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STAKEHOLDERS



OUTCOMES



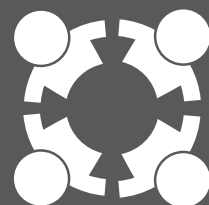
INTEGRITY



BOLDNESS



TEAMWORK



Complementary Health  
**INDUSTRY REFERENCE COMMITTEE**  
**INDUSTRY SKILLS FORECAST**

Refreshed April 2017

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## Executive summary

Complementary Health disciplines aim to improve an individual's health and wellbeing through a range of modalities and the application of their accompanying belief systems. Complementary Health disciplines are considered an effective means of contributing to the health care needs of Australians and are becoming an increasingly popular measure for improving quality of life and general wellbeing. Complementary Health professionals advocate that the integration of Complementary Health practices with conventional treatments is pertinent for promoting a holistic approach to treatment and supportive care. The sector is predominately made up of small businesses with the majority of the workforce specialising in one discipline. Job outlooks to 2020 project that employment of Complementary Health Therapists is expected to grow strongly, with 12,400 practitioners projected to be working in the industry by 2020.<sup>1</sup>

The Complementary Health Industry Reference Committee (IRC) has responsibility for nine qualifications, packaged within the HLT Health Training Package, aligned to job roles within the following sectors:

- Ayurveda
- Aromatherapy
- Kinesiology
- Massage and Remedial Massage Therapy
- Shiatsu
- Reflexology
- Traditional Chinese Medicine Remedial Massage.

The Complementary Health IRC commits to thorough and inclusive national consultation to ensure training package products under its remit are reflective of current industry skills needs and provide opportunities for workforce development that actively contributes to the variability and productivity of the sector. Recognition is given to the need for training package related decisions to be made based on appropriate levels of industry engagement and input.

Further, the IRC acknowledges the COAG Industry and Skills Ministers' priorities and will utilise consultation activities, through the support of SkillsIQ, to gain a national perspective on:

- opportunities to identify and remove obsolete training package products from the system
- industry expectations for training delivery and assessment to be documented within Implementation Guides
- opportunities to enhance portability of skills from one related occupation to another
- opportunities to remove unnecessary duplication within the system and create training package products that may have application to multiple industry sectors
- opportunities for the development of skill sets.

Where available the IRC will seek and maximise opportunities to work collaboratively with other IRCs.

This Industry Skills Forecast proposes a schedule for the ongoing review of relevant training package products to inform the development of the four-year rolling National Schedule. An industry analysis of both new and emerging workforce skills needs of the sector has informed this plan.

Sector analysis and industry consultation indicate that the sector is, and will continue to be, impacted by a number of challenges and opportunities, including:

- increasing demand for services as a result of population and demographic change;
- increased popularity, and validity, of complementary health disciplines in contributing to health and wellbeing;
- the role within rural and regional communities where access to traditional health care services is often reduced;
- regulation and registration; and
- rebates from private health insurance providers, reducing the cost of complementary health services and therefore increasing demand.

In addition to broad challenges and opportunities, the sector has identified the following factors as having direct impact on the composition and skills needs of the workforce:

- increasing demand for qualified practitioners to meet increasing demands for services; and
- employment status and earnings where practitioners are often working part-time or on a casual basis and are earning below the average national wage.

The Industry Skills Forecast identifies a number of trends in workplace design that will impact on the skills needs of the sector. This information, along with industry-identified skills priorities, will directly inform the coming review of relevant training package products.

Information contained within this Industry Skills Forecast has been sourced from a variety of methods, including:

- desktop research, to develop an understanding of existing research and views on skill requirements in the sector;
- an industry workforce survey, which was available to all stakeholders across all industries; and
- consultation with the IRC itself, in order to confirm that the information was both valid and reflected industry views appropriately.

The training products contained within this Industry Skills Forecast were last reviewed in 2015 and released on the national register, [www.training.gov.au](http://www.training.gov.au), in August 2015. The 2015 review process was extensive, with ongoing industry consultation informing a number of significant changes. Scheduling in this Industry Skills Forecast has considered the need to allow for the proper implementation and testing of training products within the system, prior to any further review work. As a result, training product review has been scheduled based on the timing of the last review and proposed for year three.

## A. Administrative information

### Name of IRC

Complementary Health Industry Reference Committee

### Name of Skills Service Organisation (SSO)

SkillsIQ Limited (SkillsIQ)

This document details the proposed four year schedule of work from 1 July 2016 to 30 June 2020 as agreed between the Complementary Health IRC and SkillsIQ.

This version of the Industry Skills Forecast was refreshed in April 2017.

### About SkillsIQ

As an SSO, SkillsIQ is funded by the Department of Education and Training to support its allocated IRCs, which are responsible for the development and maintenance of the following training packages:

- Community Services
- Health
- Local Government
- Public Sector
- Floristry
- Hairdressing and Beauty Services
- Funeral Services
- Retail Services
- Sport, Fitness and Recreation
- Tourism, Travel and Hospitality.

## B. Sector overview

Within the Australian and New Zealand Standard Industrial Classification (ANZSIC), Complementary Health is defined as consisting of health practitioners engaged in the provision of health care and treatment services.<sup>2</sup> The Complementary Health sector is made up of practitioners who treat patients with physical, mental, spiritual and emotional needs by considering the whole person, rather than focusing on specific symptoms, and by using various therapies, techniques and practices. Complementary Health disciplines are often utilised to complement traditional medicines, or as an alternative avenue for treatment.

This sector predominantly comprises small businesses or sole traders with no major companies holding a market share majority. The majority of businesses specialise in one discipline and operate as stand-alone establishments, with only a select few expanding into multi-site companies. Complementary health disciplines focus on high levels of customer care and one-on-one interaction between the client and practitioner, making delivery of services labour intensive.

