service Skills Australia and the NWDF, the NSW Sports Federation facilitated 12 staff from four sports to undertake a Certificate IV in Training and Assessment. This training was sought to help coaches and administrators improve communication skills to manage their clubs better and to help them train other coaches, administrators and volunteers in the sector.

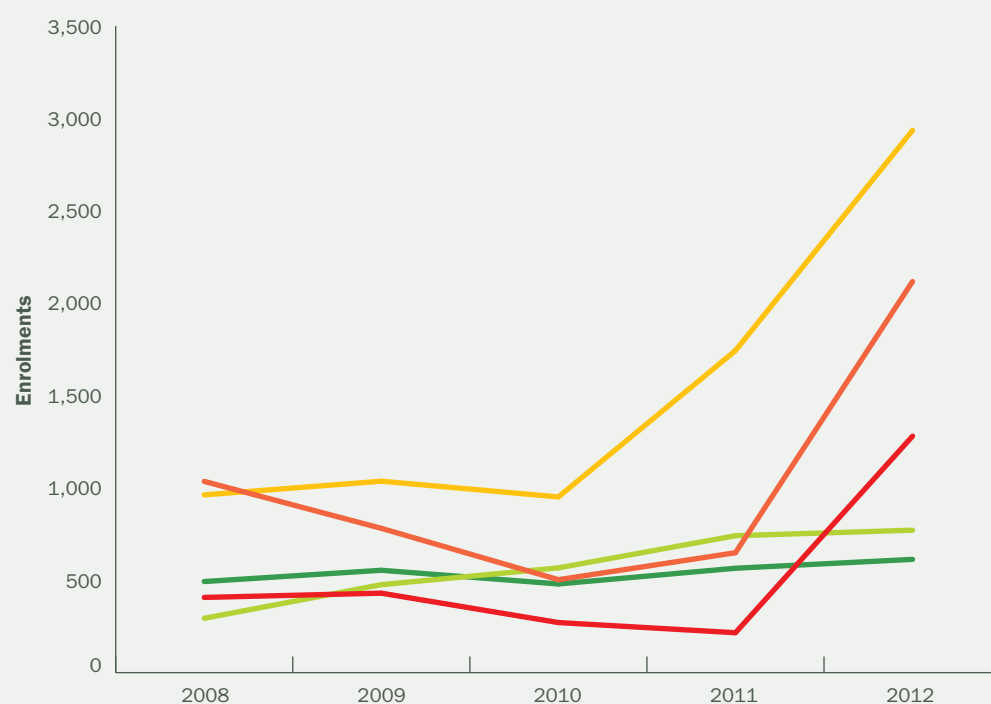
Current Impact of the SIS10 Sport, Fitness and Recreation Training Package (Sport)



Enrolments^e

As Figure 5 shows, enrolments in Certificates I, II and III in Sport and Recreation have increased significantly from 2011. Given that these qualifications have been determined as 'fee-free' under South Australia's VET reform program, this enrolment spike reflects the profound impact of government funding on the industry's training effort. The minimal enrolment increases in the *Certificate IV in Sport and Recreation* and *Diploma of Sport and Recreation* are also likely to be due to the fact that these qualifications have not been included on any state or territory priority skills list.

FIGURE 5. SPORT AND RECREATION QUALIFICATION ENROLMENTS, 2008–2012



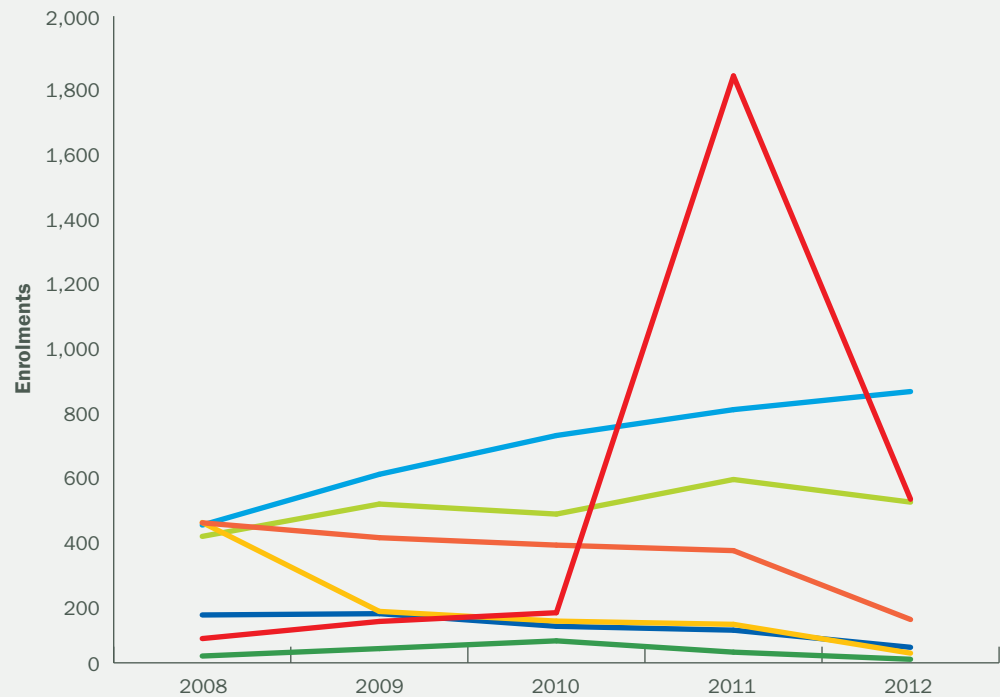
	2008	2009	2010	2011	2012
Certificate I in Sport and Recreation	407	430	271	216	1,280
Certificate II in Sport and Recreation	1,035	781	503	649	2,117
Certificate III in Sport and Recreation	962	1,036	951	1,743	2,935
Certificate IV in Sport and Recreation	294	476	567	741	771
Diploma of Sport and Recreation Management	493	554	480	565	613

Source: NCVET VOCSTATS (<http://www.ncver.edu.au/resources/vocstats/intro.html>), extracted on 05/09/2013

^e Note on enrolment and completion data: NCVET's VET provider collection provides information on publicly funded training programs delivered by government funded and privately operated training providers and therefore excludes any training activity not in the receipt of government funds. However, this excluded data will be available in coming years as mandatory 'total VET activity' reporting requirements came into effect in January 2014.

In 2011 there was particularly strong growth in the *Certificate II in Sport Career Oriented Participation*, although this was largely confined to a spike of enrolments in Victoria. Following the state's tightening of entitlement funding, enrolments have since fallen by 1,309. There has also been relatively steady growth in the *Diploma of Sport Development* (see Figure 6).

FIGURE 6. SPORT QUALIFICATION ENROLMENTS, 2008–2012



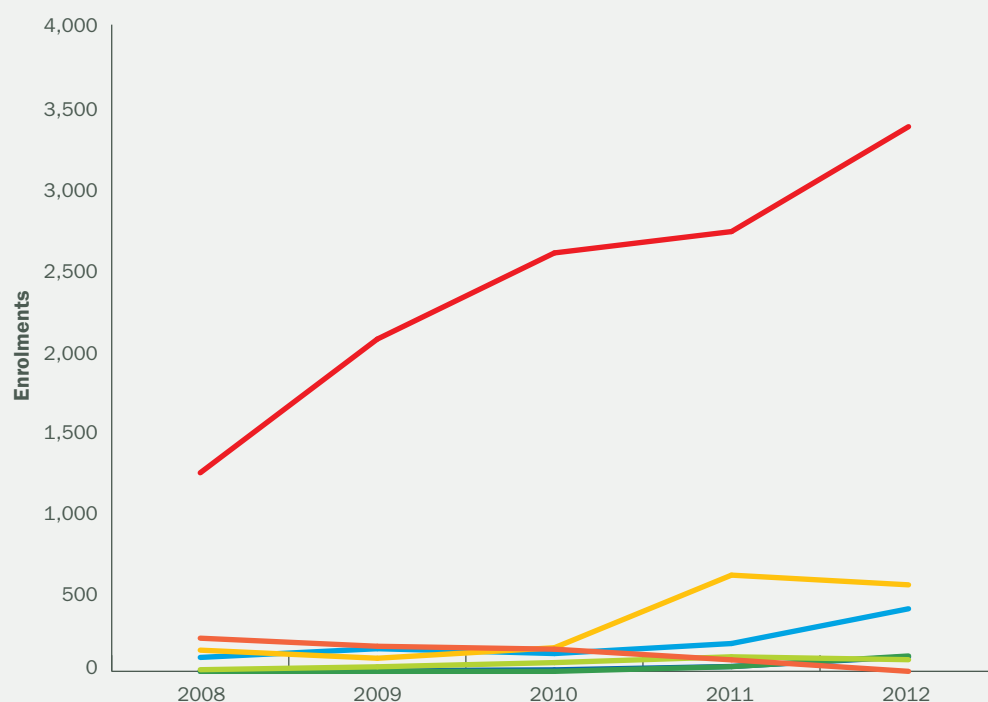
Certificate II in Sport Career Oriented Participation	75	128	155	1,815	506
Certificate III in Sport Career Oriented Participation	433	387	364	347	134
Certificate III in Sport (Athlete Support Services)*	434	159	129	119	30
Certificate IV in Sport Development	391	491	460	567	497
Certificate IV in Sport (Athlete Support Services)*	21	44	68	33	11
Diploma of Sport Development	426	583	703	783	839
Diploma of Sport (Athlete Support Services)*	148	152	113	101	48

Source: NCVET VOCSTATS (<http://www.ncver.edu.au/resources/vocstats/intro.html>), extracted on 05/09/2013

* Denotes qualifications deleted from the Sport, Fitness and Recreation Training Package

As Figure 7 shows, there has been minimal uptake of Coaching and Officiating qualifications with the exception of the *Certificate II in Sport Coaching*. The high number of enrolments at Certificate II level reflects the fact that this is the entry-level qualification for the majority of the workforce. It also reflects high levels of participation in Vocational Education and Training in Schools (VETiS) activity.

FIGURE 7. COACHING AND OFFICIATING QUALIFICATION ENROLMENTS, 2008–2012



	2008	2009	2010	2011	2012
Certificate II in Sport Coaching	1,228	2,055	2,588	2,720	3,369
Certificate II in Sport (Officiating)*	205	155	137	71	0
Certificate III in Sport Coaching	131	81	146	595	535
Certificate III in Sport Officiating	10	28	54	90	72
Certificate III in Sports Trainer	0	0	0	29	95
Certificate IV in Sport Coaching	86	140	110	172	387
Diploma of Sport Coaching	0	4	9	30	90

Source: NCVER VOCSTATS (<http://www.ncver.edu.au/resources/vocstats/intro.html>), extracted on 05/09/2013

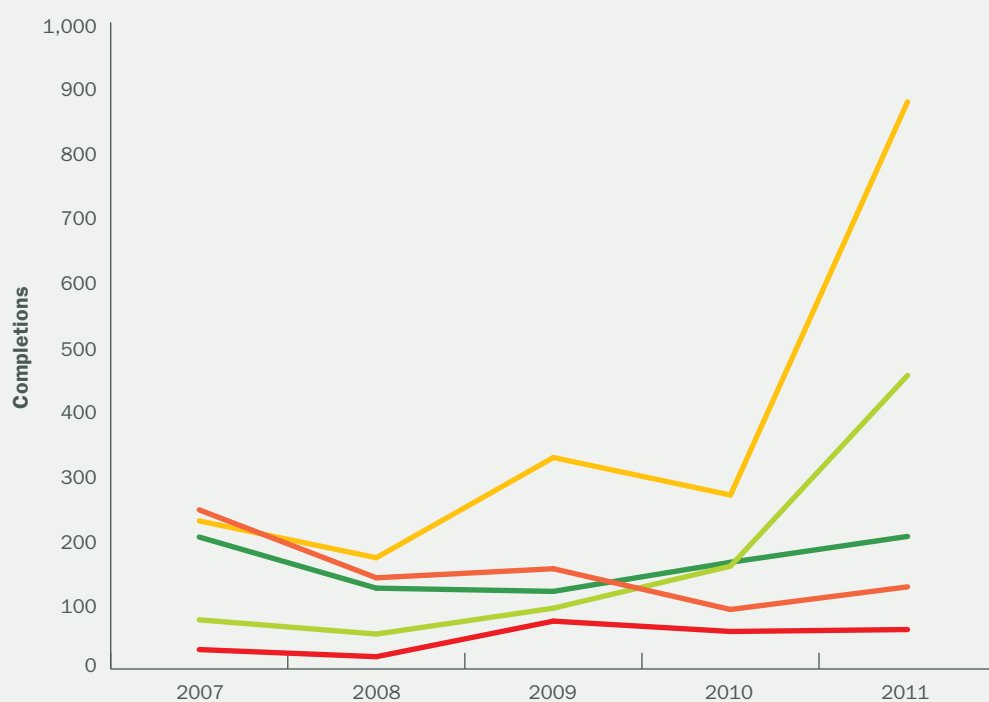
* Denotes qualifications deleted from the Sport, Fitness and Recreation Training Package

Completions

It should be noted that completion figures do not capture completed skill sets or recommencements due to the lack of a unique student identifier. The SIS10 Sport, Fitness and Recreation Training Package is particularly sensitive to this given that there are 93 skill sets identified within the training package, many of which align with industry accreditation schemes.

As shown in Figure 8, completions of the *Certificate III in Sport and Recreation* and the *Certificate IV in Sport and Recreation* both recorded significant increases between 2010 and 2011. This is reflective of the substantial spike of enrolments in 2011 and 2010, however it is interesting to note that despite the *Certificate II in Sport and Recreation* also recording a significant enrolment spike, this did not carry through to completions.

