

Securing the future workforce

What's a business without its workers? We know the cultural and creative industries underpin a vibrant and creative society and play a transformative role in economic, social and cultural life at local, state and national levels. These industries are characterised by tremendous diversity, encompassing traditional institutions, activities and entertainments and new and rapidly evolving endeavours. But significant differences between the sectors in their business objectives, employment arrangements and access to resources impact on how they are affected by, and can respond to, workforce development issues.

Innovation and Business Skills Australia (BSA) regularly draws on consultation with industry stakeholders to provide advice on issues affecting workplace productivity, national skills development and workforce planning. These annual 'Escans' inform the development and continuous improvement of national training products and services and have become a valuable support for workforce planning and development decisions by industry stakeholders.

Escan 2012: Securing Future Workforces, Advancing Technologies and Addressing Competition was released earlier this year and the cultural and creative industries Escan provides an analysis of the current social, technological, economic and labour market influences on workforce development and skills demand in these industries.

Both the traditional and newer sectors of the cultural and creative industry sector are being transformed by digital technology, including the roll out of high speed broadband. This transformation is placing significant demands on the workforce. BSA's research and consultations identify two broad categories of demand. The first category relates to the technical skills of the workers in the sector, such as artists, performers and technicians, along with museum, library and information professionals. New technologies herald new techniques and tools to be mastered for artistic, creative and cultural purposes. The second category centres on the business aspect of these activities, advancing technologies which change the way that work is shown, promoted, recorded, managed, and sustained.

"IMPROVING THE BUSINESS DEVELOPMENT CAPACITY OF THOSE WHO WORK IN THE SECTOR WILL ALSO BE ESSENTIAL FOR THE FUTURE VIABILITY OF CULTURAL AND CREATIVE ENTERPRISES."

Escan 2012 reports that digital technologies are also blurring the boundaries between many cultural and creative industries rendering historically discrete sectors – and the training for them – increasingly obsolete. At the same time technology is driving the creation of entirely new occupations and roles within the industries.

The *Escan* results indicate that workforce development in the cultural and creative industries will need to strengthen the capacity of those who work in this sector to manage copyright and intellectual property, particularly for online content. Improving the business development capacity of those who work in the sector will also be essential for the

future viability of cultural and creative enterprises. Increased skills in communication, market research, marketing, and promotion via digital technologies, including social media, will equip the workforce with the skills to compete in the increasingly technology-rich business environment.

BSA will again be undertaking national industry consultations to identify the most pressing workforce development issues in the cultural and creative industries, and others as part of *Escan 2013*. Details on these consultations, and other activities, will be made available on the BSA website at www.ibsa.org.au. The *Cultural and Creative Escan* is available on the BSA website: just click on the News & Projects tab on the home page and look for Environment Scan.

Escan 2013 Industry Consultations

Melbourne	Thursday	12/07/2012
Brisbane	Tuesday	17/07/2012
Sydney	Wednesday	18/07/2012
Canberra	Thursday	19/07/2012
Perth	Wednesday	01/08/2012
Adelaide	Thursday	20/08/2012
For more information, visit www.ibsa.org.au		

BSA is one of eleven Industry Skills Councils (ISCs) authorised by the Australian Government to be an official voice on vocational education and training issues.