

GREATER
WESTERN
SYDNEY
SKILLS AUDIT
2015

WEDNESDAY 19 AUGUST 2015

BAROMETER

DEVELOPING YOUR WORKFORCE
IN WESTERN SYDNEY



INDUSTRY BREAKFAST WITH
THE HON. JOHN BARILARO MP

Proudly presented by



BAROMETER

GREATER WESTERN SYDNEY

SKILLS AUDIT

FOREWORD



Human capital remains one of the greatest determinants of economic growth despite the fast pace of technological advancement in the 21st Century. Ensuring that the workforce is suitably skilled and experienced to meet the needs of industry is therefore vital to regional growth.

Greater Western Sydney is one of Australia's top economic performers.

As the third largest economy in Australia, the region's significance will continue to increase along with the growth in residential and community facilities, transport and infrastructure. The challenge for government policy, education providers, industry and employers is to ensure that local residents are supported in gaining suitable skills to keep pace with employment opportunities.

In 2015 TAFE Western Sydney commissioned Lonergan Research to conduct research into the current and future skill needs of employers in western Sydney. This project was about finding out first hand from our local industry, employers and councils where gaps lie in our local skills bank.

Today's discussion is about giving industry the opportunity to respond to the findings from this research and to discuss how accessible training, mentoring and employment models can remediate shortfalls.

We welcome your contribution as together we work towards a workforce in Greater Western Sydney which is skilled for the future.

A handwritten signature in black ink, appearing to read 'R Shreeve', with a horizontal line underneath.

Robin Shreeve

Institute Director
TAFE Western Sydney

EXECUTIVE SUMMARY

There is a significant shortage of skilled and qualified workers in western Sydney, with around half of job applicants under-qualified for positions, according to the Greater Western Sydney Skills Audit.

The Skills Audit surveyed 456 businesses in GWS across a spectrum of industries. It found that a shortage of industry skills is a major contributing factor for over half of businesses that can't fill positions, the figure rising to 78% for businesses of more than 20 employees.

Management positions are the hardest to fill, accounting for 30% of unfilled roles in GWS and taking an average of nine weeks to fill, compared to five weeks for other roles. Management and sales worker positions also have the highest number of under-qualified applicants (59% and 52% respectively).

Skilled and qualified hospitality workers are also in short supply, with 31% of available jobs remaining unfilled.

Technical skills shortage is an area of current and future concern with almost half of businesses experiencing a technical skills deficit. This is expected to grow to 68% of businesses, or 7 out of 10, in the future.

Job sectors where this shortage is currently most severe:

- business, finance and management
- building
- electro technology, engineering and manufacturing

Job sectors where the skill deficit is likely to grow:

- business, finance and management (+8%)
- tourism, hospitality and events (+4%)

Soft or personal skills are also increasingly important, with those cited by business as most vital being team work (98%), time management (97%) and communication skills (95%).

Businesses vary in their strategies for filling positions, with 47% planning to address their skills deficit through external sources, such as hiring new staff, outsourcing key tasks and acquiring new business, and 74% saying they intend to implement in-house training.

DISCUSSION POINTS

Education

The skills shortage must be addressed at all levels of education. There is evidence that the curriculum needs to be more focused on STEM (Science, Technology, Engineering & Mathematics) skills. What role should government, education and industry play here?

Ildi Vukovich

Economic Development, Parramatta City Council:

"We need a complete cultural shift so that subjects like maths and science are given priority and made exciting and enticing. The education system also needs to be more flexible so that it responds quickly to the needs of industry – shorter courses and units of study that provide necessary computing and IT skills in a timely way."

Industry

Industry can help close the skills gap by offering internships and traineeships and working with educational institutions to create solutions.

Michael Sugg

CEO Western Sydney Business Connection:

"There is clear evidence that on-the-job training combined with study is more impactful than study alone, particularly

when looking at skills and capability. It is important for education institutions to work with and educate employers on the importance of looking at training pathways within their business and a succession plan for staff. If government, education and industry could, for example, take half a dozen industry sectors and create a training model that works, businesses could be encouraged to adopt it."