FIGURE 8. SPORT AND RECREATION QUALIFICATION COMPLETIONS, 2007–2011

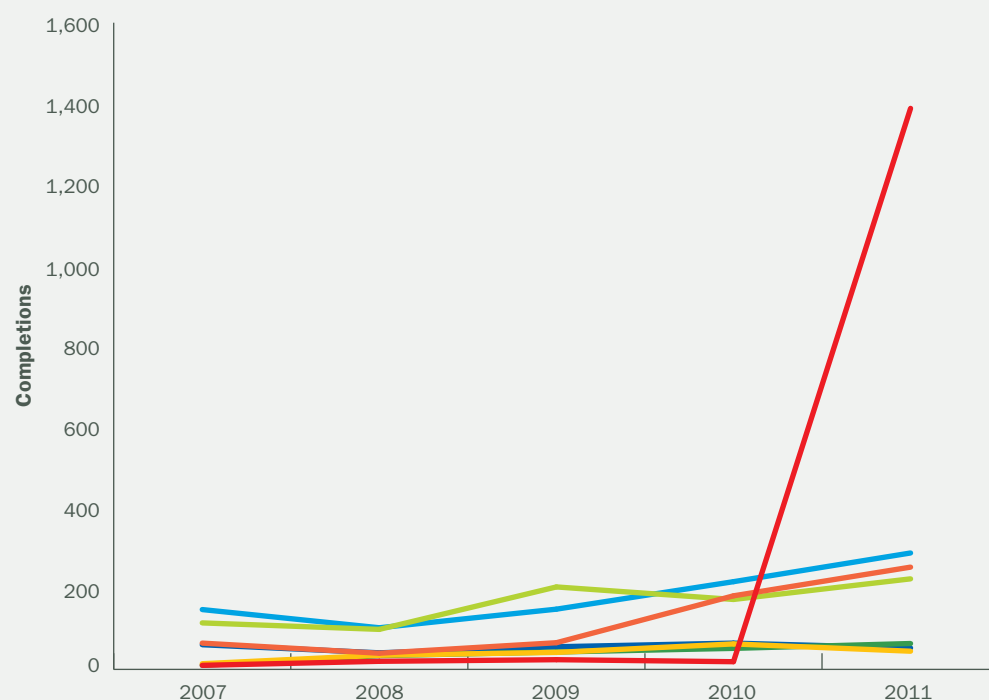


	2007	2008	2009	2010	2011
Certificate I in Sport and Recreation	30	19	74	58	61
Certificate II in Sport and Recreation	246	141	155	92	127
Certificate III in Sport and Recreation	229	172	327	269	877
Certificate IV in Sport and Recreation	76	54	94	159	454
Diploma of Sport and Recreation	204	125	120	165	205

Source: NCVET VOCSTATS (<http://www.ncver.edu.au/resources/vocstats/intro.html>), extracted on 05/09/2013

The sudden increase of completions in the *Certificate II in Sport Career Oriented Participation* in 2011 reflects the enrolment spike that same year and was largely due to Victoria's introduction of its entitlement system (see Figure 9). It is anticipated that 2012 completions figures will drop significantly, commensurate with the decline in the number of enrolments.

FIGURE 9. SPORT QUALIFICATION COMPLETIONS, 2007–2011



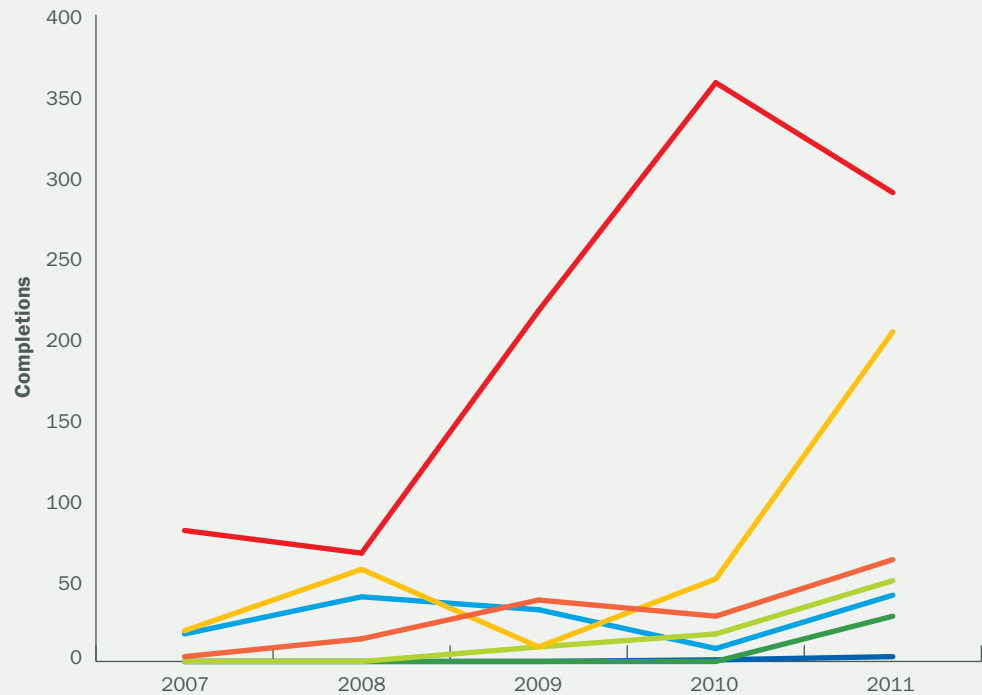
	2007	2008	2009	2010	2011
Certificate II in Sport Career Oriented Participation	10	20	24	19	1,388
Certificate III in Sport Career Oriented Participation	65	40	66	182	253
Certificate III in Sport (Athlete support services)*	14	35	42	63	45
Certificate IV in Sport Development	115	99	204	173	224
Certificate IV in Sport (Athlete support services)*	10	34	43	52	64
Diploma of Sport Development	148	103	149	217	288
Diploma of Sport (Athlete support services)*	61	41	56	65	53

Source: NCVER VOCSTATS (<http://www.ncver.edu.au/resources/vocstats/intro.html>), extracted on 05/09/2013

* Denotes qualifications deleted from the Sport, Fitness and Recreation Training Package

It is positive to note that completions in the *Certificate III in Sport Coaching* have quadrupled between 2010 and 2011 (see Figure 10). However, the decline in the number of completions of the *Certificate II in Sport Coaching* is somewhat concerning given the enrolments in this qualification increased substantially over the same period.

FIGURE 10. COACHING AND OFFICIATING QUALIFICATION COMPLETIONS, 2007–2011



Certificate II in Sport Coaching	81	67	217	358	290
Certificate II in Sport (Officiating)*	3	14	38	28	63
Certificate III in Sport Coaching	19	57	9	51	204
Certificate III in Sport Officiating	0	0	9	17	50
Certificate III in Sports Trainer	0	0	0	0	28
Certificate IV in Sport Coaching	17	40	32	8	41
Diploma of Sport Coaching	0	0	0	1	3

Source: NCVET VOCSTATS (<http://www.ncver.edu.au/resources/vocstats/intro.html>), extracted on 05/09/2013

* Denotes qualifications deleted from the Sport, Fitness and Recreation Training Package

Sport Occupations in Demand

ANZSCO Code	Occupations	Training Package Qualification	Justification/evidence
4523	Sports Coach or Instructor	Community Coach: <i>SIS20513 Certificate II in Sport Coaching</i> <i>SIS30713 Certificate III in Sport Coaching</i> Sport Coach: <i>SIS40512 Certificate IV in Sport Coaching</i> High Performance Coach: <i>SIS50512 Diploma of Sport Coaching</i>	Increasing the quality and professionalism of community coaches has been raised as an important strategy to ensure greater community participation in physical activity. It is reported that many community coaches, predominantly volunteers, lack training. There are also increasing levels of government funding to increase participation in organised sport, particularly among cohorts that have traditionally had low participation levels. This will require a greater depth of skill for community coaches as they increasingly work with a greater number and more diverse population.
452321	Sports Development Officer	Sports Development Officer: <i>SIS40612 Certificate IV in Sport Development</i> Sport Development Manager: <i>SIS50612 Diploma of Sport Development</i>	It is increasingly a government priority to raise the levels of participation in organised sport, particularly among key groups with traditionally low levels of participation. Sport development officers within state and national sporting organisations have been given a large role in achieving this, and to do this successfully, require a greater depth and breadth of skills.
139915	Sports Administrator (Executive Officer)	<i>SIS50712 Diploma of Sport and Recreation Management</i>	The sport sector is increasingly professionalising and commercialising in order to remain sustainable and viable. This is being achieved with an increased focus on the skills of Executive Officers at the state and national levels in terms of improved management, strategic planning, finance and budgeting, human resources, leadership and governance skills.
N/A	Board and Committee Members	Skill sets: <i>SIS500076 Organisation Governance – Board</i> <i>SIS500077 Organisation Governance – Committee</i>	The sport and recreation sectors often rely on volunteers as members of their governance structures. There is ongoing feedback from industry that many volunteers do not hold an adequate understanding to undertake these roles.

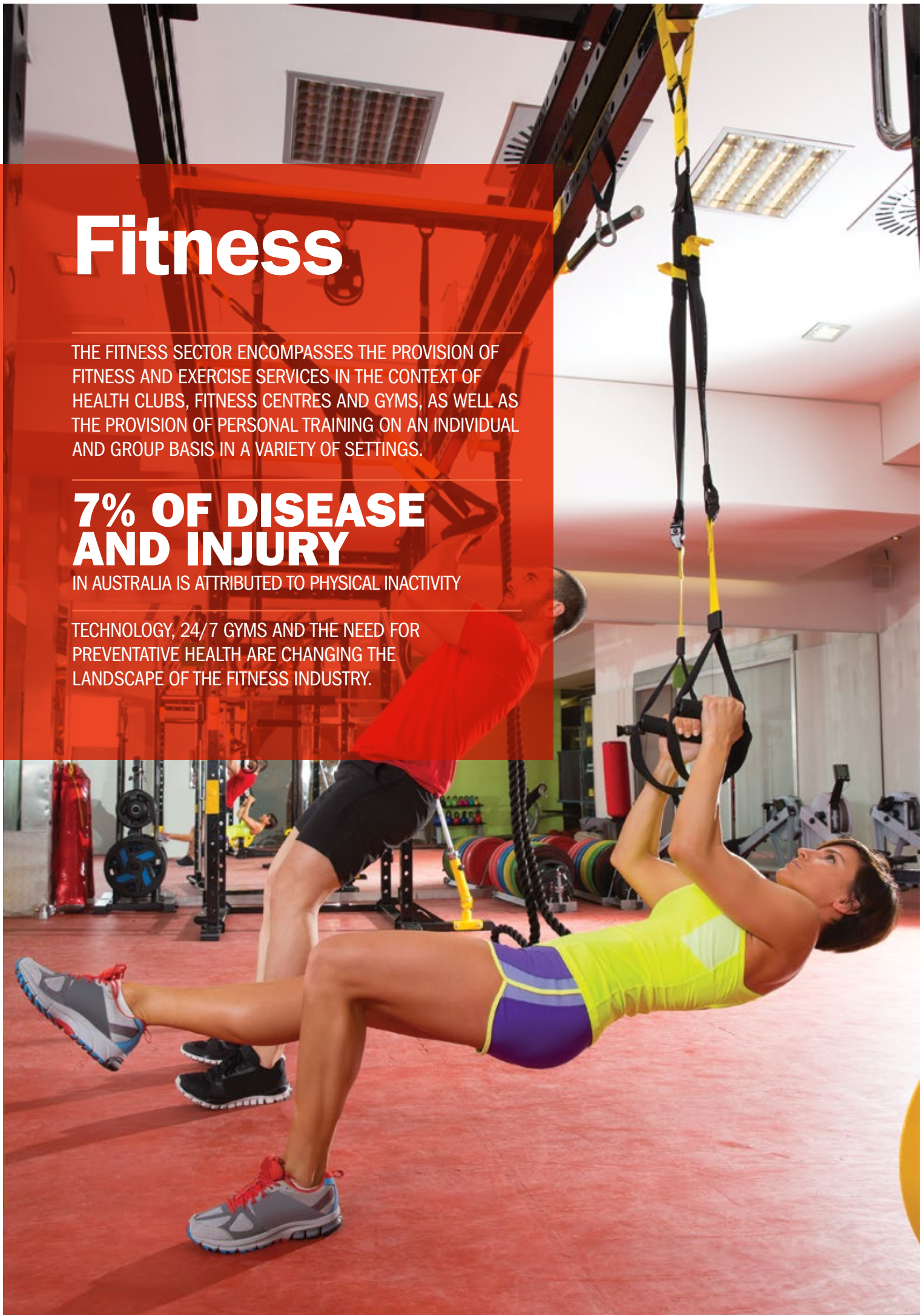
Fitness

THE FITNESS SECTOR ENCOMPASSES THE PROVISION OF FITNESS AND EXERCISE SERVICES IN THE CONTEXT OF HEALTH CLUBS, FITNESS CENTRES AND GYMS, AS WELL AS THE PROVISION OF PERSONAL TRAINING ON AN INDIVIDUAL AND GROUP BASIS IN A VARIETY OF SETTINGS.

7% OF DISEASE AND INJURY

IN AUSTRALIA IS ATTRIBUTED TO PHYSICAL INACTIVITY

TECHNOLOGY, 24/7 GYMS AND THE NEED FOR PREVENTATIVE HEALTH ARE CHANGING THE LANDSCAPE OF THE FITNESS INDUSTRY.



Overview

The fitness sector encompasses the provision of fitness and exercise services in the context of health clubs, fitness centres and gyms, as well as the provision of personal training on an individual and group basis in a variety of settings. The ABS defines fitness professionals as those who ‘direct, instruct and guide individuals and groups in the pursuit of physical fitness and wellbeing’.^f This includes a broad range of fitness service occupations, such as gym and group instructors, and personal, aqua, and other specialised trainers.

