Emerging Skills 2020 & Beyond Summit

Skills Convergence – Advantages of a Cross-Industry Approach

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Coverage of 10 Industry Skills Councils

- Manufacturing
- Service industries
- Resources and infrastructure
- Transport and distribution
- Community Services and Health
- Agriculture to food processing supply chain
- Electro-technology and utilities
- Government and public safety
- Property and construction
- Innovation and Business - IBSA
Innovation and Business Skills
Australia covers 6 sectors

- Business Services
- Financial Services
- ICT – Telecommunications, IT and Customer Contact Centres
- Creative and Cultural industries – including Film, TV, Multi-media, broadcast engineers, museums, libraries, entertainment, visual art and design etc
- Printing and graphic arts
- Education
IBSA’s roles

- Firstly - Develop and continuously improve the workforce skills and qualifications required by industry and individuals covered by our 6 sectors
- Secondly - Develop and validate the training implications of economic, demographic and social trends in an Industry Skills Report
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<th>Schools Sector Accreditation</th>
<th>Vocational Education and Training Sector Accreditation</th>
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Share of projected employment growth by industry to 2010-11 (per cent)

Source: DEWR projections based on forecasts from Centre of Policy Studies (CoPS) at Monash University

- Retail Trade, 20.6
- Health and Community Services, 20.9
- Construction, 8.4
- Accommodation, Cafes and Restaurants, 8.2
- Education, 5.0
- Personal and Other Services, 4.8
- Other Industries, 7.9
- Property and Business Services, 24.3
Projected employment growth by occupational group to 2010-11 (%)

Source: DEWR projections based on forecasts from Centre of Policy Studies (CoPS) at Monash University
Drivers of Industry Skills Supply & Demand
Multiple sources of Convergence

- Technological – combinations of different media into one operating platform
- Functional – single technology that offers more functions/services than originally intended
- Geographical – global villages enabled by ICT technologies
- Business convergence & the “blurring” of marketplaces/industries
Technological Convergence

- Different media combining into one operating platform enabled by transmission/carrier technology
  - ICT/media: broadcast, voice telephony & online computer services
  - Printing: traditional print machines plus ICT
  - Creative: photography, graphic arts, IT & digital imaging
  - Bioinformatics: data manipulation - biology, computer science & IT
  - Biotechnology: brain/machine interface - nanotechnology, IT, cognitive science
Functional Convergence

- Single channel providing multi-services beyond original intent
- Applications not operating system, but enabled by technological convergence
- Good examples
  - Mobile phone – designed for voice, now offering print & text media (SMS), links to broadcast, links to web & visual transmissions
  - Internet delivered to television sets (Web TV)
  - Web casting of radio programming on Internet
  - Voice over Internet Protocol (VoIP)
Geographical Convergence

- Growth in global “villages” & regional blocs
- Generally enabled by convergent telecommunications & information technologies
  - We’re seeing national regulation moving to regional authority & regulatory compliance
  - Global accounting standards applying in Australia, like ICT has for some time
  - Australia’s nationally recognised training aligning with international vendor certification
  - Impact of various FTAs
  - Off-shore workforces supplying Oz businesses

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Business/Market Convergence

- New networking relationships, alliances, mergers & partnerships
- “Blurring” of traditional “industry” boundaries
- Good examples:
  - Telephony companies moving into Internet service provision
  - Print houses into supply chain management & mail house functions
  - Banks into financial & insurance services
Occupational Implications

- Individuals & businesses operating in more than one “industry” & multi-disciplinary teams
- Technology skilling required at many levels from simple user levels to highly complex technical competencies; ICT as the enabler, delivering productivity & growth
- Existing workforce focus ie. Re-skilling with different & expanded skill sets
- Savvy & demanding consumers require customer service skills
- Business complexity requires new resource, workforce, technology & regulatory management skills
- Challenges of international technology & skills/training standards/certification alignment
- Complex, mobile & different workforces
Education & Training market realities

- Decline of the “pure” technical qualification
- Rise of the “multi-technologist”
- Occupational identity crises
- Dual awards: vendor/industry & AQF qualifications
- Occupational spillage to other industries
- Blended, holistic qualifications/skill sets across TPs
- Qualifications AND skills sets
- Skills for all – work readiness, generic, essential & employability
- Contemporary critical skills across “technical” occupations
Blended Occupations eg.

Contact Centre Agents
- Technical/technology skills set
- Industry specific content (eg. finance/health)
- Customer service/sales/soft skills

IT Help Desk (Level 1 to 3 escalation)
- IT & T specialist technical/technology skills
  » Basic applications (Cert III – IV)
  » Network problems (Cert IV – Diploma)
  » System Network problems (Dip – Adv Dip/Grad Cert/Dip)
- Customer Service Skills
Occupational Spillage eg.

- A clerical worker who identifies with the industry they are working in - eg Auto, Health etc.
- 50% of computer professionals don’t identify themselves as working in IT&T industry but rather in another industry
- 20% of people who call themselves artists, work in a related profession such as Event Management, Retail Displays
IBSA’s occupational “reach”

- A transport & distribution worker who cannot undertake fundamental technical work without IT eg. Computerised inventory control
- Every employee managing their own personal financial literacy
- Small business owner/operators without “small business acumen”?
IBSA’s response to convergence

- Development of an Integrated Skills and Qualification Framework (ISQF)
- Designed to work for industry, individuals, providers of training
- Underpinned by 4 guiding principles:
  - Support national portability of qualifications
  - Support industry identity
  - Support quality delivery
  - Support innovation and creativity in competency development
Previous Planning Model with multiple dimensions - Silos

Pressures for change:
- occupational convergence
- multiple literacies/employability skills
- employer expectations for customised skills development
- funding levels
- strategic priorities including products-to-services emphasis
IBSA’s Integrated Skills and Qualifications Framework

- **Vocational Graduate Diploma**
- **Vocational Graduate Certificate**
- **Advanced Diploma**
- **Diploma**
- **Certificate IV**
- **Certificate III**
- **Certificate II**
- **Certificate I**

- **Common Units and Qualifications**
  - Apply across all industries & sectors

- **Cross-Industry Units and Qualifications**
  - Apply to some industries & sectors

- **Technical / function specific units and qualifications**
  - Apply to specific sectors & industries

- **Some units, but not qualifications**
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- www.ibsa.org.au