The Complementary Health IRC represents the following disciplines:

### **Ayurveda**

Ayurveda is an ancient Indian natural health practice that aims to maintain or restore health through the delivery of treatments tailored towards an individual's unique psycho-biological make-up. Ayurveda may include Herbal Medicine, diet and lifestyle changes, meditation, massage and Yoga and is noted as the oldest documented system of medicine globally.<sup>3</sup>

### **Aromatherapy**

Dating back to ancient Egyptian times, Aromatherapy is the therapeutic use of essential oils by qualified therapists (Aromatherapists) to treat, influence or modify the mind, body and spirit to promote health and wellbeing. The use of essential oils is based on the needs of the individual through a range of applications such as inhalation and massage.<sup>4</sup>

### **Kinesiology**

Kinesiology, originating in the 1970's, encompasses holistic health disciplines that use muscle monitoring to access information about a person's health and well-being. Kinesiology identifies causes of imbalance in the body and works to restore balance and health to neurological and physiological function.<sup>5</sup>

### **Massage and Remedial Massage Therapy**

Massage therapists perform therapeutic massage and administer body treatments for health, fitness and remedial purposes. Therapeutic massage is the manipulation of muscle and connective tissue generally by hand, to promote bodily function, assist muscle recovery and enhance well-being.<sup>6</sup>

### **Shiatsu**

Shiatsu, a traditional Japanese art of healing, proposes that energy, or chi, moves through channels within the body known as meridians. Meridians are connected to internal organs and carry the energy of an organ's function. Shiatsu practitioners aim to restore the balance of chi depending on which meridians are affected, to promote health and strengthen the body's healing abilities. Shiatsu involves applying pressure to various parts of the body using a practitioner's thumbs, palms, elbows, knees and feet.<sup>7</sup>

### **Reflexology**

Reflexology is specialised tactile therapy that complements modern medicine and other natural therapies. Reflexology is based on the notion that there are flex points on the feet, hands, face and ears that correspond to the whole body. Reflexologists apply pressure and soothing techniques to these reflex points to improve nerve and blood supply, relax the body and mind, to help restore balance and wellbeing. Tailored to individual needs, the holistic approach and treatment may benefit all ages.<sup>8</sup>

### **Traditional Chinese Medicine Remedial Massage**

Traditional Chinese medicine remedial massage follows a macro philosophy of disease, with diagnosis based on overall observation of the patient and a holistic understanding of their symptoms. It generally encompasses therapies such as acupuncture, cupping, herbology and coin rubbing.

### **Complementary Health qualifications (as at April 2017)**

Complementary Health qualifications were first introduced into the Health Training Package in 2002. Since this time these qualifications, and associated competencies, have undergone a series of reviews. Each iteration has seen improvements and updates to ensure the national standard reflects job roles and industry skills needs.

Table 1 includes 2002 – 2015 versions of complementary health qualifications.

**TABLE 1. COMPLEMENTARY HEALTH QUALIFICATIONS, SUPERSEDED AND CURRENT AS AT APRIL 2017**

Code	Qualification name
HLT40302	Certificate IV in Massage (superseded)
HLT40307	Certificate IV in Massage Therapy Practice (superseded)
HLT40312	Certificate IV in Massage Therapy Practice (superseded)
HLT42015	Certificate IV in Massage Therapy (current)
HLT50302	Diploma of Remedial Massage (superseded)
HLT50307	Diploma of Remedial Massage (superseded)
HLT52015	Diploma of Remedial Massage (current)
HLT50102	Diploma of Traditional Chinese Medicine Remedial Massage (An Mo Tui Na) (Superseded)
HLT50107	Diploma of Traditional Chinese Medicine Remedial Massage (An Mo Tui Na) (Superseded)
HLT50112	Diploma of Traditional Chinese Medicine Remedial Massage (An Mo Tui Na) (Superseded)
HLT52115	Diploma of Traditional Chinese Medicine (TCM) Remedial Massage (current)
HLT50202	Diploma of Shiatsu and Oriental Therapies (superseded)
HLT50207	Diploma of Shiatsu and Oriental Therapies (superseded)
HLT50212	Diploma of Shiatsu and Oriental Therapies (superseded)
HLT52215	Diploma of Shiatsu and Oriental Therapies (current)
HLT51407	Diploma of Aromatherapy (superseded)
HLT52315	Diploma of Clinical Aromatherapy (current)
HLT51507	Diploma of Kinesiology (superseded)
HLT52415	Diploma of Kinesiology (current)
HLT51707	Diploma of Reflexology (superseded)
HLT51712	Diploma of Reflexology (superseded)
HLT52515	Diploma of Reflexology (current)
HLT41202	Certificate IV in Ayurvedic Lifestyle Consultation (superseded)
HLT41207	Certificate IV in Ayurvedic Lifestyle Consultation (superseded)
HLT41212	Certificate IV in Ayurvedic Lifestyle Consultation (superseded)
HLT52615	Diploma of Ayurvedic Lifestyle Consultation (current)
HLT60702	Advanced Diploma of Ayurveda (superseded)
HLT60707	Advanced Diploma of Ayurveda (superseded)
HLT60712	Advanced Diploma of Ayurveda (superseded)
HLT62615	Advanced Diploma of Ayurveda (current)

## Registered Training Organisation Scope of Registration

Table 2 indicates the number of Registered Training Providers (RTOs) with Complementary Health qualifications on scope. This data is current as at April 2017 as per the listing on the National Register of VET ([www.training.gov.au](http://www.training.gov.au))

**TABLE 2. NO OF RTOS WITH COMPLEMENTARY HEALTH QUALIFICATIONS ON SCOPE AS AT APRIL 2017**

Code	Qualification name	No of RTO on scope
HLT42015	Certificate IV in Massage Therapy	67
HLT52015	Diploma of Remedial Massage	91
HLT52115	Diploma of Traditional Chinese Medicine (TCM) Remedial Massage	4
HLT52215	Diploma of Shiatsu and Oriental Therapies	4
HLT52315	Diploma of Clinical Aromatherapy	8
HLT52415	Diploma of Kinesiology	10
HLT52515	Diploma of Reflexology	11
HLT52615	Diploma of Ayurvedic Lifestyle Consultation	4
HLT62615	Advanced Diploma of Ayurveda	5

Source: Training.gov.au. RTOs approved to deliver this qualification. Accessed 13 April 2017



## Enrolment figures

Table 3 demonstrates enrolments of all learners in complementary health qualifications for the year 2015. The qualifications listed in table 3 are now superseded. Current qualifications were endorsed in August 2015 and as a result there is limited enrollment data for this year, therefore these have not been included within the below table.