Latest Intelligence

Changing Business Models

Although the fitness sector has catered to different market segments for some time now—for example, female-only gyms—in recent years the trend toward market segmentation has become more pronounced. On one end of the spectrum there has been the proliferation of 24/7 gyms. These generally lower-cost businesses are characterised by lower staff ratios, basic exercise equipment, swipe card access and CCTV supervision to monitor the premises while staff are absent in off-peak hours. A key consequence of this business model is the increase in the number of gym facilities in regional areas due to the lower operating costs, which have made it economically viable to operate in locations with smaller populations. While some in the sector contend that this reduces the demand for fitness professionals, others see that it is broadening the uptake of fitness in new areas, which may lead to the increased demand for fitness services over the longer term. The major operators in this market are Anytime Fitness and Jetts.

The counter model to low-cost, 24/7 gyms are full-service gyms and consolidated leisure centres. Industry noted that the introduction of Virgin into the sector was significant for its focus on customer service. In particular, its recruitment practices that support this strategy, which were transposed from its practices in the airline sector, have gained attention. Customer service aptitude, as well as the personality and attitude of candidates, is considered the priority criteria for recruitment, whereby successful candidates without industry-specific training or experience will subsequently be given training. This practice differs from standard industry practice, in which recruitment is largely based on qualifications and experience.

^f The occupational title used by the ABS is ‘Fitness Instructors,’ however industry has explicitly stated that this is inappropriate. The statistics presented in this Environmental Scan are drawn from the ABS category of ‘Fitness Instructors’ but will use the title of ‘Fitness Professionals.’ Australian Bureau of Statistics (2013) *ANZSCO – Australian and New Zealand Standard Classification of Occupation, 2013, Version 1.2, Cat 1220.0.*

While both full-service gyms and consolidated leisure centres both place greater emphasis on customer-service the latter also generally offer fitness services in conjunction with high volumes of group exercise classes, aquatics, child-care facilities and other services such as retail, beauty and hairdressing. According to fitness industry experts, these businesses are generally attracting women, with leisure centres in particular catering to families.

Links with Preventative and Allied Health

Over the course of the last three decades, perceptions about the broader fitness industry and the role of gyms have moved away from simply places to 'pump-iron'. Now, the industry has a more inclusive character, focusing on a holistic approach to healthy living with greater mass-market appeal. Additionally, consumers have begun to demand more of fitness professionals, seeking advice not only on exercise, but broader health issues. This presents an opportunity for the fitness industry to meet consumer expectation through collaborative relationship building with health practitioners. There is also a critical role for the industry in reducing additional burdens on the health system. It is estimated that 7 per cent of the overall burden of disease and injury in Australia is attributed to physical inactivity, in addition to 24 per cent of the burden of Australia's incidence of diabetes and cardiovascular disease.²⁰ Research also indicates that physical activity has the potential to increase labour productivity. In 2010, Frontier Economics estimated that as much as 1 per cent of GDP, or \$12 billion, could be gained through a healthier workforce because of the above benefits.²¹

Although most fitness professionals are not qualified to provide medical or health advice, industry stakeholders have stated that there is anecdotal information that over the last decade it has become more common for doctors to prescribe exercise to patients. However, stakeholders indicated that a key barrier to wide-scale adoption is the fitness industry's credibility deficit with the broader health community and that the industry needs to formalise links with allied health practitioners to address this. Fitness Australia has been extensively involved in two of the Council of Australian Government's (COAG) National Partnership Agreement on Preventative Health's initiatives—healthy workers and healthy communities. With these developments, the demand for suitably trained fitness professionals is likely to increase and require a specific set of skills, as well as greater levels of professionalism from practitioners.

Higher-Intensity Training

A recent trend in the fitness sector has been the delivery of higher-intensity training programs. Programs such as CrossFit and Grit are growing in popularity along with boot camps, 8–12 week body transformations and 'boot camp style' events such as Tough Mudder. Fitness sector stakeholders indicated that while the growing prevalence of these programs is largely in response to client demand, there is a concern that many consumers lack the level of ability or technique required by these higher-intensity programs and without proper instruction by appropriately skilled instructors, they may be put at risk of acute or chronic injury. This presents a potential need for improved training, education and accreditation of fitness professionals delivering such programs.

Technology

With the rapid adoption of smartphones by the population there has been a substantial rise in the number of health and fitness apps that offer detailed fitness programs. This requires fitness professionals to ensure they are providing a superior service to clients. This technology is also being adopted by facilities, with many developing their own app that provides fitness advice, class timetables, personalised encouragement messages and live streaming of classes.

The rise of social media has also presented a cheap and efficient platform for fitness professionals to market their services to a larger share of the population. As a result, there are increasing numbers of fitness professionals establishing micro-businesses and operating as full-time or part-time freelancers. This increase is also reflected by Fitness Australia's reports of substantial numbers of fitness professionals obtaining Australian Business Numbers (ABNs).

Changes to the VET Market

Table 3 details the funding arrangements for fitness vocational qualifications in jurisdictions that have either announced or implemented reforms to their VET systems. Based on current arrangements, fitness has not been as disadvantaged as some other sectors, particularly sport. However, there is no funding for any fitness qualifications in the Australian Capital Territory, nor are any of the Western Australian 'Provisional Priority Industry Qualifications List', which means that places are capped and potentially subject to higher fees.

TABLE 3. FUNDING OF FITNESS QUALIFICATIONS UNDER VET REFORM PROGRAMS^g

Qualification	Jurisdiction						
	VIC	SA ^h	NT	ACT	QLD	WA	NSW
Certificate III in Fitness	\$1.50 per hour	✓ Capped, TGSS	✓		✓		✓
Certificate IV in Fitness	\$1.50 per hour	✓ Capped	✓				✓
Diploma of Fitness	\$1.00 per hour	✓					✓

^g Correct as at 16 December 2013

^h TGSS refers to the Training Guarantee for SACE Students. This means that qualifications listed as TGSS on the Skills for All Funded Training List will be fully-funded for South Australian students who are 16 years or over and who are enrolled and working towards completing the South Australian Certificate of Education (or equivalent). Full eligibility criteria are available at the following website: skills.sa.gov.au/for-training-providers/training-school-students/training-guarantee-for-sace-students. FF denotes 'fee free'.

Workforce Development Needs

Recruitment

Despite a 2012 Deloitte Access Economics report declaring that there will be an oversupply of qualified fitness professionals, multiple fitness industry employers informed Service Skills Australia that they had severe difficulties recruiting sufficiently skilled staff.²² In industry consultation forums, stakeholders used the phrase ‘qualified, not competent’ when referring to the majority of recent VET graduates, suggesting that the quality of training and assessment for fitness qualifications is currently too low. Many stakeholders acknowledged that the sector had become a victim of its own success, particularly the perception that it is a ‘glamorous’ industry and is subsequently attracting large numbers of predominantly younger graduates that are ill-equipped for the demands of the fitness professional role. While there is a high demand for mature-age workers, industry feedback suggested they are in short supply, either being well looked-after by other employers or running their own business.

Industry also reports that there is a critical shortage of aqua-instructors and trainers, with RTOs indicating that there is a low take-up of the Aqua Instructor elective grouping in the *Certificate III in Fitness* and the Aqua Trainer elective grouping in the *Certificate IV in Fitness*. Given that low-impact aqua-based fitness activities are gaining in popularity due to the ageing population, this shortage needs to be addressed. Both fitness industry employers and RTO representatives informed Service Skills Australia that the reason for the low take-up of the aqua electives was due to a widespread view that it is an unglamorous vocation, a perception that is driven by having a predominantly younger cohort of learners who see aqua-based fitness activities as the pursuit of elderly people. In response to this shortage, Service Skills Australia has removed the *SISCAQU307A Perform advanced water rescues* unit of competency from the Aqua Trainer elective grouping in the *Certificate IV in*

Fitness, which industry indicated is not required for the role and is acting as a barrier to uptake of this elective grouping. Group exercise instructors are also reported to be in short-supply and in response Service Skills Australia has developed a ‘group exercise leader’ skill set for the SIS10 Sport, Fitness and Recreation Training Package.

As outlined in previous Environmental Scans, there were concerns from numerous stakeholders about the quality of graduates. Some believed that increased usage of the traineeship pathway would improve the quality of qualified individuals. However, some employers and RTOs have highlighted the difficulty of utilising trainees given the casual or contractual nature of work in the sector and the need for established skills when working with older clients. Some RTOs also stated that they have experienced negative experiences with traineeships, with some employers not upholding their obligations as part of the training contract.

Retention and Career Pathways

The industry highlighted that there is a high rate of churn, with the general consensus that the average length of retention of fitness professionals is one to two years. Various views were put to Service Skills Australia as explanation for retention difficulties, ranging from the previously mentioned misperception that fitness is a ‘glamorous’ industry to a lack of full-time positions in the industry due to the casual and contractual nature of the work. Fitness industry representatives stated that providing ongoing professional development was one proven strategy to retain staff. Additionally, there were suggestions that smaller employers needed to implement staff-sharing systems to address the issue of limited work—however, the feasibility of such a scheme is questionable given that peak demand for fitness services occurs at the same time across businesses.

Due to the physicality of the fitness professional role and the casual nature of the work, there is recognition in the industry that career pathways are not always easily identifiable—often leading to the retention difficulties discussed previously. However, given the industry's growing alignment with preventative and allied health there are growing career pathway options, as shown in the case study of Genesis Jindalee. From a skills development perspective, these types of businesses are beneficial in that they offer fitness professionals a window into the possible learning and career pathways in allied health across the tertiary education sector.

Workforce Development in Action: Genesis Jindalee

After losing their entire facility to the Queensland floods in 2010, Genesis Jindalee managed to rebuild in just 79 days, and to their credit, retained 95 per cent of their members. Through engaging with the community over this time, Genesis Jindalee also recognised a need to offer a broader range of services that focus on wellness and wellbeing. To provide this they identified the need to up-skill and train staff in all aspects of health.

Through the assistance of the National Workforce Development Fund and Service Skills Australia, Genesis Jindalee was able to implement a staff training program, Be-Able Wellness to support their business transferring to a wellbeing centre. The training program drew on the Diploma of Fitness to provide the skills and knowledge to work with clients with chronic illness, injuries and conditions and who have been referred from allied health professionals. Undertaking formal qualifications at Diploma level also sets a higher standard for the fitness industry and provides opportunities for their staff to pursue the 'specialised exercise trainer' career path.

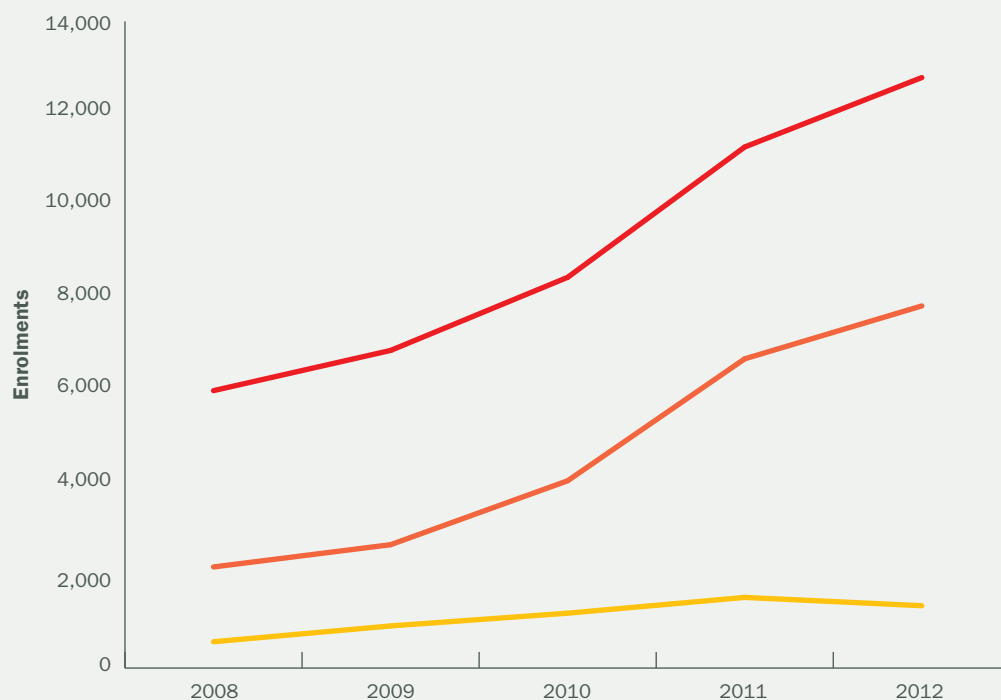


Current Impact of the SIS10 Sport, Fitness and Recreation Training Package (Fitness)

Enrolmentsⁱ

Over time there has been little change with regard to the popularity of fitness qualifications. Both the *Certificate III in Fitness* and *Certificate IV in Fitness* have remained the most popular qualifications in terms of enrolments. However, uptake of the *Diploma of Fitness* has declined between 2011 and 2012 (see Figure 11).

