



The Training and Skills Commission

Retail Trade

South Australia's **Industry
Priority Qualifications 2018**

www.tasc.sa.gov.au

 @TSCommission





As new technologies and the demands of international markets lead to rapidly **changing skills needs**, it is vital to have up-to-date information identifying which **skills** are a **priority in each industry**.



Contents

4 Foreword

4 About the IPQ

5 Key Findings

6 Industry priority qualifications

6 Summary of survey responses

6 Priority qualifications

8 Qualifications by training package

8 Qualification types

8 Qualification levels

10 Qualification use

11 Workforce development

12 Contributors

Foreword

The Training and Skills Commission is pleased to present this report on South Australia's industry priority qualifications. This report is the culmination of extensive industry consultation, which has resulted in a unique and valuable insight into industry's prioritisation of vocational qualifications.

The level of engagement has exceeded the Commission's expectations, and has, in no uncertain terms, contributed significantly to the quality and credibility of the findings of this report.

As new technologies and the demands of international markets lead to rapidly changing skills needs, it is vital to have up-to-date information identifying which skills are a priority in each industry. The Commission is committed to filling this need by providing high quality skills and workforce development advice.

The information in this report helps ensure the vocational training system is responsive to industry needs, and that government investment in skills and training is directed to where industry needs it most.

On behalf of the Commission, I extend a sincere thank you to all those who contributed to this report, from industry associations to individual businesses and to each and every respondent to our survey. Your commitment to getting this information right is commendable, and the expertise you bring is greatly appreciated.

It is the Commission's intent that this report contributes to shaping the significant government investment in skilling our state's workforce.



Michael Boyce

Chair

Training and Skills Commission

About the IPQ

The Industry Priority Qualification (IPQ) report outlines the prioritisation of vocational qualifications and skill sets for each industry. It draws on a survey conducted by the Training and Skills Commission in July 2018, as well as feedback from workshops held with each industry.

The survey aimed to collect as many responses as possible from each industry, and to achieve a representative sample of small, medium and large employers, as well as organisation types. Following the survey, feedback and moderation of the responses was collected from senior industry representatives.

This report is intended to inform the state government about industry's vocational qualification priorities, and to help guide the government's substantial investment in skills and training.

- The first IPQ survey was conducted in 2015 and received 850 responses.
- The 2018 survey collected 1,306 responses from 19 industry sectors.
- Feedback on the survey results was collected from industry representatives.
- The findings inform the Government's investment in skills and workforce development.
- The survey included all current training package qualifications and skill sets, and all current accredited courses that were available on the national register, training.gov.au in April 2018.
- The full IPQ data can be found at tasc.sa.gov.au/IPQ

Key findings

- Higher level retail qualifications were identified as a priority, with industry stating this is designed to send the message that retail is a viable career and not just a part-time or casual job.
- The Retail Trade industry placed a high priority on the few trade related qualifications that relate to the industry.
- The highest priority qualifications for the Retail sector are from the Retail Services training package.
- No accredited courses were selected in the top three priority levels.
- Certificate III qualifications were the most common priority.
- New fast-freeze technology is assisting bakeries to better manage stock and has also lessened the requirement to always have a qualified baker.
- The Retail industry is concerned about the delivery of some VET-in-school qualifications, saying they don't lead to further training or employment and can affect access to future funding.
- For some Retail occupations, the skills gained through completing a certificate II are not worth the additional cost in increased wages to the employer.
- Industry also claimed that employers sometimes use contracts of training to save on wage costs, rather than as a method to deliver quality training and development.



Industry priority qualifications

The Retail Trade industry is the second largest employer in South Australia, contributing around 82,000 jobs, or 11 per cent of the state's workforce. It includes businesses that engage in buying and then selling of goods to the general public. Within the Retail sector, supermarkets and grocery stores employ the largest share of workers.

Just under a third of the sector's workforce has a vocational qualification as the highest level of educational attainment, compared to around 11 per cent who have a higher education qualification¹. Nearly 60 per cent of the workforce does not have a post-school qualification.

Summary of survey responses

The industry priority qualifications (IPQ) survey received 203 responses from the Retail Trade industry, representing 16 per cent of total survey responses. Ninety-nine respondents identified as small employers (1-19 employees), 35 as medium (20-199 employees) and a further 16 as large employers (200+ employees)².