The following data is inclusive of delivery by both public and private providers.

**TABLE 3. COMPLEMENTARY HEALTH QUALIFICATION ENROLMENTS 2015 – ALL LEARNERS**

Qualification	2015 Enrolments
HLT40312 Certificate IV in Massage Therapy Practice	7481
HLT41212 Certificate IV in Ayurvedic Lifestyle Consultation	59
HLT42712 Certificate IV in Aromatherapy	257
HLT42812 Certificate IV in Kinesiology	552
HLT50112 Diploma of Traditional Chinese Medicine Remedial Massage (An Mo Tui Na)	278
HLT50212 Diploma of Shiatsu and Oriental Therapies	204
HLT51712 Diploma of Reflexology	353
HLT50307 Diploma of Remedial Massage	4530
HLT51407 Diploma of Aromatherapy	99
HLT60712 Advanced Diploma of Ayurveda	104
<b>TOTAL</b>	<b>13,917</b>

Source: NCVER VOCSTATS, TVA program completions 2015, accessed April 2017

## National peak bodies and key industry players

The following list represents a range of organisations that perform a variety of key roles in this sector. These organisations, and their networks, are well placed to offer industry insights at the time of training package review. Industry engagement will include a broad and inclusive range of stakeholders beyond those included in this list, as relevant to the nature of training package product review.

- Government departments and agencies
  - Peak and industry associations
    - Australian Association of Ayurveda
    - Australian Association of Massage Therapists
    - Australasian Ayurvedic Practitioners Association
    - Australian Kinesiology Association
    - Australian Natural Therapists Association
    - Australian Naturopathic Practitioners Association
    - Australian Register of Homoeopaths
    - Australian Traditional Medicine Society
    - Association of Massage Therapists
    - Reflexology Association of Australia
    - International Aromatherapy and Aromatic Medicine Association
    - National Herbalists Association of Australia
    - Shiatsu Therapy Association of Australia
  - Regulators
  - Registered Training Organisations both public and private
  - Large and small employers across metropolitan, regional, rural and remote areas.
- In 2015, of the \$4.63 billion in allied health services private health insurance benefit payments, \$2.42 billion was paid for dental services (+6.0%), \$801 million for optical services (+4.5%), \$292 million for chiropractic services (+3.0%), \$389 million for physiotherapy services (+5.2%) and \$173 million for natural therapies services (+0.7%) when compared to the year ending December 2014<sup>11</sup>
  - Complementary health has the largest presence within NSW with 32.7% of businesses operating in this State. 0.6% operate in the Northern Territory, representing the smallest presence within Australia.<sup>12</sup>
  - In the 2015-16 financial year 36,441 individuals were employed in the complementary health industry, a growth of 3.7% from the previous year
  - The average number of employees per complementary health establishment was 1.3 people in the 2015-16 financial year.<sup>13</sup>

## Key statistics

- Steady growth is forecast for the sector with 2.3% annual growth between 2016-21<sup>9</sup>
- 30,907 Complementary Health Therapies businesses were operating in 2015-16<sup>10</sup>

## C. Employment

### Challenges and opportunities in the sector

#### Continuing demand

Several factors influence the continuing demand for complementary health services, including overall health, an ageing population, the degree of satisfaction with mainstream medicine and an acceptance of the effectiveness of complementary health therapies.<sup>14</sup>

Complementary health disciplines are considered not only an effective means of contributing to the health care needs of Australians but also as an effective measure for improving quality of life and general wellbeing.<sup>15</sup> Consumers are now increasingly looking for alternatives to highly standardised medications and seek non-traditional recommendations from general practitioners and pharmacists.<sup>16</sup> Market research data illustrates a growth rate of 7% year-on-year for natural health care products, with a quarter of Australians visiting complementary healthcare practitioners each year.<sup>17</sup>

A high level of demand is evident in the number of private health insurance benefits paid. In 2015 private health insurance benefits were paid for 87.256 million allied health services, an increase of 3.2%. Of these, 37.119 million were dental services, 11.428 million were optical services, 9.716 million were for chiropractic services, 11.128 million were for physiotherapy services and 5.711 million were for natural therapies services.<sup>18</sup>

Within Australia there has been an increase in chronic and terminal illness with complementary health therapists regularly used to manage chronic or debilitating conditions.<sup>19</sup> For example, back pain is the second most common complaint by patients in general practice, affecting 75% of the Australian adult population. It is reported that the economic burden of back pain comes at a cost, both direct and indirect, of \$8 million per annum. Research conducted within Australia suggests that General Practitioners commonly refer patients to, and encourage the use of, acupuncture, massage and yoga for the treatment of back pain.<sup>20</sup> Similar studies have also reported on the proportions of individuals suffering

chronic conditions who seek complementary health services. These studies have found that individuals with musculoskeletal conditions, conditions that are complex and conditions requiring pain management are more likely to have visited a complementary health practice.<sup>21</sup>

Complementary health professionals advocate that the integration of complementary health practices with conventional treatments is pertinent for promoting a holistic approach to treatment and supportive care.<sup>22</sup>