FIGURE 11. FITNESS QUALIFICATION ENROLMENTS, 2008–2012



	2008	2009	2010	2011	2012
Certificate III in Fitness	6,006	6,876	8,459	11,281	12,784
Certificate IV in Fitness	2,189	2,671	4,055	6,695	7,840
Diploma of Fitness	570	912	1,188	1,530	1,350

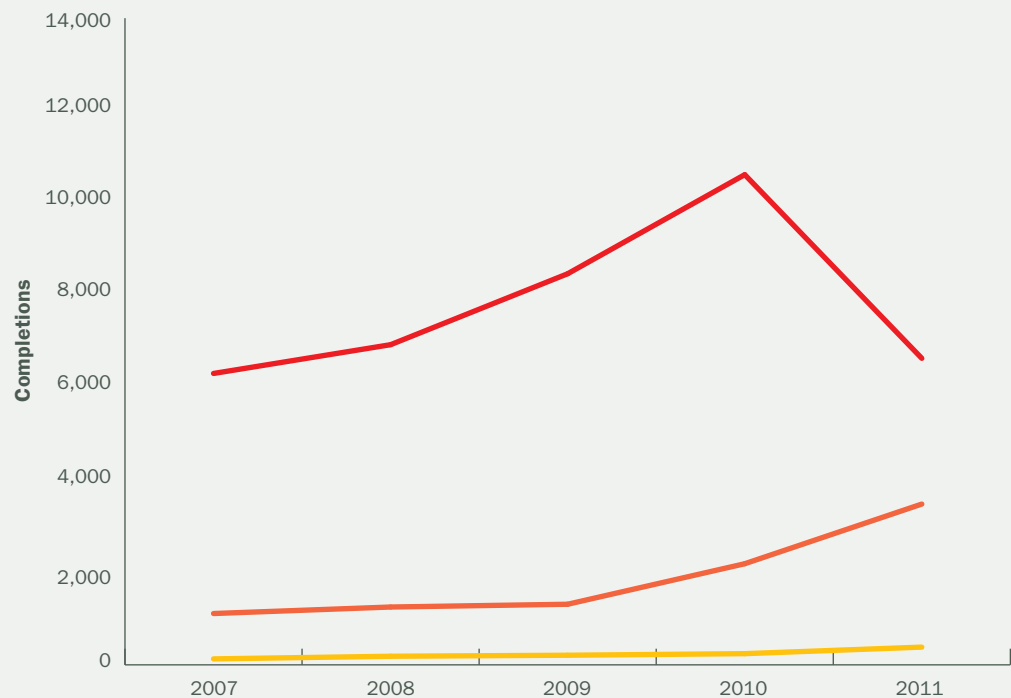
Source: NCVET VOCSTATS (<http://www.ncver.edu.au/resources/vocstats/intro.html>), extracted on 05/09/2013

ⁱ Note on enrolment and completion data: NCVET's VET provider collection provides information on publicly funded training programs delivered by government funded and privately operated training providers and therefore excludes any training activity not in the receipt of government funds. However, this excluded data will be available in coming years as mandatory 'total VET activity' reporting requirements came into effect in January 2014.

Completions

As Figure 12 shows, in 2011 there was a steep decline in the number of completions of the *Certificate III in Fitness*, despite rising enrolments. However, these figures only reflect enrolments in publicly-funded qualifications. In a report for Fitness Australia, Deloitte Access Economics estimated that 12,500 students graduated from fee-for-service fitness qualifications at private RTOs in 2011, suggesting that the NCVER data displayed in Figure 12 captures less than 50 per cent of the sector's total training effort.²³

FIGURE 12. FITNESS QUALIFICATION COMPLETIONS, 2007–2011



Certificate III in Fitness	6,308	6,931	8,467	10,612	6,636
Certificate IV in Fitness	1,111	1,252	1,312	2,189	3,481
Diploma of Fitness	129	186	208	242	384

Source: NCVER VOCSTATS (ncver.edu.au/resources/vocstats/intro.html), extracted on 05/09/2013

Fitness Occupations in Demand

ANZSCO Code	Occupations	Training Package Qualification	Justification/evidence
4521	Personal Trainer Group Exercise Leader Aqua Instructor/ Trainer	<i>SIS30313 Certificate III in Fitness</i> <i>SIS40210 Certificate IV in Fitness</i> <i>SIS50213 Diploma of Fitness</i> Skill set: <i>SISSS00109 Group Exercise Leader</i>	<p>The Department of Employment is forecasting high levels of growth for the employment of fitness professionals, which is expected to grow by 11 per cent, or 2,800 to 2016–17.</p> <p>Industry also reports ongoing demand for qualified fitness professionals and in particular reports recruitment difficulties for aqua instructor/trainers and group exercise leaders.</p>



A person wearing a red life jacket, a white helmet, and a black wetsuit is rappelling down a waterfall. The water is turbulent and white with foam. The person is smiling and has their arms outstretched. A thick rope is attached to their harness and extends upwards. The background shows a rocky riverbed with some green vegetation.

Outdoor Recreation

OUTDOOR RECREATION IS CHARACTERISED BY PHYSICAL ACTIVITIES UNDERTAKEN IN OPEN, OUTDOOR SPACES FOR THE PURPOSE OF ENJOYMENT, RATHER THAN COMPETITION.

66% INCREASE

IN THE NUMBER OF EMPLOYED OUTDOOR ADVENTURE INSTRUCTORS BETWEEN 2006 AND 2011.

3% GROWTH

IN PARTICIPATION IN NATURE-BASED TOURISM BY INTERNATIONAL VISITORS

Overview

Outdoor recreation is characterised by physical activities undertaken in open, outdoor spaces for the purpose of enjoyment, rather than competition, which would be classified as sport. The outdoor recreation sector is exceptionally diverse, with major intersections with the education, tourism, hospitality and community sectors. In the Australian and New Zealand Standard Industrial Classification (ANZSIC) system, what can be described as the 'outdoor' sector is predominantly found within school education and recreational activities, but is also captured in goods and equipment rental and hiring, transport-based sightseeing and accommodation.²⁴

The types of organisations or enterprises that are related to outdoor recreation activities include:

- outdoor activity providers
- outdoor activity tour providers
- recreational camps or centres
- adventure, eco or nature-based tourism operators
- outdoor artificial amusement venues (e.g., tree top adventure parks)
- outdoor education providers and programs
- schools with outdoor education teachers
- clubs, associations and peak bodies for outdoor recreation activities
- youth and community groups (e.g. Girl Guides, Scouts)
- recreation or adventure-based counselling and therapy providers.

Given the outdoor recreation is composed of a wide range of sub-sectors and job roles, there are substantial difficulties in collating statistics that capture the true size of the sector in terms of both output and employment. Since this is an ongoing struggle for the sector, the Outdoor Council of Australia partnered with Service Skill Australia to undertake regular projects to obtain better information.

The available ABS participation data for a select range of outdoor recreation activities indicate that some have seen substantial increases over the last six years, as shown in Table 4. While some categories merge both sporting and recreation forms (cycling, snow sports, horse riding, sailing), large increases have been seen in canoeing/kayaking, rock climbing/abseiling/caving and cycling/BMXing and steady large numbers in bushwalking.²⁵ Additionally, the census has indicated that there was a 66 per cent increase in the number of outdoor adventure instructors between 2006 and 2011.²⁶ Overall, this data supports industry feedback of increasing demand for outdoor recreation activities.

TABLE 4. PARTICIPATION IN SELECTED OUTDOOR RECREATION ACTIVITIES, 2011–12

	Estimated Participation ('000s)			Per cent change 05/06–11/12
	2005–06	2009–10	2011–12	
Cycling/BMXing	1,011.7	1,141.4	1,366.1	35.0
Bush walking	519.5	412.3	436.5	-16.0
Fishing	250.9	239	247.2	-1.5
Surf sports	N/A	226.6	226.1	N/A
Horse riding/Equestrian activities/ Polo	127.3	144.5	148.8	16.9
Canoeing/Kayaking	66.2	112.9	141	113.0
Ice/snow sports	155.2	119.7	138.7	-10.6
Waterskiing/Powerboating	100.6	107.4	88.9	-11.6
Sailing	94.3	72.6	68.4	-27.5
Scuba diving/Snorkelling	N/A	N/A	65.6	N/A
Trail bike riding	N/A	125.4	65.1	N/A
Rock climbing/Abseiling/Caving	35.3	58.1	57.5	62.9

Source: ABS, 2012, *Participation in Sport and Physical Recreation, Australia, 2011–12*, Cat. no. 4177.0.



Latest Intelligence

Legislation, Licensing and Activity Standards

Despite the inherent risks involved in outdoor activities and advocacy on behalf of the sector, there is currently little regulation of the outdoor activity industry. However, foundations for this have been progressively built over the last decade through the development of industry-based Adventure Activity Standards (AAS) and licensing requirements. Since the 2004 endorsement by the Federal Sport and Recreation Ministers' Council to institute state and territory AASs, these have since been developed and adopted in Victoria, South Australia, Tasmania, Western Australia, Queensland and New South Wales. These standards recognise the need for appropriate levels of skills and knowledge in the outdoor recreation sector to enable compliance with safety standards and to encourage the development of responsible environmental, cultural, and corporate management.

Licensing systems have also been in place for some time in Tasmania and New South Wales, yet these generally merely require operators to hold the correct level of insurance and to document their operational standards and procedures. In an effort to raise standards, the NSW Outdoor Recreation Industry Council (ORIC) has worked with National Parks and Wildlife to make a longer commercial license available to those operators who have achieved NARTA and T-Qual Accreditation. Furthermore, canyoning qualifications and the wilderness first aid skill set have become a regulatory requirement in the Blue Mountains. Guides will also be required to be reassessed to show current competency in their vertical and swift water rescue skills.

Even without a strong regulatory system, the industry clearly endorses the importance of qualified staff. Just under 90 per cent of respondents in the 2013 National Outdoor Sector Survey (NOSS13) indicated that they required their employed outdoor leaders to be qualified to deliver at least one activity, with just over 30 per cent requiring qualifications for at least five activities. While 40 per cent indicated that industry standards were the motivation, 31 per cent identified that 'quality assurance' motivated this need.

Adventure Tourism

Australia is seen as an international leader in eco and nature-based tourism—a sector that is experiencing global growth. A study by Tourism Research Australia has shown that 'experience seekers' make up 49 per cent of visitors to Australia.²⁷ Tourism Australia's market research has also found that 'nature' was the number one experience motivating consumers in key international source markets to visit Australia.²⁸ Together, these indicate that the provision of quality nature-based activities is a key drawcard for Australia's significant tourism industry. Over the seven years to 2009, there has been an average increase of three per cent per annum in the number of international visitors participating in nature tourism.²⁹ There are also significant numbers of domestic overnight and day visitors who take part in nature-based activities—over 12 million in each in 2009—yet there has been little growth over the seven years to 2009.

However, the future is likely to see further increases due to the concerted efforts by governments to invest in developing nature-based tourism. At a federal level, the Australian Government released a grant in 2012 to develop and implement Experience Development Strategies for four of Australia's 16 iconic 'National Landscapes', as well as product and industry development for an additional eight sites.³⁰ The aim of this project was to improve the selection of nature-based tourism experiences available to visitors, and to boost Australia's regional tourism areas. The Victorian Government has also highlighted investment in nature-based tourism products in the *Victoria's 2020 Tourism Strategy*, and has recently passed legislation to assist the development of tourism operations in Victorian national parks.³¹ Similarly, the Queensland Government identified the importance of nature-based or eco-tourism through the release of the *Queensland Ecotourism Plan 2013–2010*, which aimed to develop the industry such that it becomes Australia's 'top' nature-based destination.

Outdoor Education in Schools

Outdoor education involves providing students with practical and active learning experiences in natural environments and settings. These activities can be provided by staff employed by the school or can be outsourced to outdoor education providers. Those involved in leading these activities are trained either through the vocational qualifications in outdoor recreation, university-level qualifications in outdoor recreation or a teaching degree with some subjects in outdoor recreation. However, it has been reported that some may also only have in-house or induction training. Many school students also undertake the Duke of Edinburgh Award Scheme as an extra-curricular activity. A component of this award scheme is the completion of an 'adventurous activity', which requires the student to complete two 2–4 day journeys using outdoor recreation as a medium.

The industry reports that outdoor education is highly valuable in terms of its ability to develop technical skills to undertake different activities safely in the natural environment, an appreciation for the environment, as well as broader personal development in terms of leadership and interpersonal skills. This was recognised in the first national curriculum, when it stated that outdoor recreation is, 'an important part of learning in the Health and Physical Education curriculum as they promote lifelong physical activity. They also contribute to health and wellbeing through direct personal experiences and connections with natural environments. Outdoor activities provide a valid environment for developing movement competence, promoting a sense of wellbeing and enhancing interpersonal skills.'

As the school education system currently stands, the provision of outdoor education in schools is highly dependent on the resources of the school, as well as the Principal's—or other decision maker's—appreciation of the benefits of outdoor education. This makes the inclusion of outdoor education in schools highly disparate. However, the sector is also reporting that outdoor education has been a growing field.

An opportunity for implementing a more standard approach to the provision of outdoor education was the development of the first national curriculum. The national Health and Physical Education curriculum was completed in July 2013 and will be implemented from February 2014. The outdoor sector provided strong input and the result was that outdoor recreation and education were identified throughout the curriculum in the following ways:

- 'All students at appropriate levels across the continuum of learning from Year 5 to Year 10 will participate in...recreational activities in natural/outdoor settings' (of which access to facilities, equipment and teacher expertise will dictate the type of activity).
- Students will also explore, at appropriate intervals during Foundation to year 10, safe practices when in the outdoors under the 'safety' area of learning.

- Outdoor recreation was listed in the curriculum content descriptions and elaborations for health and physical education across the entire schooling period (foundation years and years 1–2, 3–4, 5–6, 7–8 and 9–10).
- Outdoor education was listed as a specialist subject that could meet the content areas and performance standards for outdoor recreation, and learning the importance of ‘connection to place and communities’ for health and wellbeing. It could also draw on curriculum content from Geography and Science.
- Developing an understanding of the importance of recreation, as well as learning in and about the outdoors, was also included as a necessary principle that needs to be understood by students for the cross-curriculum priority of ‘sustainability’
- Navigation of the outdoors was listed as an activity that can develop or apply the general capability of ‘numeracy skills’.³²

These inclusions will mean that all school students will have a potentially greater level of engagement with outdoor recreation and outdoor education, with the implication that the number of trained staff to deliver this to students will need to increase nationally.