Training packages

Does industry need to rethink what qualifications they need employees to have so they can tap into the enormous pool of experienced workers who don't necessarily have the 'piece of paper'? Should they be looking for transferrable skills and competency instead of completion of a whole course?

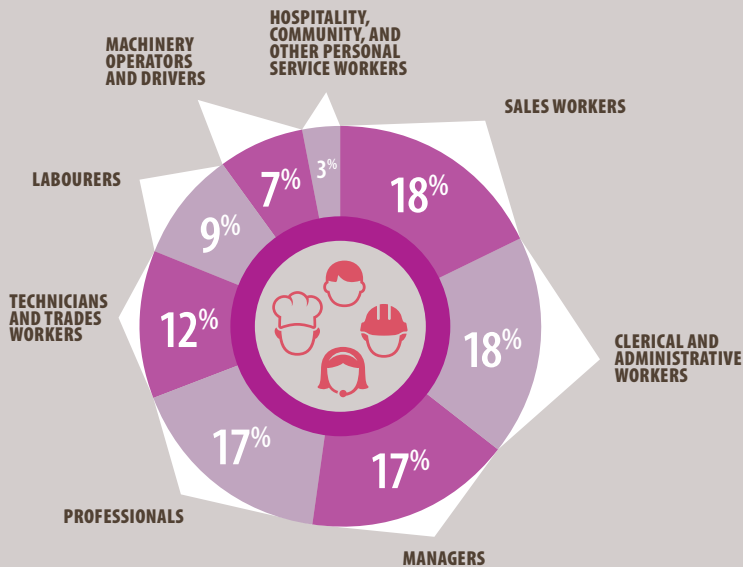
Sharon Kerr

Director Education Western Sydney Institute:

"Western Sydney is seeing a massive growth in supply chain and warehousing along the M7 corridor. Traditionally, workers came in at ground level and could progress through to warehouse manager. Now there is a global trend requiring a qualification in logistics or supply chain management, which closes the career pathway for many people, particularly if they can't afford to gain the qualification. This means many people with excellent management skills can't rise up to the next level."

KEY FINDINGS

JOBS IN GREATER WESTERN SYDNEY



234,000

jobs were advertised in Greater Western Sydney in 2015



858,000

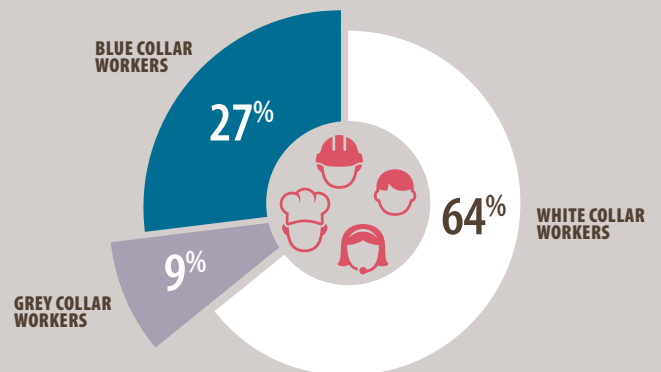
FILLED JOBS



66,000

UNFILLED ROLES

JOBS BREAKDOWN BY COLLAR



SUPPLY OF WORKERS BY INDUSTRY (%)





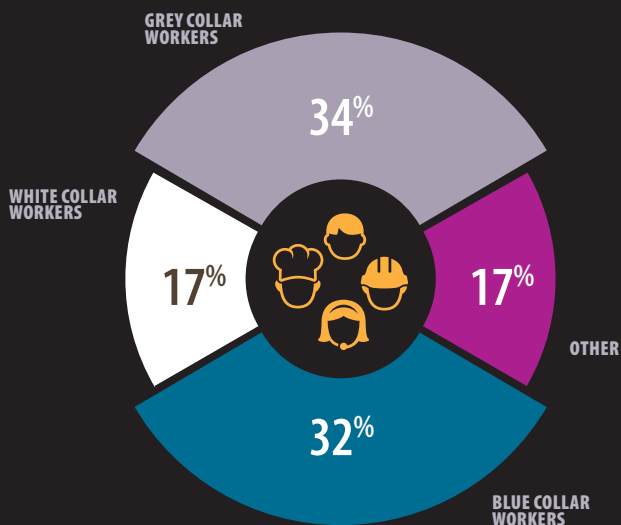
What are job skills?