Further, complementary health disciplines such as Ayurveda and Traditional Chinese Medicine Massage attract people who identify with a broad range of cultural backgrounds. Growth in the number of people in Australia, particularly through the rising rate of migration from Eastern and Asian countries, is also anticipated to stimulate demand for the industry.<sup>23</sup>

#### Rural and regional Australia

Given the challenges associated with the provision of traditional health care in rural and regional communities, the presence of complementary health practitioners in these areas acts as a key, often untapped, health care resource. The prevalence of practitioners outside of urban centres was reflected within a recent survey of 649 Australian massage therapists, indicating 44.38% of practitioners operate in a rural or regional area.<sup>24</sup>

Recommendations made within the Australian Journal of Rural Health suggest that rural health policy and planning should give adequate consideration to the role of complementary health practitioners in contributing to the improved health and wellbeing of Australians within these locations.<sup>25</sup>

#### Regulation

The majority of complementary health businesses are overseen by a professional body or association, which accredits the level of training and monitors quality provision. The role of associations became particularly important in 2009 when private health rebates became

available only to those members of a professional association. Practitioners wishing to provide services that attract private health insurance rebates are required to be a member of a professional body with entry-to-practice requirements. Practitioners must also comply with requirements to hold appropriate insurances and first aid certification and undertake ongoing professional development. Within this system there is an intrinsic link between nationally recognised qualifications and gaining membership, with the accrediting professional body or association requiring the practitioner to hold a specific qualification.

Registered health practitioners operate in accordance with the Health Practitioner Regulation Law. For unregistered health practitioners, such as those who work within the Complementary Health sector, there is no uniform national regulation system. However, the vast majority of unregistered health practitioners operate in a safe, competent and ethical manner.

A select few complementary health practitioners have found to have engaged in practice that, had they been operating in a registered profession, would have resulted in registration cancellation. Currently, three states in Australia (New South Wales, South Australia and Queensland) confer powers on State Health regulatory bodies to impose sanctions on unregistered health practitioners. In 2008 a statutory Code of Conduct for Unregistered Healthcare Practitioners came into effect in New South Wales and then in South Australia in 2013. The Australian Health Ministers' Advisory Council (AHMAC) carried out national consultation in 2011 to determine whether unregistered health practitioners should be subject to a single, national statutory Code of Conduct, similar to that in effect in NSW at the time. In June 2013, the Standing Council on Health agreed in principle to a national Code of Conduct, and to strengthen State and Territory complaints mechanisms and statutory powers to assist in the enforcement of the Code.

The Queensland Code of Conduct for Health Care Workers came into effect in 2015 and legislation is currently before the Victorian parliament to enact the National Code.<sup>26</sup>

## Private Health

Booming private health insurance membership numbers have also driven growth for complementary health businesses, as many policies offer alternative treatments as part of extra or ancillary coverage, diminishing the cost of visiting complementary health practitioners. Research anticipates that as many as 11.5 million Australians will choose to hold private health insurance in 2016, accounting for almost half of all the population.<sup>27</sup> In 2014-15, 5.7 million claims were made for natural therapies at an estimated cost of \$173.5 million, and these figures are set to increase in 2016.<sup>28</sup>

## Employment outlook

Since 2011, the complementary health sector has experienced a surge in employment attributed to growth across the broader health sector. The improved perception of complementary health disciplines as a professional career pathway has contributed to increases in employment, along with a need for employers to recruit additional, often part-time, supporting staff to meet growing demands. Further, employment growth has been driven by increases in the number of businesses operating across Australia.<sup>29</sup>

Job outlooks to 2020 project that employment for Complementary Health Therapists is expected to grow strongly, with 12,400 practitioners projected to be working in the industry by 2020.<sup>30</sup>

## Employment levels, growth and projections

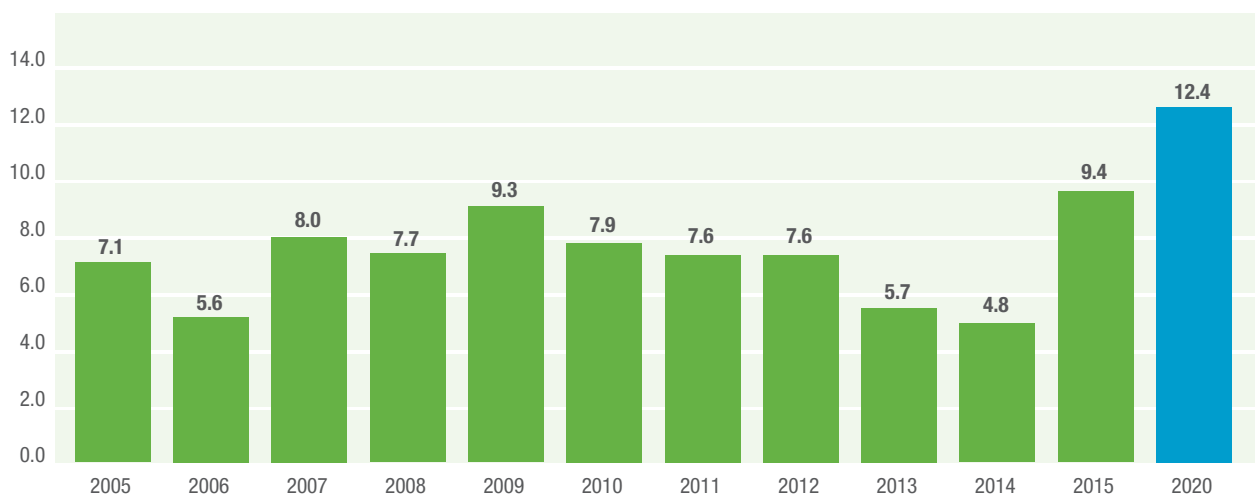
### Complementary Health Therapists

*Note: This data set is inclusive of acupuncturists, homoeopaths, naturopaths, traditional Chinese medicine practitioners and complementary health therapists.*