Changes to the VET Market

The funding arrangements for qualifications under VET reform are progressively being released in each state and territory. Table 5 indicates the funding announcements that have been made to date for the outdoor recreation qualifications. As indicated, there is an absence of any funding for training in outdoor recreation in the Northern Territory, Western Australia and the Australian Capital Territory. Since outdoor recreation qualifications are not on the Western Australian provisional priority industry qualifications list, places will be subject to capping and higher student fees, unless undertaken as an apprenticeship or traineeship.

TABLE 5. FUNDING OF OUTDOOR RECREATION QUALIFICATIONS UNDER VET REFORM PROGRAMS^j

Qualification	Jurisdiction						
	VIC	SA ^k	NT	ACT	QLD	WA	NSW
Certificate II in Outdoor Recreation	\$8.00 per hour	✓ TGSS, FF					✓
Certificate III in Outdoor Recreation	\$1.50 per hour	✓ TGSS			✓		✓
Certificate IV in Outdoor Recreation	\$1.50 per hour	✓					✓
Diploma of Outdoor Recreation	\$1.00 per hour	✓					

j Correct as at 16 December 2013

k TGSS refers to the Training Guarantee for SACE Students. This means that qualifications listed as TGSS on the Skills for All Funded Training List will be fully-funded for South Australian students who are 16 years or over and who are enrolled and working towards completing the South Australian Certificate of Education (or equivalent). Full eligibility criteria are available at the following website: skills.sa.gov.au/for-training-providers/training-school-students/training-guarantee-for-sace-students. FF denotes ‘fee free’.

Given that the cost of delivering outdoor recreation qualifications is relatively high due to the large number of units of competency, high staff-to-student ratios and a significant amount of required field experience, changes to funding in vocational education are severely affecting this sector's provision of training. This is particularly concerning in an industry characterised by high levels of risk. Training in this industry is also highly 'geographically specific' as some types of outdoor activities require certain physical environments, such as snow fields or waterways. As such, it is crucial that there are adequate numbers of providers in total, but also that there is also an adequate number of providers across the diverse types of landscapes to provide training across all types of activities.

Due to an increasingly constrained funding environment and greater competition due to contestability of funds, some providers have begun to rationalise the provision of outdoor recreation training. In New South Wales, the incoming Smart and Skilled reforms have led to decisions to cut funding and staff number around the delivery of outdoor recreation, with certain skill areas only being provided at commercial rates. Further afield, the Tropical North Queensland Institute of TAFE has also recently discontinued its provision of the Certificate IV in Outdoor Recreation. The funding cuts in Victoria led to some registered training providers, such as Swinburne, to withdraw from providing outdoor recreation courses entirely. However, in response, industry came together to set up their own institute, the Murrindindi Training Institute, and continued lobbying of the government saw higher levels of funding restored in the next budget, enabling providers of outdoor recreation training in Victoria to remain viable.



Workforce Development Needs

Managing Seasonality

Seasonality is a pervasive issue for a sector ruled by the climate, with major implications for its workforce. Rather obviously, the season governs when certain outdoor activities can occur. For example, alpine-based activities clearly only occur during snowfall in winter. In the outdoor education sector, this is evident with most demand occurring in school terms one and four.

While those working in outdoor education benefit from the degree of predictability from bookings made well in advance by schools, those working the outdoor adventure sector report that bookings emerge up until the last minute. Even within the confines of demand within certain seasons, the changes in the weather on a daily basis means that demand can spike unexpectedly. Weekends will also tend to have greater demand than during the week. The overall result is that obtaining continuous work is difficult in this sector.

This seasonality is managed by the industry in a variety of ways. In its most simplistic, businesses will opt for a core number of staff, with a periphery of casual workers or contractors to meet any shortfalls. However, industry reports that businesses will still often be unable to meet all demand at short notice and will often have to turn customers away. For the individual who takes on the intermittent work, they will work for a range of businesses to make up full-time work. Across the seasons, they can opt to work in activities that are based on a different climate, and may require as many as six activity skill areas to gain employment across the year, or they can choose to travel to countries in the northern hemisphere. More advanced ways of managing the workforce involve regional arrangements, such as that currently being trialled in the Snowy Mountains and South Coast of New South Wales, whereby workers will have a pre-existing arrangement to shift between two employers in the different regions according to the season. Finally, the sector also reports, that it can be an

attractive work option for those who do not wish to work full-time, or those supplementing other jobs.

While the flexible nature of casual and freelance-style work can be attractive to some, the sector notes that it is an impediment to workforce development in many other ways. The most notable is the difficulty in being able to offer standard workplace-based models of training in terms of taking on full-time trainees. With a full-time trainee required to work a minimum number of hours per week, this can be virtually impossible to guarantee given the seasonal and unpredictable nature of customer demand. There is the potential for alternative models that are more suitable for the nature of the industry to be trialled. Industry reports that the casualised nature of the industry does also deter some people from entering the industry, or encourages some to exit the industry when they reach a certain life-stage.

Requirements for Journey-Based Work

Another key factor for the workforce in the outdoor sector is the working conditions associated with field work. Taking a group of clients into uncontrolled-environments for long stretches of time is physically and intellectually intensive and also requires staff to be away from home and their families. Journey-based work also requires staff to hold the higher level qualification—the *Certificate IV in Outdoor Recreation*, which reflects the higher skills required to manage more complex environments and to work independently. However, this qualification is said to be in shorter supply than the *Certificate III in Outdoor Recreation*. Supervising trainees for journey-based work is also particularly difficult due to the independent nature of the work, the need for the supervisor to also be responsible for the clients and finally, the inherently risky environment makes it challenging to gradually adjust the difficulty of tasks depending on the experience of the trainee.

Retention and Career Pathways

The sector reports that a workforce development issue is the relatively flat organisational structures that can encourage turnover. This is due to the small number of higher-level management roles required compared to the field work roles, which limits progression opportunities. This is also amplified by working conditions for field work roles that are not easily suited to all individuals, as mentioned previously.

However, the sector's breadth across areas like tourism, education and community services provides a variety of work settings and an ability to broaden skills, and the skills involved are highly transferable to a range of other industries. For example, many staff in the outdoor recreation sector reportedly transition into areas such as emergency or ambulance services, education and tourism, and are valued for their proven leadership capabilities and high levels of initiative.

Volunteers

While paid staff are a significant component of the workforce, particularly in the adventure tourism and outdoor education sectors, there is considerable use of volunteers in the youth and community sectors. The NOSS13 found that 36 per cent of organisations reported having volunteers, with the most common roles being activity guide or instructor followed by board or committee member. These organisations, which tend to be 'not-for-profit', such as Girl Guides or Scouts and local activity clubs, can be almost entirely run by volunteers. The sector reports that finding volunteers is not particularly problematic, with younger generations showing significant interest. However, there are challenges in terms of managing the need for a certain level of skills in a high-risk environment, which often has implications for insurance. This is particularly problematic given the limited resources of the sector and the lack of time on the part of volunteers to undertake training. One community organisation's analysis of its volunteer workforce indicated that

greater segmentation of roles, which reduces the skill needs of that role, is the necessary strategy to manage the mismatch in the skill 'supply' of available volunteers. Volunteering is reportedly also a pathway into paid work in the sector, thus playing a potentially important workforce development role for the sector.

The NOSS13 revealed much about the sector's volunteer needs, with 55 per cent indicating a need for a greater number of volunteers—on average, an additional 313 were required per organisation. However, industry validation of the results indicated this would not capture the board and committee volunteer roles that have significant upskilling needs rather than any need to increase their numbers. In addition, the survey reported that the greatest areas of volunteer training need are specialised activity skills, followed by group management, first aid and facilitation. Interestingly, this closely resembled the priority training needs for paid outdoor sector staff.

Data for Workforce Planning

As noted in the overview of this section, there is great difficulty obtaining statistics that quantify the breadth of the outdoor sector. While the occupation of 'outdoor adventure guide', which encompasses outdoor adventure instructors, outdoor adventure leaders and outdoor education teachers, is specific to the sector, a large number of occupations that the sector employs are generalist occupations, such as managers, program managers, administrators, chefs and general maintenance workers.

Without a defined industry for working in the outdoors within the ANZSIC system, those working in generalist occupations in the outdoor sector are untraceable. As an indicator, this is demonstrated below with the occupation 'Outdoor Adventure Guide', which when cross-referenced with industry of employment, is found across 31 sub-industries see Table 6. This subsequently poses great difficulty in understanding and forecasting the workforce needs of the sector.

This is further complicated by the potential under-identification of those working in the sector in the specific occupation of outdoor adventure guide. The recent census estimated that there were 1,859 outdoor adventure guides, which industry believes is a significant underestimation. The NOSS13 somewhat substantiates these claims with 1,237 outdoor adventure guides recorded by only a portion of the industry's organisations (143 organisations).

TABLE 6. NUMBER OF EMPLOYED OUTDOOR ADVENTURE GUIDES BY SUB-INDUSTRY

ANZSIC Sub-industry (3 digit level)	Number of Outdoor Adventure Guides Employed in Sub-industry
School Education	441
Amusement and Other Recreation Activities	381
Adult, Community and Other Education	379
Travel Agency and Tour Arrangement Services	84
Scenic and Sightseeing Transport	78
Sports and Physical Recreation Activities	78
State Government Administration	56
Accommodation	54
Education and Training, nfd	52
Tertiary Education	43
Religious Services	34
Inadequately described	33
Parks and Gardens Operations	23
Sports and Recreation Activities, nfd	15
Fishing, Hunting and Trapping, nfd	13
Recreational Goods Retailing	11
Civic, Professional and Other Interest Group Services	11
Preschool and School Education, nfd	10
Residential Care Services	8
Other Social Assistance Services	7
Motor Vehicle and Transport Equipment Rental and Hiring	6
Other Personal Services	6
Health Care and Social Assistance, nfd	5
Other Administrative Services	5
Hunting and Trapping	5
Regulatory Services	4
Aquaculture	4
Social Assistance Services, nfd	4
Adult, Community and Other Education, nfd	3
Not stated	3
Child Care Services	3
Total	1,859

Source: ABS, 2013, *Census TableBuilder (Census of Population and Housing 2011)*

Current Impact of the SIS10 Sport, Fitness and Recreation Training Package (Outdoor Recreation)

Enrolments¹

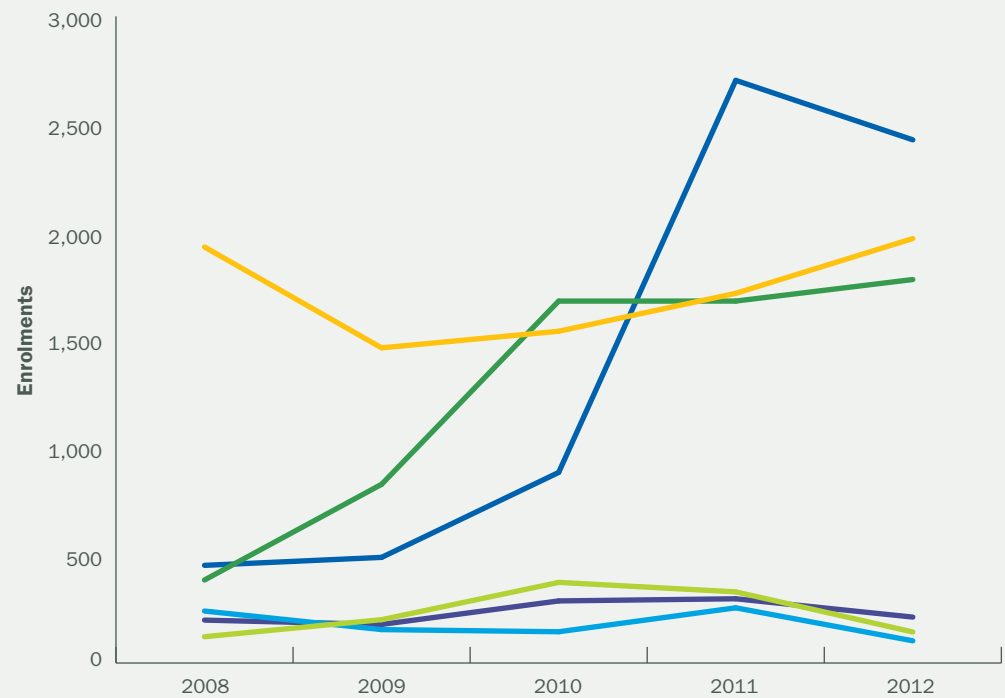
Figure 13 indicates that there has been a substantial increase in the number of publicly funded enrolments in the *Certificate IV in Outdoor Recreation* in 2011 and 2012, as well as representing the highest number of enrolments overall. This qualification is significant as it equips individuals with the skills to lead journey-based outdoor activities. Subsequently, for organisations and enterprises that only provide journey-based activities, this is considered the entry qualification. The *Certificate III in Outdoor Recreation* has also seen a shift upwards in enrolments in the last two years. This qualification equips people to conduct activities that might be onsite in a highly supported environment or offsite, generally with a higher qualified staff person directly supervising the Certificate III-qualified person.

The industry also heavily uses the many skill sets available for outdoor recreation, such as activity skill sets for bushwalking or abseiling, but also wilderness first aid. Industry typically requires workers to be competent in at least three skill areas, but often up to six. Hence, these skill sets represent a pathway to broaden the skill areas held by an individual and to broaden their employability, particularly across seasons. Recognising the importance of these skill sets, the Queensland Strategic Investment Fund provided subsidised training in skill sets in abseiling, climbing, surfing, mountain biking, bushwalking and high ropes for existing workers in the industry.