Job skills are the attributes, capabilities and experience that employers require for workers to fulfil their work requirements. Within this definition skills encompass technical, interpersonal and specialised skills.

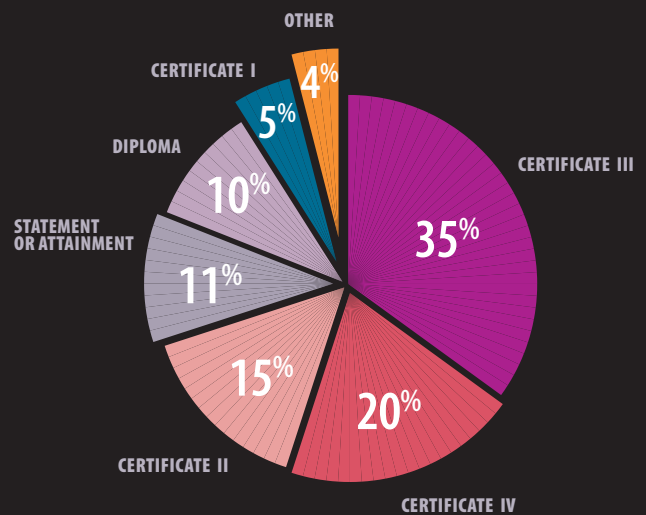
What is meant by grey collar workers?

This category of workers are primarily involved in service industry roles for example, hairdressing, fitness, aged care workers, events and hospitality staff. Grey Collar workers could progress to a qualified blue or professional white collar roles with additional qualifications or work experience.

TAFE WESTERN SYDNEY ENROLMENTS IN 2015



TAFE WESTERN SYDNEY TOP QUALIFICATIONS IN 2015



ABOUT THE RESEARCH

More than 450 business managers/executives from the Greater Western Sydney area participated in the Skills Audit, most completing online surveys. Businesses were sourced through local council, TAFE Western Sydney and Western Sydney Business Connection networks and through social media, networking events, permission based panels and a panel of mystery shoppers. Fieldwork was conducted between March and June 2015.

Data was weighted to most recent business estimates sourced from the Australian Bureau of Statistics. Employment projections were scaled in line with employment forecasts based on the place of work sourced from the Bureau of Transport Statistics.



Survey location breakdown:

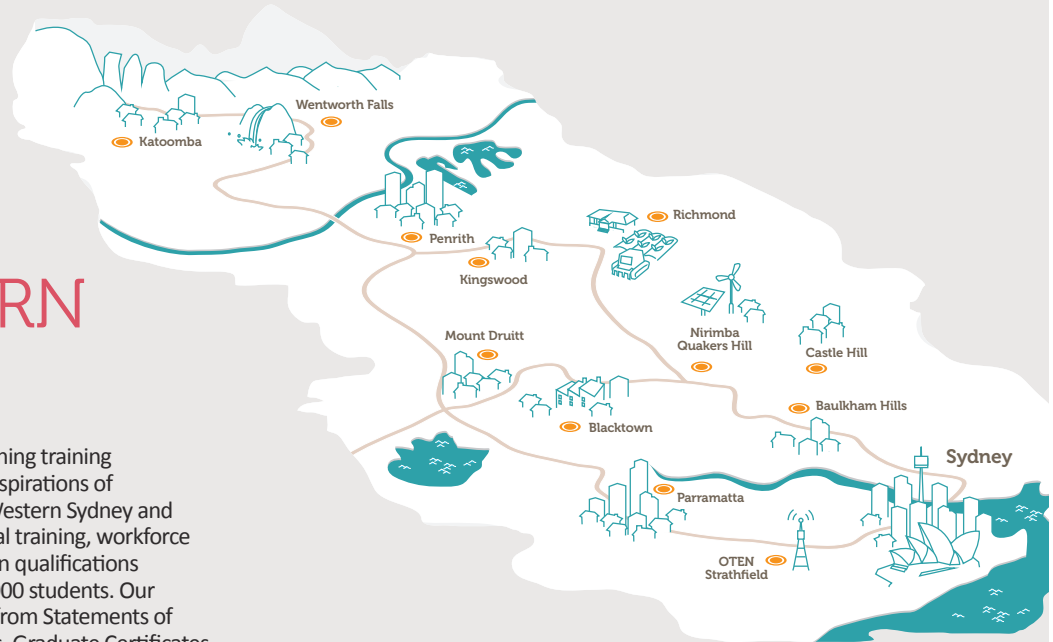
Local government council	Completed surveys
Auburn City Council	20
Bankstown City Council	31
Blacktown City Council	54
Camden Council	8
Campbelltown City Council	22
Canterbury City Council	11
Fairfield City Council	20
Hawkesbury City Council	13
The Hills Shire Council	67
Holroyd City Council	16
Liverpool City Council	36
Parramatta City Council	106
Penrith City Council	45
Wollondilly Shire Council	7
Total	456