- The number of new job openings for Complementary Health Therapists is expected to be in the low category by November 2019

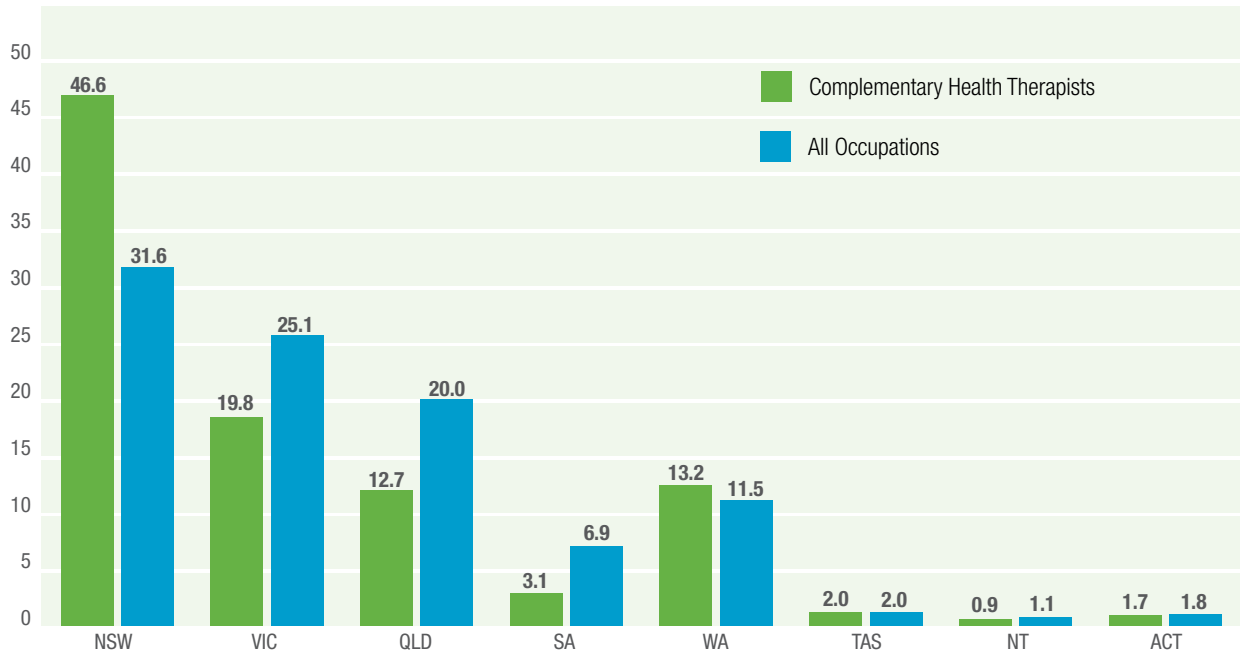
- Employment for this occupation rose strongly (in percentage terms) in the past five years and rose strongly in the long-term (ten years). Looking forward, employment for Complementary Health Therapists to November 2020 is expected to grow very strongly
- This is a small occupation (9,400 in November 2015) suggesting that opportunities may be quite limited in some regions
- Complementary Health Therapists have a relatively low proportion of full-time jobs (43%). For Complementary Health Therapists working full-time, average weekly hours are 44.6 (compared to 40.2 for all occupations). Unemployment for Complementary Health Therapists is below average
- The most common level of educational attainment for Complementary Health Therapists is Bachelor degree (72.5%).<sup>31</sup>

### EMPLOYMENT LEVEL ('000) PAST AND PROJECTED TO 2020 - COMPLEMENTARY HEALTH THERAPISTS



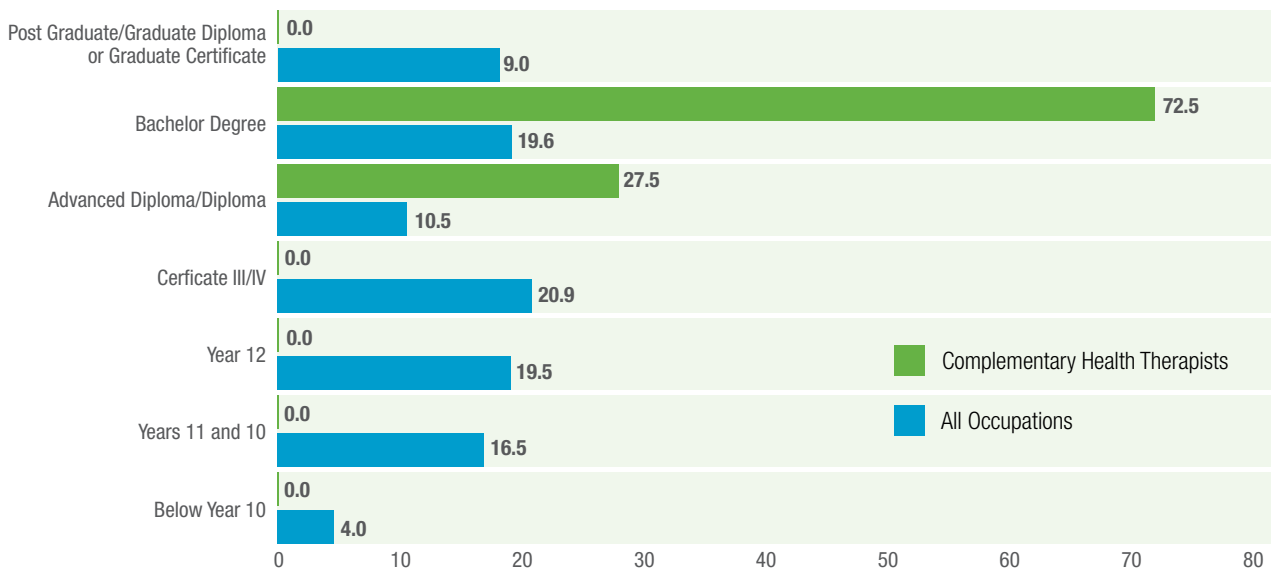
Source: ABS Labour Force Survey, Department of Employment trend data to November 2015 and Department of Employment projections to 2020.