Representatives from training providers in outdoor recreation have reported a shift in the last five years of an increasing number of mature-age candidates enrolling in these courses. Many of these students have come from unrelated fields but are seeking to pursue their passion for the outdoors as their career.

¹ Note on enrolment and completion data: NCVER's VET provider collection provides information on publicly funded training programs delivered by government funded and privately operated training providers and therefore excludes any training activity not in the receipt of government funds. However, this excluded data will be available in coming years as mandatory 'total VET activity' reporting requirements came into effect in January 2014.

FIGURE 13. OUTDOOR RECREATION QUALIFICATION ENROLMENTS, 2008–2012



Qualification	2008	2009	2010	2011	2012
Certificate II in Outdoor Recreation	1,930	1,462	1,539	1,715	1,969
Certificate II in Outdoor Recreation (Multiple Activities)*	122	201	374	330	144
Certificate III in Outdoor Recreation	385	829	1,679	1,679	1,779
Certificate III in Outdoor Recreation (Multiple Activities)*	241	155	145	256	103
Certificate IV in Outdoor Recreation	453	490	884	2,703	2,427
Diploma of Outdoor Recreation	199	179	288	298	213

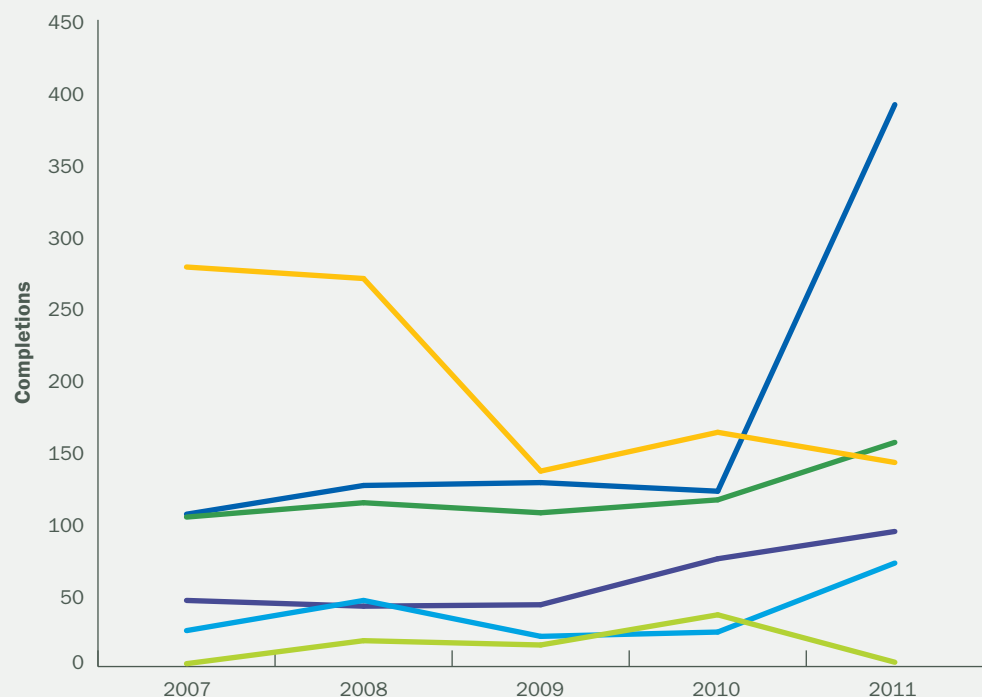
Source: NCVET VOCSTATS (<http://www.ncver.edu.au/resources/vocstats/intro.html>), extracted on 05/09/2013

* Denotes qualifications deleted from the Sport, Fitness and Recreation Training Package

Completions

Mirroring the trends seen in enrolments, Figure 14 indicates that there has been a significant increase in the supply of *Certificate IV in Outdoor Recreation* graduates in 2011. Graduates at the Certificate IV level have also made up the bulk of recent graduates, overtaking the Certificate III. While not as prominent, there have also been continual increases in graduates from both the *Certificate III in Outdoor Recreation* and the *Diploma of Outdoor Recreation*. The completion figures are significantly lower compared to enrolment figures, which is attributable to the high numbers of enrolments in skill sets or standalone units of competency that are not recorded as a completion of the full qualification, despite being recorded as an enrolment.

FIGURE 14. **OUTDOOR RECREATION QUALIFICATION COMPLETIONS, 2007–2011**



Qualification	2007	2008	2009	2010	2011
Certificate II in Outdoor Recreation	278	270	136	163	142
Certificate II in Outdoor Recreation (Multiple Activities)*	2	18	15	36	3
Certificate III in Outdoor Recreation	104	114	107	116	156
Certificate III in Outdoor Recreation (Multiple Activities)*	25	46	21	24	72
Certificate IV in Outdoor Recreation	106	126	128	122	391
Diploma of Outdoor Recreation	46	42	43	75	94

Source: NCVER VOCSTATS (<http://www.ncver.edu.au/resources/vocstats/intro.html>), extracted on 05/09/2013

* Denotes qualifications deleted from the Sport, Fitness and Recreation Training Package

Outdoor Recreation Occupations in Demand

ANZSCO Code	Occupations	Training Package Qualification	Justification/evidence
4522	Outdoor Adventure Guide	Site-based guides under supervision: <i>SIS30413 Certificate III in Outdoor Recreation</i> Journey-based, independent guides: <i>SIS40313 Certificate IV in Outdoor Recreation</i>	<p>The sector reports increasing difficulty recruiting qualified outdoor adventure guides, particularly following a continuing reduction in the provision of these courses nationally.</p> <p>Industry reports use of 457 visas and the need to restrict its provision of services at times due to a lack of staff to meet customer demand. Journey-based, independent guides are cited as being in greater shortage than those needing to operate at the Certificate III level.</p> <p>The Department of Employment estimates a decrease of 100 staff between November 2012 and 2017. However, it should be noted that the employment figures for an occupation of this small size can be highly volatile.</p>



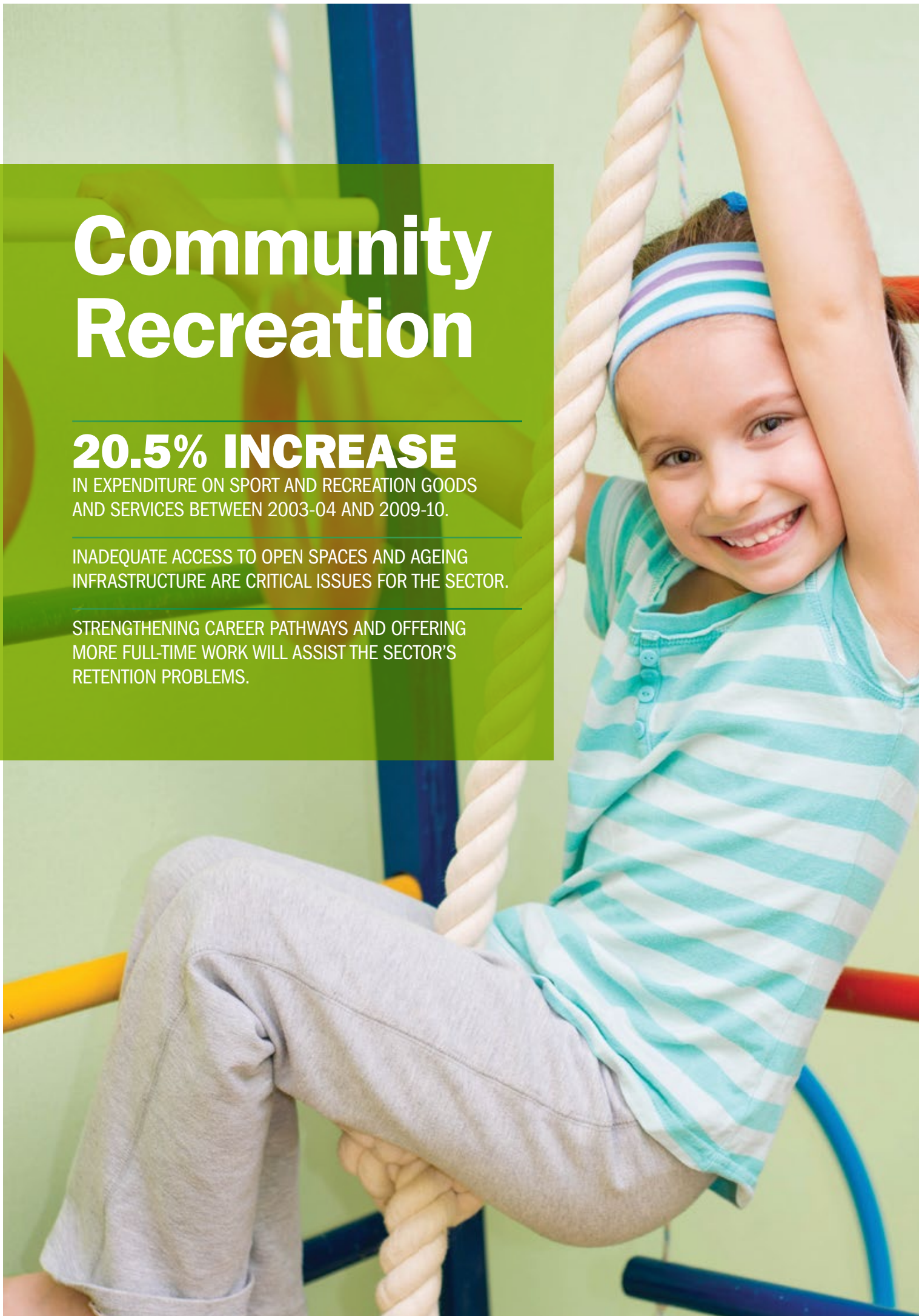
Community Recreation

20.5% INCREASE

IN EXPENDITURE ON SPORT AND RECREATION GOODS AND SERVICES BETWEEN 2003-04 AND 2009-10.

INADEQUATE ACCESS TO OPEN SPACES AND AGEING INFRASTRUCTURE ARE CRITICAL ISSUES FOR THE SECTOR.

STRENGTHENING CAREER PATHWAYS AND OFFERING MORE FULL-TIME WORK WILL ASSIST THE SECTOR'S RETENTION PROBLEMS.



Latest Intelligence

Consumption and Leisure Time Trends

Rising incomes have meant that Australian households are spending an increasing amount of time and money on recreation. Between 2003–04 and 2009–10, the average weekly household consumption on recreation increased by 41 per cent, or \$47, which occurred alongside a 50 per cent increase in the mean gross household income.³³ These increases have occurred in a context in which sport and physical activity is competing with other recreational activities, such as cultural activities, pay TV and the internet, for its share of consumer recreation time and money. While the average weekly household expenditure on selected sporting and physical recreation products and services increased between 2003–04 and 2009–10 from \$15.71 to \$18.94 (or 20.5 per cent), this is small when compared to recreation categories such as internet and pay TV charges (152 per cent and 95 per cent increases respectively).³⁴ Furthermore, the average daily time spent in sport and outdoor activities decreased by 6 minutes to 21 minutes between 1997 and 2006. Conversely, the average time spent daily on audio or visual media activities for leisure increased by 8 minutes per day to 2 hours and 10 minutes.³⁵

Access to Open Spaces and Facilities

Facilities and open spaces are a crucial input for the provision of community recreation. However, there is a growing issue concerning the inadequate access to open spaces and facilities in greenfield (undeveloped) parts of Australia. While it is inconsistent between states, Local Government Authorities (LGAs) currently have little recourse to make demands on developers to ensure that new developments provide a pro rata contribution to

community, social and recreational infrastructure. Most states only require that a certain proportion of land be allotted as open space. However, this does not guarantee that the 'open space' will be able to be used for sport and recreation usage (or other community uses)—it does not need to be of an appropriate size or shape, developed for use or appropriately located. This means that these spaces could be overly steep, too small, heavily vegetated or have other uses, such as stormwater detention. Given that greenfield developments are generally located further away from city centres, these areas are further away from existing recreational assets. These areas also tend to have younger populations with children, increasing the need for recreation spaces. To combat this, LGAs are increasingly defining community needs through benchmarking against provision rates in similar areas, as well as industry or national standards. Therefore, if a development looks to increase the size of the community, a fair and equitable contribution to community facilities can be calculated to ensure that infrastructure keeps pace with the proposed level of population growth.

Outside greenfield sites, there is also a problem of ageing infrastructure. Swimming pools in particular are a problem and are expensive to repair and build, with industry indicating that the average cost to build a new facility is \$50 million. Stakeholders from the aquatic sector also highlighted that there is a misguided perception among some councils that it is necessary to build 50 metre swimming pools, but, due to limited resources and this mentality they are not being built at all. Some industry representatives argued that it would be better to build smaller facilities with more targeted investment in high-demand areas.

Changes to the VET Market

Table 7 shows the funding arrangements for community recreation vocational qualifications in jurisdictions that have either announced or implemented reforms to their VET systems. Currently, Western Australia's provisional 'Priority Industry Qualifications List' does not include any community recreation qualifications, suggesting that there will be capped places and higher student fees for these qualifications, nor does the Northern Territory have any funding for these qualifications.

TABLE 7. FUNDING OF COMMUNITY RECREATION QUALIFICATIONS UNDER VET REFORM PROGRAMS

Qualification	Jurisdiction						
	VIC	SA	NT	ACT	QLD	WA	NSW
Certificate II in Community Activities	\$3.00 per hour	✓ FF**					✓
Certificate III in Community Activity Programs	\$3.00 per hour	✓					✓
Certificate III in Community Recreation*	\$3.00 per hour				✓		
Certificate III in Aquatics	\$3.00 per hour	✓			✓		
Certificate IV in Community Recreation	\$3.00 per hour	✓		Draft inclusion			✓
Diploma of Facility Management*	\$2.00 per hour	✓					

* Denotes qualifications deleted from the Sport, Fitness and Recreation Training Package

** Fee free

Workforce Development Needs

Career Pathways

Industry consultation revealed that the majority of employment opportunities in the community recreation sector are on casual basis. Consequently, the sector predominantly attracts university students who often have no intention of staying within the sector. Some employers have attempted to create full-time work through sharing staff, but the training to create multi-skilled staff is difficult in a workforce with low retention levels.