Total
203



Employer size

Small 	Medium 	Large 
99	35	16

Organisation



1 | Australian Bureau of Statistics 2018, *Census 2016*

2 | Employer size includes responses from respondents who identified as an organisation type other than employer.

Priority qualifications

Industry priority qualifications are grouped into four levels of priority, based on the survey results and industry workshops.

- Essential
- High
- Medium
- Low

Table 1 outlines the priority qualifications for the Retail Trade industry³.

Industry advised that it was important to include higher level retail qualifications, such as the Certificate IV in Retail Management or the Diploma of Retail Leadership, to help send the message that retail is a viable career and not just a part-time or casual job.

The pharmaceutical retailing sector advised that the Certificate III in Community Pharmacy is a vital qualification as it is the most commonly required qualification in the sector and is also a regulatory requirement.

The Retail Trade industry placed a high priority on the few trade related qualifications, such as those associated with cake and pastry, or baking.

³ | Low priority qualifications are not included in this report, for the full data visit tasc.sa.gov.au/IPQ

Table 1: **Qualifications by priority level**

Essential	
SIR20216	Certificate II in Retail Services
FBP30517	Certificate III in Baking
SIR30116	Certificate III in Community Pharmacy
FBP30117	Certificate III in Food Processing
SIR30216	Certificate III in Retail
SIR40316	Certificate IV in Retail Management
SIR50116	Diploma of Retail Leadership
High	
SIR20116	Certificate II in Community Pharmacy
FBP30417	Certificate III in Bread Baking
BSB30415	Certificate III in Business Administration
FBP30317	Certificate III in Cake and Pastry
FDF50311	Diploma of Food Science and Technology
SIR50317	Diploma of Retail Merchandise Management
Medium	
SIR10116	Certificate I in Retail Services
SFL30115	Certificate III in Floristry
FBP40217	Certificate IV in Baking
FDF40311	Certificate IV in Food Science and Technology
BSB42015	Certificate IV in Leadership and Management
TAE40116	Certificate IV in Training and Assessment
SIRSS00017	Merchandise Management

Qualifications by training package

Priority qualifications for the Retail Trade industry belong to six training packages:

- Business Services (BSB)
- Food, Beverage and Pharmaceutical (FBP)
- Food Processing (FDF)
- Floristry (SFL)
- Retail Services (SIR)
- Training and Education (TAE)

Just under half of all priority qualifications come from the Retail Services (SIR) training package. Qualifications rated as essential belong to just two training packages: Retail Services, and Food, Beverage and Pharmaceutical (FBP).