The Greater Western Sydney Audit was conducted by market research agency Lonergan Research.

www.lonerganresearch.com.au



ABOUT TAFE WESTERN SYDNEY



TAFE Western Sydney is a multi-award winning training organisation dedicated to supporting the aspirations of individuals, communities and industry in Western Sydney and beyond. High quality, progressive vocational training, workforce development services and higher education qualifications are provided each year to more than 130,000 students. Our nationally recognised qualifications range from Statements of Attainment through to Advanced Diplomas, Graduate Certificates and Degree programs. We also provide skill sets, customised courses and other training to fit the needs of our customers.

Our customised education and training solutions are developed in collaboration with enterprise, community and educational partners, and are underpinned by extensive analysis, research and design.

TAFE Western Sydney's regional colleges cover a geographic area extending from Parramatta in the east to the Blue Mountains in the west and include the growth area of North West Sydney. We play a critical role in strengthening the skills base of the Western Sydney economy and supporting its economic growth. An integral part of our region, we work with government and non-government organisations to build community capacity by increasing participation in learning and

providing opportunities which allow individuals from all backgrounds to flourish.

Our reach extends beyond western Sydney via distance education through the Open Training and Education Network (OTEN), whose 90,000 plus annual online and distance education enrolments are not restricted by geography, and through WSI International Education which can meet the requirements of vocational education and training (VET) across the globe.

A nationally recognised qualification from TAFE Western Sydney ensures graduates have the practical skills and knowledge to succeed and excel in the workplace. Our students learn and practise the skills employers need. For those already in employment, our tailored courses provide the opportunity to quickly upgrade or update skills in specific areas.

COLLABORATING WITH INDUSTRY

OUR AIM IS TO ENHANCE EMPLOYMENT AND FURTHER STUDY OPPORTUNITIES FOR INDIVIDUALS AND TO IMPROVE THE CAPABILITY, PRODUCTIVITY AND SUSTAINABILITY OF BUSINESSES.



TAFE Western Sydney places a strong emphasis on collaborating with industry, government, non-government and community organisations. Through productive partnerships we can increase the impact we have on the western Sydney region and beyond and ensure that our training has a high level of relevance for individuals, employers and the NSW economy.

Our collaboration with industry has been recognised in awards such as the Australian Training Awards for Industry Collaboration (2013). This award recognises the partnership between TAFE Western Sydney and Racing NSW which aimed to make the racing and associated industries safer, more professional and more sustainable through the provision of training and workforce development services across NSW.


Valuing our partnerships

Significant valued partnerships have been established with enterprises, community and government organisations locally, nationally and internationally. Through these ongoing business relationships, we collaborate to support achievement of enterprise and regional goals.

We believe the creation of such partnerships is the best way to effectively service the needs of our customers. Our business development team and teachers work closely with our partners to understand their business drivers and to develop approaches that respond to current and future requirements. We understand our partners' priorities and work closely with them to increase their productivity, efficiency and sustainability.



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