## EMPLOYMENT BY STATE AND TERRITORY (% SHARE) - COMPLEMENTARY HEALTH THERAPISTS



Source: ABS Labour Force Survey, annual average 2015<sup>32</sup>

## EDUCATIONAL ATTAINMENT (% OF EMPLOYMENT) - COMPLEMENTARY HEALTH THERAPISTS

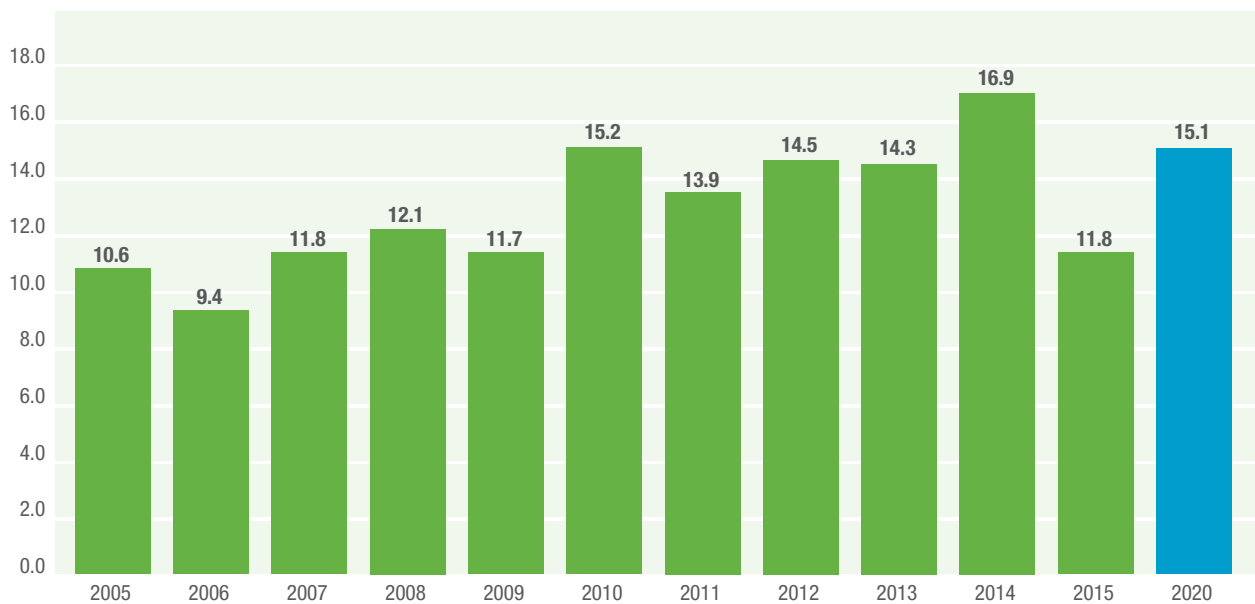


Source: ABS 2015 Survey of Education and Work (SEW).<sup>33</sup>

### Massage Therapists

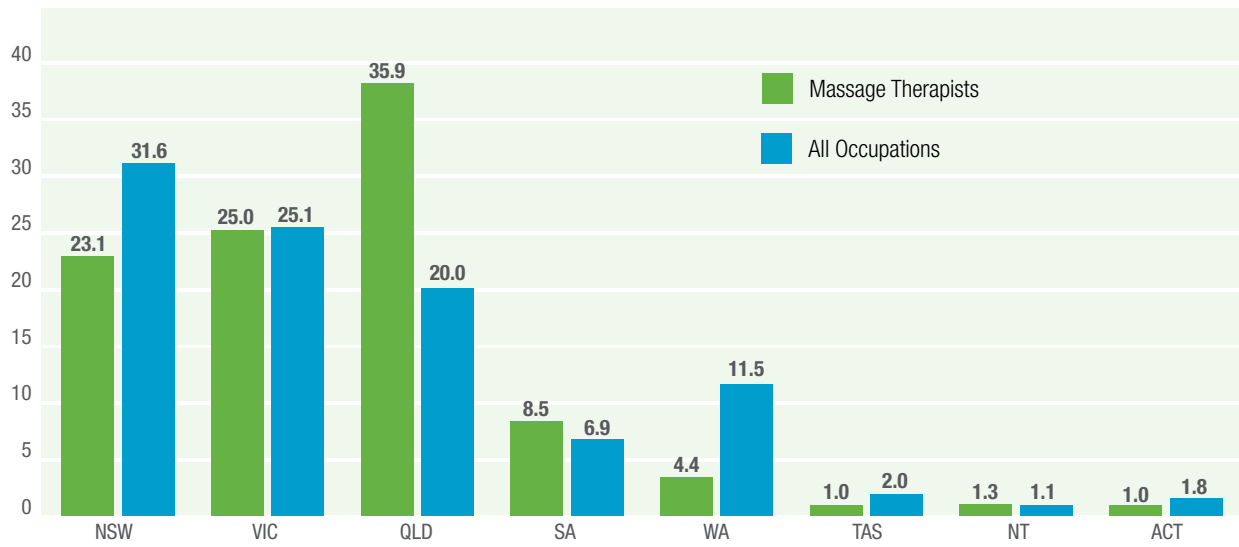
- The number of job openings for Massage Therapists is expected to be average (between 10,001 and 25,000) by November 2019
- Employment for this occupation fell in the past five years and rose slightly in the long-term (ten years). Looking forward, employment for Massage Therapists to November 2020 is expected to grow very strongly
- This is a small occupation (11,800 in November 2015) suggesting that opportunities may be quite limited in some regions
- Massage Therapists have a relatively low proportion of full-time jobs (29.7%). For Massage Therapists working full-time, average weekly hours are 35.5 (compared to 40.2 for all occupations). Unemployment for Massage Therapists is below average
- The most common level of educational attainment for Massage Therapists is Advanced Diploma/Diploma (58.9%).<sup>34</sup>