Figure 1: Qualifications and skill sets by priority level and training package

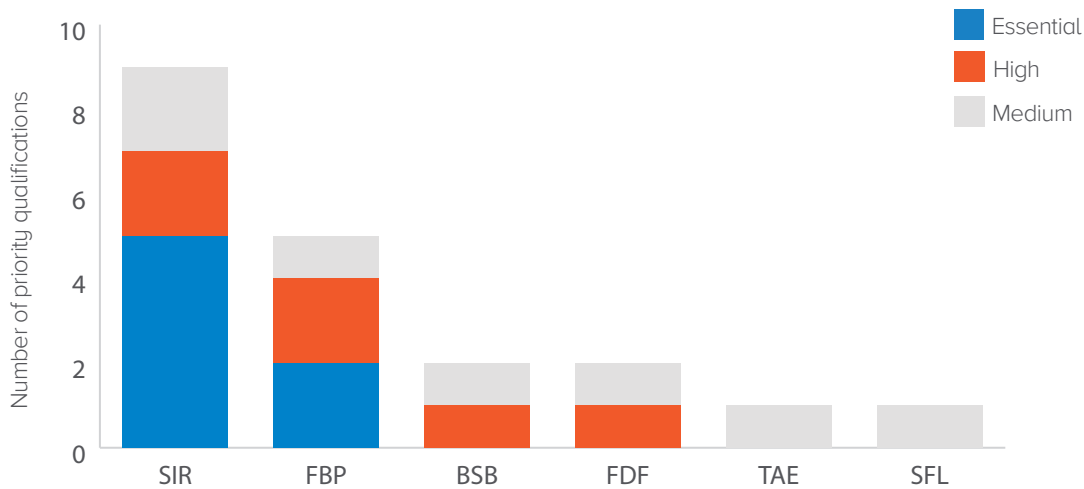
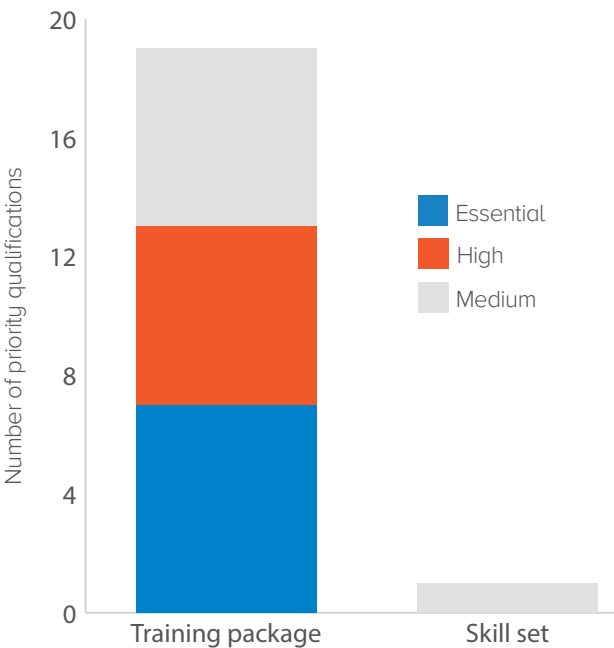


Figure 2: Qualification type by priority level



Qualification types

Nineteen priority qualifications are from training packages, accompanied by one skill set that was rated as a medium priority. No accredited courses were selected as a priority within the top three priority levels.

Qualification levels

Certificate III qualifications are the most common priority for the Retail sector. There is also a clear preference for higher-level qualifications compared to certificates I or II.

Four of the seven qualifications rated as essential are certificate IIIs. Essential qualifications consist of a continuum of retail qualifications, from the Certificate II in Retail Services, to the Certificate III in Retail, Certificate IV in Retail Management and, finally, the Diploma of Retail Leadership.