While industry stakeholders conceded that the sector itself limits career progression through organisational structures, which often stipulate that there is one facility manager and fifty casual staff, there is the opportunity to create and promote mid-level job roles such as pool-deck managers and supervisors.

Another strategy to improve attraction and promote career pathways in the sector is to create more formalised relationships with schools and careers advisers in particular. In conversations with Service Skills Australia, several industry stakeholders agreed that this was crucial for the longer-term sustainability of the sector. There have been previous attempts to promote the sector to school-leavers, with Royal Life Saving running a pilot program with AUSTSWIM to engage a cohort of year 10 students in vocational training with the promise of careers on the completion of their secondary school studies.

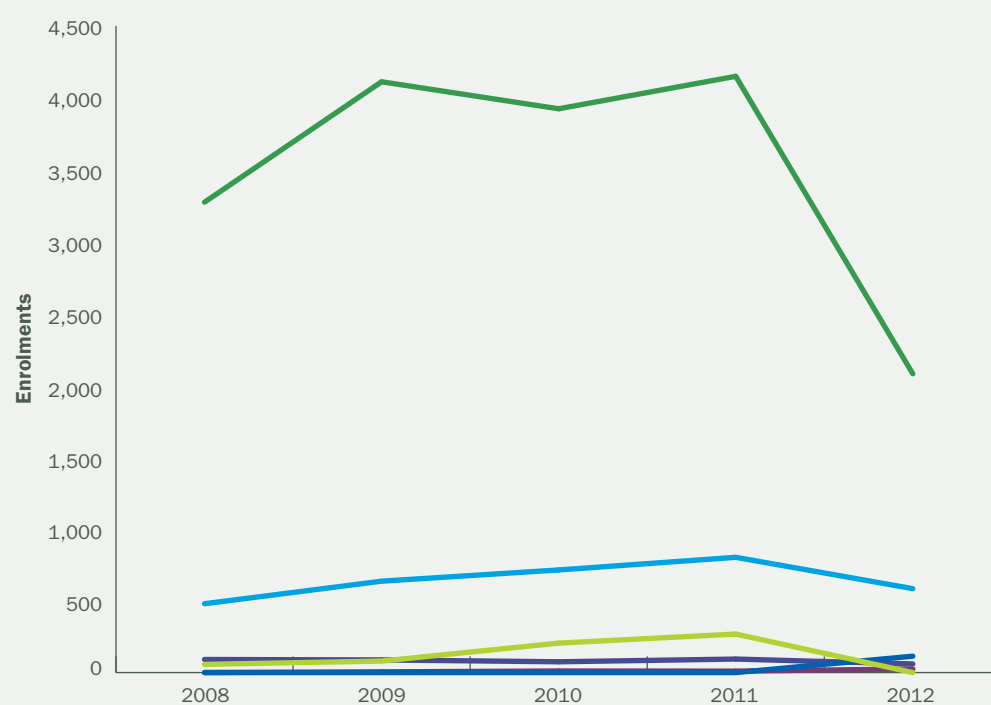
Current Impact of the SIS10 Sport, Fitness and Recreation Training Package (Community Recreation)



Enrolments^m

Although the *Certificate II in Community Activities* remains by far the most popular qualification with learners, there was a substantial drop in enrolments in this qualification in 2012. This coincided with declines across all other certificate levels apart from the *Certificate III in Aquatics*, which recorded its first enrolments since its introduction (see Figure 15).

FIGURE 15. COMMUNITY RECREATION QUALIFICATION ENROLMENTS, 2008–2012



Qualification	2008	2009	2010	2011	2012
Certificate I in Community Recreation*	57	80	205	268	0
Certificate II in Community Activities	3,273	4,111	3,923	4,149	2,079
Certificate III in Community Activity Programs	479	636	714	802	584
Certificate III in Aquatics	0	0	0	0	114
Certificate IV in Community Recreation	91	88	75	94	60
Diploma of Facility Management*	0	5	11	10	25

Source: NCVER VOCSTATS (<http://www.ncver.edu.au/resources/vocstats/intro.html>), extracted on 05/09/2013

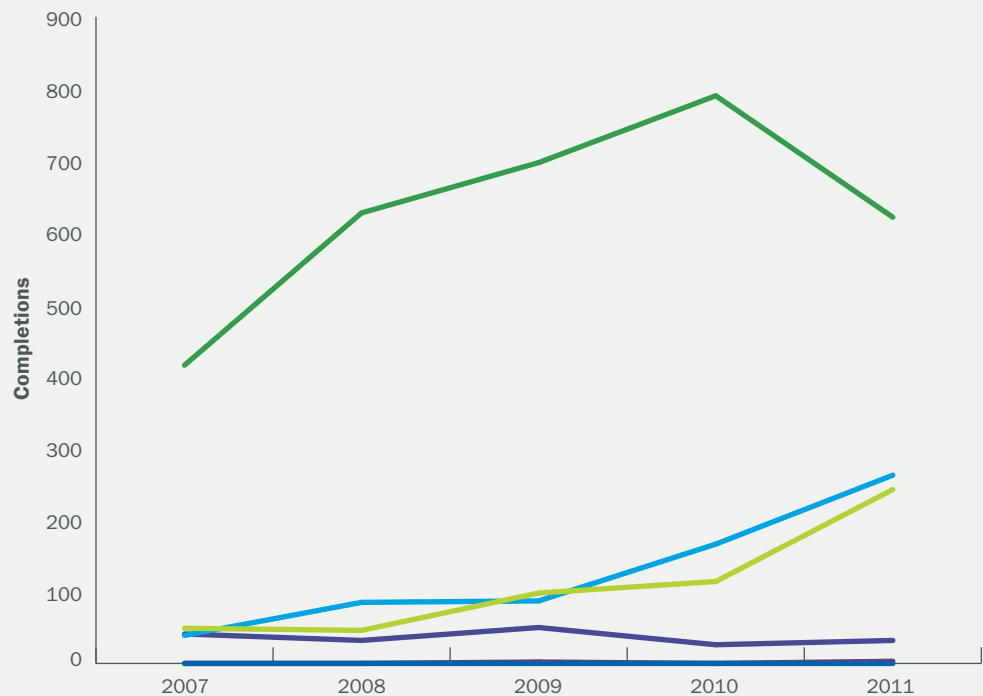
* Denotes qualifications deleted from the Sport, Fitness and Recreation Training Package

^m Note on enrolment and completion data: NCVER's VET provider collection provides information on publicly funded training programs delivered by government funded and privately operated training providers and therefore excludes any training activity not in the receipt of government funds. However, this excluded data will be available in coming years as mandatory 'total VET activity' reporting requirements came into effect in January 2014.

Completions

Figure 16 largely reflects the declines shown in the previous graph. However, there has been a slight increase in the number of completions in the *Certificate III in Community Activity Programs*.

FIGURE 16. COMMUNITY RECREATION QUALIFICATION COMPLETIONS, 2007–2011



Qualification	2007	2008	2009	2010	2011
Certificate I in Community Recreation*	49	46	98	114	242
Certificate II in Community Activities	415	627	697	790	621
Certificate III in Community Activity Programs	39	85	87	166	262
Certificate III in Aquatics	0	0	0	0	0
Certificate IV in Community Recreation	41	32	50	26	32
Diploma of Facility Management*	0	0	2	0	3

Source: NCVER VOCSTATS (<http://www.ncver.edu.au/resources/vocstats/intro.html>), extracted on 05/09/2013

* Denotes qualifications deleted from the Sport, Fitness and Recreation Training Package

Community Recreation Occupations in Demand

ANZSCO Code	Occupations	Training Package Qualification	Justification/evidence
452315	Swimming Instructor	<i>SIS30113 Certificate III in Aquatics</i>	<p>The WA State Government funds a comprehensive learn-to-swim program for primary school students, ensuring significant demand for swimming instructors in this state. Other states and territories offer varying levels of funding support to their own learn-to-swim programs.</p> <p>Despite the removal of water safety in the national curriculum, the sector believes that there will still be steady demand from parents to put their children through learn-to-swim programs to ensure at least basic swimming skills.</p>





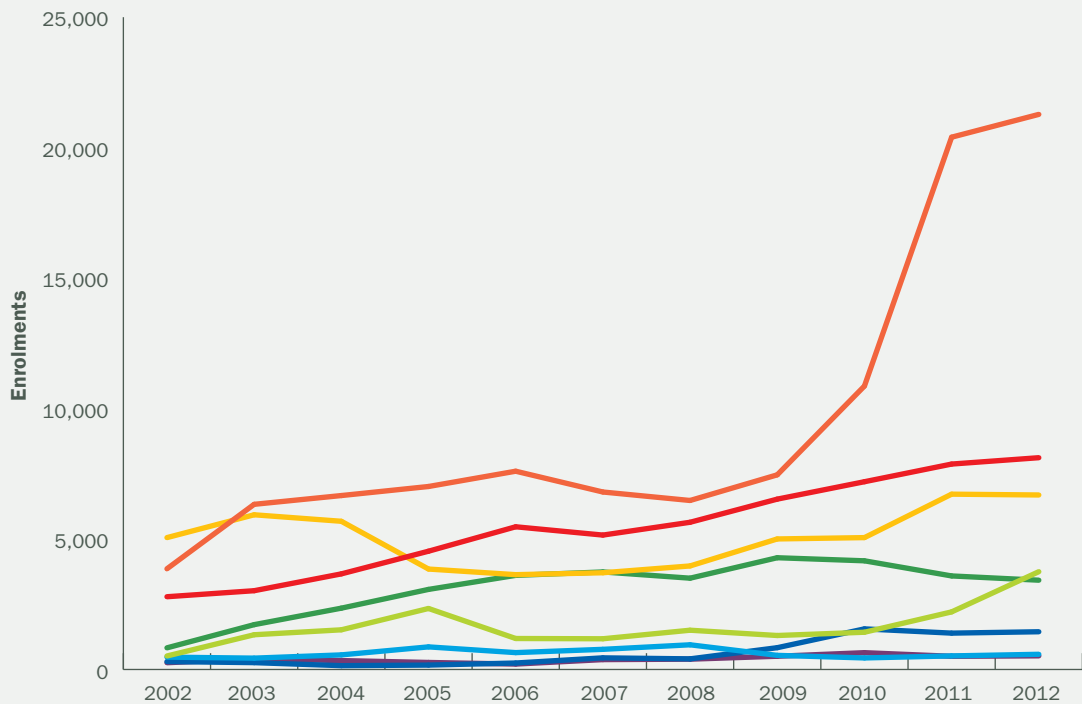
Current Impact

**of the SIS10
Sport, Fitness
and Recreation
Training Package**

Enrolmentsⁿ

Across all qualifications in the SIS10 Sport, Fitness and Recreation Training Package, publicly-funded enrolments have been increasing significantly since 2008. However, delving deeper into the data reveals that the bulk of this increase has come from Victoria, which coincided with the implementation of the state’s training guarantee, which expanded enrolments in virtually all course areas. This is shown in Figure 17.

FIGURE 17. SIS10 SPORT, FITNESS AND RECREATION TRAINING PACKAGE QUALIFICATION ENROLMENTS BY STATE OR TERRITORY, 2002–2012



NSW	2,788	3,019	3,664	4,533	5,469	5,151	5,642	6,529	7,196	7,873	8,117
Victoria	3,859	6,330	6,666	7,013	7,599	6,802	6,477	7,460	10,863	20,401	21,275
Queensland	5,054	5,929	5,680	3,849	3,634	3,707	3,968	5,003	5,054	6,719	6,688
South Australia	517	1,331	1,520	2,338	1,187	1,177	1,505	1,302	1,427	2,207	3,748
Western Australia	829	1,718	2,350	3,069	3,607	3,738	3,499	4,283	4,165	3,585	3,422
Northern Territory	473	435	559	866	646	772	946	541	442	520	582
Tasmania	302	262	146	168	248	446	407	835	1,556	1,393	1,446
ACT	259	407	341	269	207	378	395	507	644	505	522

Source: NCVET VOCSTATS (<http://www.ncver.edu.au/resources/vocstats/intro.html>), extracted on 05/09/2013

ⁿ Note on enrolment and completion data: Currently, NCVET’s VET provider collection provides information on publicly funded training programs delivered by government funded and privately operated training providers and therefore excludes any training activity not in the receipt of government funds. However, this excluded data will be available in coming years as mandatory ‘total VET activity’ reporting requirements came into effect in January 2014.



Graduate Outcomes

A recent Service Skills Australia research project, *Destinations Survey for the Service Industries*, involved collating the available, but also collecting new, information about graduates from Service Skills Australia's training package. It revealed much about the graduates of the SIS10 Sport, Fitness and Recreation training package in terms of demographics, reasons for studying and employment outcomes.

In terms of demographics, students who complete nationally recognised training for the sports, fitness and recreation industry were shown to be predominantly male (57 per cent) and younger than other students, with 62 per cent between the ages of 15 and 24. By comparison, VET graduates in other industry sectors are 51.6 per cent male and 42 per cent are between the ages of 15 and 24. Sports, fitness and recreation qualification graduates are also more likely to be Aboriginal or Torres Strait Islander (7 per cent) than other students (4 per cent). At nearly twice the rate of other areas of study, this highlights that sport, fitness and recreation training can be an important employment pathway for young indigenous men. However, sport, fitness and recreation are less likely to be studied by those who have a disability—only 4.6 per cent compared with 8.4 per cent across all industry areas.