### EMPLOYMENT LEVEL ('000) PAST AND PROJECTED TO 2020 - MASSAGE THERAPISTS



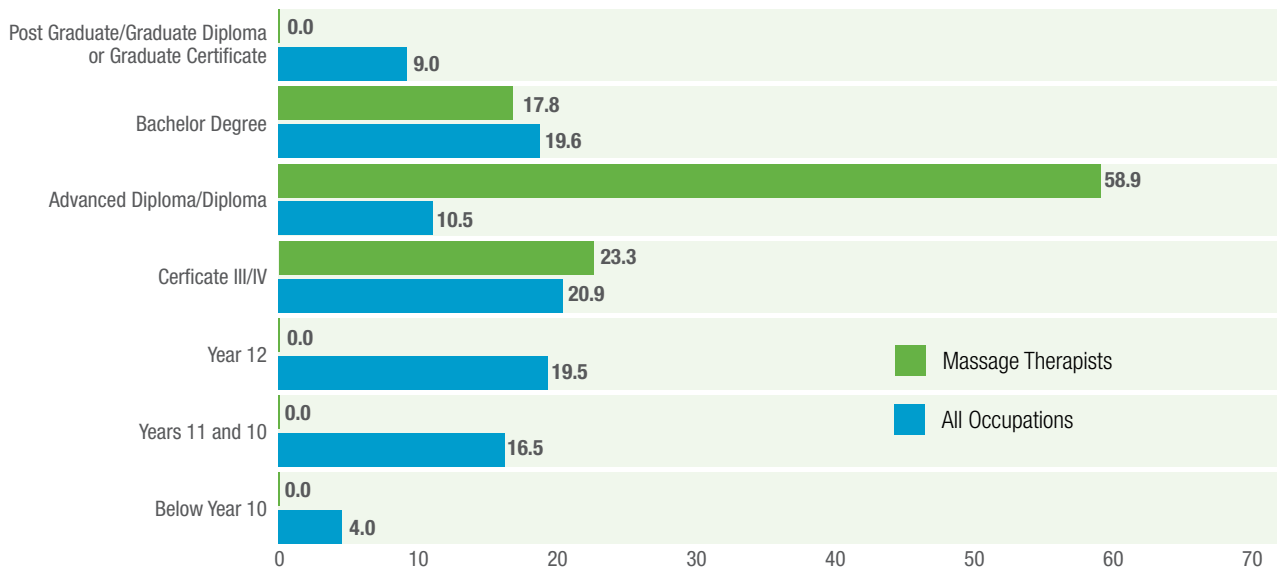
Source: ABS Labour Force Survey, Department of Employment trend data to November 2015 and Department of Employment projections to 2020.

## EMPLOYMENT BY STATE AND TERRITORY (% SHARE) - MASSAGE THERAPISTS



Source: ABS Labour Force Survey, annual average 2015.<sup>35</sup>

## EDUCATIONAL ATTAINMENT (% OF EMPLOYMENT) - MASSAGE THERAPISTS



Source: ABS 2015 Survey of Education and Work (SEW).<sup>36</sup>



## Workforce challenges and opportunities

### Industry growth

Complementary Health disciplines are increasingly accepted as key contributors to the maintenance of an individual's physical and psychological wellness. This improved perception and acceptance has led to an increase in 'new entrants' into the industry, driving growth in the number of registered businesses and employed practitioners.<sup>37</sup>

When looking at the wider Health Care and Social Assistance industry it is projected that this sector will become the largest contributor to employment growth over five years to November 2019 with the Allied Health Services (encompassing complementary health -related job titles) contributing 36,100 jobs by 2019.<sup>38</sup>

Strong predicted industry growth presents significant opportunities for the complementary health workforce where a rise in the number of required practitioners will boost employment and enhance the prosperity of business owners.

It is also to be noted that external factors, such as economic fluctuations, will have widespread impact on continued growth patterns as complementary health therapies are mostly discretionary and reliant on discretionary spending patterns.

### Employment status and earnings

The contributions of complementary health practitioners in facilitating the improved health and wellbeing of Australians are playing an increasingly important, and prevalent role. Whilst complementary health disciplines are derived from traditional methods, and have long histories, many professions are considered emerging as their popularity and recognition within today's society grows.

Studies of Australian massage therapists indicate that most therapists are working part-time and earning below the national average wage, even where massage therapy is

the only, or major source of income. These trends are also reflective of other complementary health professions.<sup>39</sup>

A recent survey conducted by Shiatsu Therapy Association Australia (STAA) found that Shiatsu practitioners are generally involved in part-time work as a sole trader. The majority (75%) of shiatsu practitioners surveyed were working less than 20 hours per week. Results varied greatly ranging from 1 to 48 hours, with a median of 10 hours (average 13 hours) worked per week. This included time with clients (usually paid) and time spent on business administration and marketing (unpaid).<sup>40</sup> Within this sector there is growing concern for the lack of training providers offering nationally recognised training that produces skilled and qualified practitioners.

The creation of viable and professionalised career pathways remains a challenge for the industry.

## D. Skills outlook

### International and national trends in workplace design

#### A health-conscious population

Health consciousness, where individuals are more attuned to their health and wellbeing needs, is predicted to rise. This broad population trend is likely to see an increase in demand for complementary health therapies where diversified avenues for health and wellness are explored.