Figure 3: **Qualification level: essential, high & medium priority**

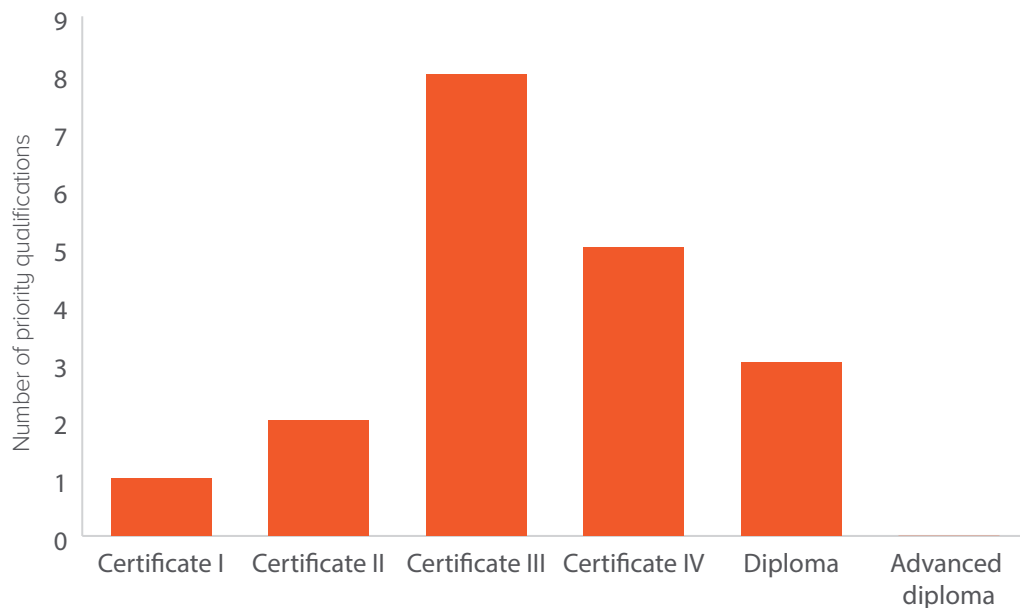
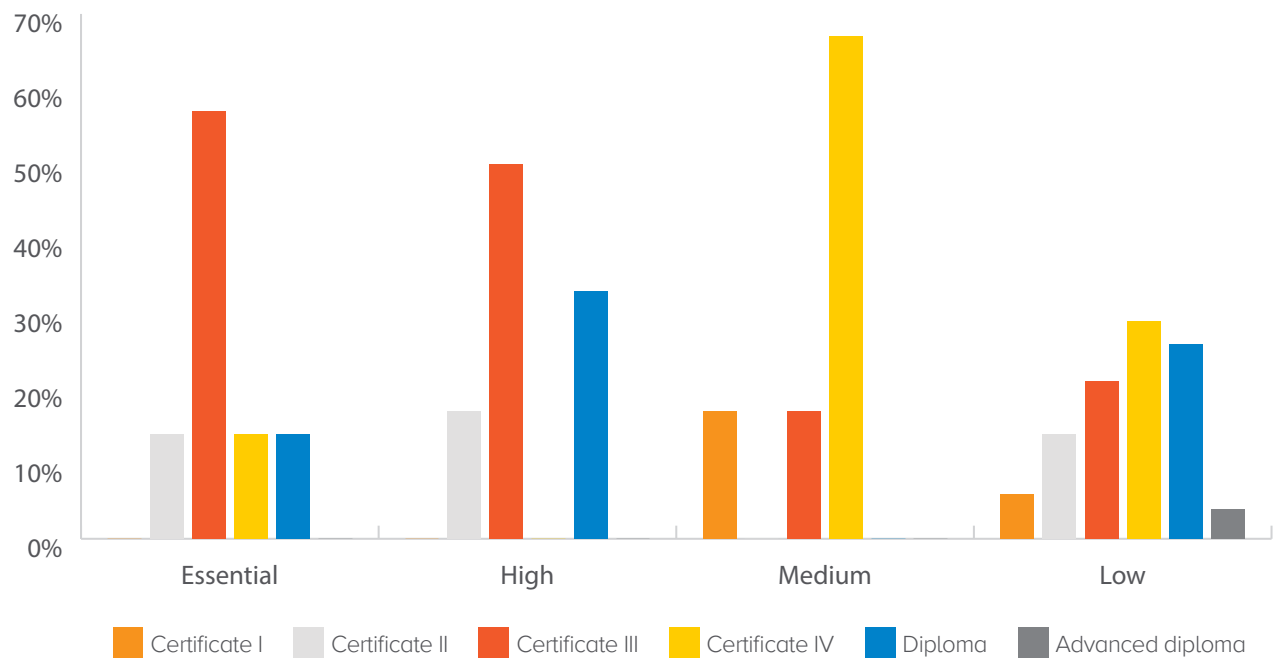


Figure 4: **Qualification level by priority ranking**



Qualification use

Qualifications can be undertaken for a variety of purposes. A student might complete a qualification to gain entry into an occupation, such as a pharmacy assistant completing their Certificate III in Community Pharmacy, while others may need to complete a pathway qualification such as the Certificate II in Community Pharmacy, to prepare for taking on a higher-level qualification, like the Certificate III in Community Pharmacy.

Table 2 reveals industry's views on what priority qualifications are typically used for, out of three possible categories:

1. a pathway to an entry level qualification
2. an entry level qualification or basic requirement for a job
3. for upskilling.

One pathway qualification was identified by industry as a priority. Industry prioritised an equal share of entry level and upskilling qualifications, highlighting the importance of both types of qualification. Upskilling qualifications tended to be certificate IV or higher.

The Retail industry included a similar share of entry level and upskilling qualifications in the top two priority levels, with a slightly higher share going to entry level qualifications.