In terms of prior education, sports, fitness and recreation graduates are less likely to have finished Year 12 (48 per cent compared to 52 per cent for all other graduates). Furthermore, as many as 63 per cent of graduates have undertaken prior post-school qualifications. This is similar to the proportion of all graduates but is higher than that for service industry graduates as a whole (57 per cent).

Overall, sport, fitness and recreation students stated that they undertake their studies to gain a job in the industry or because it is a requirement of their current job. However, it was even more common for sports, fitness and recreation graduates to undertake the course to get into another course, or to improve general educational skills, compared with other service industry graduates. This was also reflected in the higher proportion of students that pursue higher level courses. Almost one in three sports, fitness and recreation graduates report having gained entry to further study as a result of their course. This is much higher than for all graduates (one in four) and for service industry graduates (only one in five). However, those undertaking fitness qualifications particularly choose the course in order to get a new job.

The outcomes to individuals from completing the course indicate positive results for obtaining employment, but less substantial benefits in terms of the salary earned as a full-time worker. Sports, fitness and recreation graduates are less likely to be unemployed compared to other graduates, and male full-time workers earn slightly less than the average for all industries. However, women in sport, fitness and recreation earn slightly more than the all-industry average.

A photograph of a line of colorful sneakers (blue, green, red, grey) lined up on a grassy field. In the background, several people are standing in a line, wearing various colored shirts (blue, green, red) and shorts. The scene is outdoors on a sunny day, with shadows cast across the grass.

Future Directions

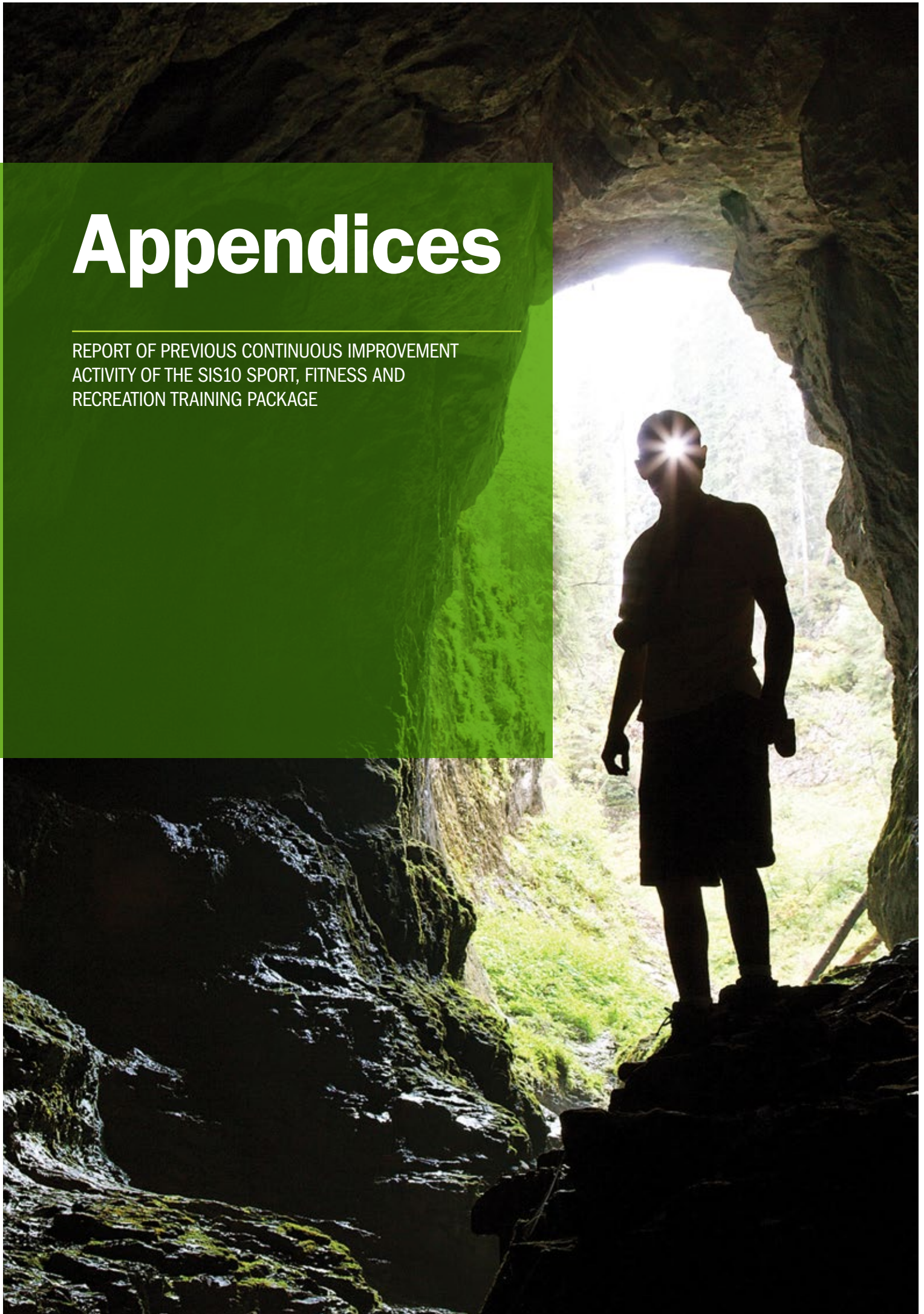
**of the SIS10
Sport, Fitness
and Recreation
Training Package**

A key task ahead is the transition of this large and diverse training package to the *NSSC Standards for Training Packages*. This transition will result in simpler language and greater consistency for workplace performance standards and strengthened assessment requirements. This will be undertaken in phases through the use of two parallel training packages, whereby the transitioned components will be endorsed as a separate training package (SIS) alongside the existing training package (SIS10) that contains the remaining components. The SIS Sport, Fitness and Recreation Training Package will progressively grow until the entire training package has been transitioned and the current SIS10 Training Package becomes superseded.

The review will begin with cross-sector units, as well as fitness and community recreation units. This will be followed by an additional submission that addresses outdoor recreation and sport and recreation. Each submission will also be accompanied by a companion volume implementation guide.

Appendices

REPORT OF PREVIOUS CONTINUOUS IMPROVEMENT
ACTIVITY OF THE SIS10 SPORT, FITNESS AND
RECREATION TRAINING PACKAGE



Appendix A: Report of Previous Continuous Improvement Activity of the SIS10 Sport, Fitness and Recreation Training Package

SIS10 SPORT, FITNESS & RECREATION TRAINING PACKAGE		
Brief summary of change	Industry Imperatives/Rationale for Change	Date submitted to office of the NSSC:
Version 3.0		
<p>The following new fitness units were developed:</p> <ul style="list-style-type: none"> • <i>SISFFIT332 Deliver pre-choreographed or prescribed community group exercise programs</i> • <i>SISFFIT333 Deliver pre-choreographed or prescribed group exercise to music classes.</i> <p>These have been added to the general electives of the <i>SIS30313 Certificate III in Fitness</i> and were packaged with <i>SISFFIT302A Provide quality service in the fitness industry</i> and <i>SISXWHS101 Follow work health and safety policies to form the new skill set, SSSS00109 Group Exercise Leader.</i></p> <p>The following new outdoor recreation units were developed:</p> <ul style="list-style-type: none"> • <i>SISOBWG411 Instruct bushwalks in a controlled environment</i> • <i>SISOBWG412 Instruct bushwalks in an intermediate environment</i> • <i>SISOBWG413 Instruct bushwalks in an uncontrolled environment</i> • <i>SISOCLA311 Guide top rope climbing activities on artificial surfaces</i> • <i>SISOCLA412 Instruct top rope climbing on artificial surfaces</i> • <i>SISOEQ0317 Supervise horse handling</i> • <i>SISOEQ0418 Apply anatomy and physiology to equine performance.</i> <p>The following sport unit was developed:</p> <ul style="list-style-type: none"> • <i>SISSTNS204 Conduct red stage tennis activities.</i> <p>HLTFA301C Apply first aid has been replaced by HLTAID003 Provide first aid in the core of the following sixteen qualifications:</p> <ul style="list-style-type: none"> • <i>SIS10113 Certificate I in Sport and Recreation</i> • <i>SIS20113 Certificate II in Community Activities</i> • <i>SIS20213 Certificate II in Outdoor Recreation</i> 	<p>The role of Group Exercise Leader is in demand across the fitness industry but the current training available was identified as too arduous and demanding given the requirements of the role. Hence, the creation of the skill set formalises the required education at a level appropriate for this occupation, as well as providing a pathway to the <i>SIS30313 Certificate III in Fitness.</i></p> <p>The new outdoor recreation units were developed to provide consistency in the career pathway between guides and instructors in outdoor recreation, and to ensure that performance criteria were appropriate for the activities being undertaken.</p> <p>The new <i>SISOEQ0317 Supervise horse handling</i> unit remedies the gap in the SIS10 Sport, Fitness and Recreation Training Package for work in the equine industry involving overseeing clients that are handling horses in a variety of contexts, such as trail riding organisations or riding schools.</p> <p>The new <i>SISSTNS204 Conduct red stage tennis activities</i> unit was developed to remedy a gap in the coaching of tennis at the introductory level.</p> <p>The qualifications and pre-requisites for units that contained or referenced the imported units, <i>HLTFA301C Apply first aid</i> and <i>HLTFA402C Apply advanced first aid</i> were updated as the units had since been superseded.</p>	<p>24 October 2013</p> <p>Date endorsed by NSSC or ISC upgrade: 5 December 2013</p> <p>Date made public through National Register: 14 December 2013</p>

SIS10 SPORT, FITNESS & RECREATION TRAINING PACKAGE

Version 3.0 continued

- *SIS20313 Certificate II in Sport and Recreation*
- *SIS20513 Certificate II in Sport Coaching*
- *SIS30113 Certificate III in Aquatics*
- *SIS30213 Certificate III in Community Activity Programs*
- *SIS30313 Certificate III in Fitness*
- *SIS30413 Certificate III in Outdoor Recreation*
- *SIS30513 Certificate III in Sport and Recreation*
- *SIS30613 Certificate III in Sport Career Oriented Participation*
- *SIS30713 Certificate III in Sport Coaching*
- *SIS30813 Certificate III in Sports Trainer*
- *SIS30913 Certificate III in Sport Officiating*
- *SIS40113 Certificate IV in Community Recreation*

HLTFA402C Apply advanced first aid has been replaced by *HLTAID006 Provide advanced first aid* in the core of the *SIS50213 Diploma of Fitness*.

SISCAQU318 Perform advanced water rescues was developed to include the updated *HLTAID003 Provide first aid* as the prerequisite unit.

The following skill sets were revised to reflect the development and revision of the aforementioned units:

- *SISSS00039 Climbing Guide (Artificial Surfaces) Top Rope*
- *SISSS00059 Horse Program Manager*
- *SISSS00061 Horse Riding Instructor*
- *SISSS00062 Horse Riding Instructor – Senior*
- *SISSS00078 Pool Lifeguard*
- *SISSS00103 Trail Boss – Day Rides*
- *SISSS00104 Trail Boss – Overnight Rides*
- *SISSS00106 Trail Guide – Day Rides*
- *SISSS00107 Trail Guide Overnight Rides*

SIS10 SPORT, FITNESS & RECREATION TRAINING PACKAGE

Brief summary of change	Industry Imperatives/Rationale for Change	ISC UPGRADE
Version 2.1		
<p><i>SISCAQU307A Perform advanced water rescues</i> was removed from Group A – Aqua Trainer in the <i>SIS402110 Certificate IV in Fitness</i>.</p> <p>Elective groupings were refined in the <i>SIS30410 Certificate III in Outdoor Recreation</i>, <i>SIS40310 Certificate IV in Outdoor Recreation</i> and <i>SIS50310 Diploma of Outdoor Recreation</i>.</p> <p>Unit <i>SISWWR302A Demonstrate white water rescues and recoveries</i> added to the skill set <i>Canoeing Guide White Water Grade 2</i>.</p> <p>Unit <i>HLTAID003 Provide first aid</i> was replaced by <i>HLTFA301C Apply first aid</i> in relevant skill sets.</p> <p><i>SISOSKT406A Demonstrate advanced cross country skiing skills</i> and <i>SISOSKT411A Instruct cross country skiing</i> added to the skill set <i>SISSS00084 Skiing Cross Country Instructor Advanced</i>.</p> <p>Editorial corrections.</p>	<p>The removal of the unit reflected the level of skill required by aqua trainers in relation to water rescue.</p> <p>The elective groupings were refined to ensure consistent pathways within activity areas.</p> <p>The addition of the unit reflected the skills required by canoe guides in relation to water rescue.</p> <p>The imported unit <i>HLTFA301C Apply first aid</i> was superseded by <i>HLTAID003 Provide first aid</i>.</p> <p>The addition of the units reflected the skills required by ski instructors.</p>	<p>Date endorsed by NSSC or ISC upgrade: 14 September 2013</p> <p>Date made public through National Register: 14 September 2013</p>

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Note: six-digit ANZSCO codes for the following occupations were included: Sports Administrator, Fitness Centre Manager, Sports Centre Manager, Recreation Officer, Fitness Instructor, Bungy Jump Master, Fishing Guide, Hunting Guide, Mountain or Glacier Guide, Outdoor Adventure Instructor, Trekking Guide, Whitewater Rafting Guide, Outdoor Adventure Guides nec(a), Diving Instructor (Open Water), Gymnastics Coach or Instructor, Horse Riding Coach or Instructor, Snowsport Instructor, Swimming Coach or Instructor, Tennis Coach, Other, Sports Coach or Instructor, Sports Development Officer, Sports Umpire, Other Sports Official, Sportspersons nec(b), Footballer, Golfer, Jockey, Lifeguard and Other Sports and Fitness Workers nfd(c).
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