Table 2: **Qualification use**

Pathway to entry level	
SIR20116	Certificate II in Community Pharmacy
Entry level or basic requirement for a job	
SIR10116	Certificate I in Retail Services
SIR20216	Certificate II in Retail Services
FBP30517	Certificate III in Baking
FBP30417	Certificate III in Bread Baking
BSB30415	Certificate III in Business Administration
FBP30317	Certificate III in Cake and Pastry
SIR30116	Certificate III in Community Pharmacy
FBP30117	Certificate III in Food Processing
TAE40116	Certificate IV in Training and Assessment
Upskilling	
SFL30115	Certificate III in Floristry
SIR30216	Certificate III in Retail
FBP40217	Certificate IV in Baking
FDF40311	Certificate IV in Food Science and Technology
BSB42015	Certificate IV in Leadership and Management
SIR40316	Certificate IV in Retail Management
FDF50311	Diploma of Food Science and Technology
SIR50116	Diploma of Retail Leadership
SIR50317	Diploma of Retail Merchandise Management

Workforce development

The industry workshops conducted by the Training and Skills Commission provided an opportunity to capture high level workforce development information from industry. This section summarises the feedback that was collected.

The emerging microbrewing and boutique food industry is driving a need for new training to be developed. While relevant to the Retail sector, this training is likely to cross the boundaries of several industries, including Accommodation and Food Services as well as Manufacturing.

New fast-freezing technology is assisting bakeries to better manage stock, and it lessens the requirement to always have a qualified baker.

The Retail industry expressed concern about the delivery of some VET-in-school qualifications, stating they are too frequently delivering qualifications that don't lead to further training or employment. This training can also have a financial implication, causing a student to miss out on accessing funding for a higher level and possibly more beneficial qualification.

In general, VET-in-schools was supported, as it can be a good pathway for students into vocational education, but stakeholders felt there may need to be tighter controls over which qualifications can be delivered. This sentiment was echoed across multiple industries.

Industry stated that in many cases workers with a certificate II need to be paid more than someone with no qualification, but the skills gained are not worth the additional cost to the employer. Industry recommended in such cases, it may have been better had the employee simply completed a pre-vocational course.

Industry also claimed that within the Retail sector, there have been cases of employers using contracts of training with more an eye to paying lower wages than offering quality training and development.



Contributors

Thank you to all stakeholders that contributed to shaping the Industry Priority Qualifications report.

Adelaide Community Health Alliance
AFL SportsReady
Aged Care Industry Association
Agribusiness SA
AI Group
Air Conditioning Mechanical Contractors Association
Arts Industry Council of SA
ATEC Group Training
Australian Childcare Alliance SA
Australian Council for Private Education and Training
Australian Education Union (SA)
Australian Funeral Directors Association
Australian Hotels Association SA
Australian Manufacturing Workers' Union
Australian Nursing and Midwifery Federation
Australian Steel Institute
Australian Veterinary Association
Australian Workers Union
Business SA
Communications Electrical Plumbing Union
Community Accommodation and Respite Agency
Community Centres SA
Construction Industry Training Board
Defence Teaming Centre
Department for Correctional Services
Energy Skills SA
Engineers Australia
Food and Beverage Fund SA
Grain Producers SA
Health Services Union
Helping Hand Aged Care
Housing Industry Association
Independent Education Union of South Australia
Livestock SA
Master Builders SA
Master Plumbers Association
Maxima
Minda
Motor Trades Association
Murraylands Training and Employment Association

National Disability Services
National Electrical & Communications Association
Northern Adelaide State Secondary Schools Alliance
PEER
Primary Industry Skills Council SA
Property Council of Australia (SA)
Public Service Association of SA
Real Estate Employers Federation SA
Real Estate Institute of South Australia
Resources and Engineering Skills Alliance
Restaurant & Catering SA
SA Aquaculture Council
SA Country Fire Service
SA Dairy Farmers Association
SA Health
SA Road Transport Association
SA Wine Industry Association
SAPOL
Service Skills SA
Shelter SA
Shop Distributive and Allied Employees
South Australian Chamber of Mines and Energy
South Australian Independent Retailers
Sport SA
Statewide Group Training
Taxi Council
Trainee and Apprentice Placement Service
Transport Distribution Training SA
Transport Workers Union
United Voice
Volunteering SA and NT
Waste Management Association
Wildcats Fisheries SA
Youth Affairs Council of SA

For further information about industry employment, skills and workforce development please visit the Commission's website tasc.sa.gov.au to find the following resources:

- Economic Outlook
- Industry Profiles
- Regional Profiles