Complementary health therapists will require the knowledge base to provide information on, and tailor therapies towards, the specific health and wellness needs or desires of the individual. Given the foundational principles and beliefs of most complementary health therapies and the focus on the health and wellbeing of an individual, most of this knowledge will be readily held. Therapists may need to increase their understanding of current wellness trends to communicate how their discipline can contribute to improved health and wellbeing.

#### International trade

The complementary health sector is domestically oriented. Complementary health services cannot be readily traded internationally as they require close and personal contact and are personalised to suit the individual.

The international recognition of, and regard for, Australian complementary health practitioners has seen a large number of practitioners engage in opportunities to share their skills and expertise on the global stage. Industry has reported on complementary health practitioners providing training and networking in international locations as the global market seeks to learn, and gain insights, from Australian professionals. The Ayurveda sector reports an international desire to gain insights from Australians in working with western populations as a response to the increasing uptake of complementary health in western societies.

#### Top 5 skills required within the next three to five year period

Communication

Business

Marketing

Customer Service

Technology

The above skills were informed through a variety of methods. These included:

- desktop research, which was undertaken to develop an understanding of existing research and views on skill requirements in this sector.
- an industry workforce survey, which was open to all stakeholders across all industries. The broad scope of the survey allowed a variety of different industries to contribute, which reflects the wide-ranging use of these training package products.
- Consultation with the IRC itself, in order to confirm that the information was both valid and reflected industry views appropriately regarding expectations on skill requirements within the next three- to five-year period.

## GENERIC WORKFORCE SKILLS RANKED IN ORDER OF IMPORTANCE

Workforce Skill	Rank
Customer service/Marketing	1
Learning agility/Information literacy/Intellectual autonomy and self-management	2
Communication/Virtual collaboration/Social intelligence	3
Design mindset/Thinking critically/System thinking/Solving problems	4
Language, Literacy and Numeracy	5
Managerial/Leadership	6
Financial	7
Entrepreneurial	8
Technology	9
Science, Technology, Engineering and Mathematics	10
Environmental and Sustainability	11
Data analysis	12

## E. Other relevant skills-related insights for this sector

The IRC has not identified any further issues to be addressed in this Industry Skills Forecast. However further insight may be identified and considered through the development of a Case for Change.

## F. Proposed Schedule of Work: 2016-17 – 2019-20

### Time-critical issues

The IRC has not identified any additional time critical issues to be addressed in this Industry Skills Forecast.

### Interdependencies

Complementary Health qualifications will be impacted by the review of imported units of competency from the following training packages:

- Business Services
- Community Services
- Sport, Fitness and Recreation
- Retail Services.

### Where the IRC is advising that a training product would need to be reviewed more than once in the four-year period

The IRC notes that there may be instances of unforeseen change triggering a need to review training package products outside of where listed in the national schedule. Examples of unforeseen change include, but are not limited to, changes to legislation, regulation and industry licencing.

### Where the review of a training product is expected to be contentious or involve lengthy work

It is difficult to predict if review of these training products will be contentious or lengthy as the detail of proposed change has not yet been identified or considered by industry. At this time no significant issues have been detected, however the IRC notes that the very nature of training product review work will bring to light differing stakeholder views.

### Cross Sectoral Projects

The Complementary Health IRC welcomes the strategic approach to cross-sector skills that has been adopted by the Australian Industry and Skills Committee (AISC) and supports the achievement of efficiencies in the product development process through the development of cross-industry skills standards.

SkillsIQ has been commissioned by the AISC to lead a project that will identify and address cross sectoral skills needs in 'Consumer Engagement through Social and Online Media'. This IRC has been identified as one of several IRCs who will be engaged to contribute to this work.

## G. IRC sign-off

This Industry Skills Forecast and Proposed Schedule of Work was agreed to by:

Marsha Ellis, Chair of the Complementary Health IRC

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Signature of Chair

Date:

# Complementary Health IRC Proposed Schedule of Work 2016-17 to 2019-2020

Contact details: Marsha Ellis, Chair of the Complementary Health IRC; Melinda Brown, SkillsIQ General Manager. Date submitted to Department of Education and Training: 28 April 2017.

The training products contained within this Proposed Schedule of Work were last reviewed in 2015 and released on the national register, [www.training.gov.au](http://www.training.gov.au), in August 2015. The 2015 review process was extensive, with ongoing industry consultation informing a number of significant changes. Scheduling has considered the need to allow for the proper implementation and testing of training products within the system prior to any further review work. As a result, training product review has been scheduled based on the timing of the last review and proposed for year three.

Planned review start (Year)	Training package code	Training package name	Qualification code	Qualification name	Unit of Competency code	Unit of competency name
<i>Year 3 (2018-2019)</i> Based on timing of last review	HLT	Health	HLT42015	Certificate IV in Massage Therapy		
<i>Year 3 (2018-2019)</i> Based on Timing of last review	HLT	Health	HLT52015	Diploma of Remedial Massage		
<i>Year 3 (2018-2019)</i> Based on timing of last review	HLT	Health	HLT52115	Diploma of Traditional Chinese Medicine (TCM) Remedial Massage		
<i>Year 3 (2018-2019)</i> Based on timing of last review	HLT	Health	HLT52215	Diploma of Shiatsu and Oriental Therapies		
<i>Year 3 (2018-2019)</i> Based on timing of last review	HLT	Health	HLT52315	Diploma of Clinical Aromatherapy		
<i>Year 3 (2018-2019)</i> Based on timing of last review	HLT	Health	HLT52415	Diploma of Kinesiology		
<i>Year 3 (2018-2019)</i> Based on timing of last review	HLT	Health	HLT52515	Diploma of Reflexology		
<i>Year 3 (2018-2019)</i> Based on timing of last review	HLT	Health	HLT52615	Diploma of Ayurvedic Lifestyle Consultation		
<i>Year 3 (2018-2019)</i> Based on timing of last review	HLT	Health	HLT62615	Advanced Diploma of Ayurveda		

## SKILLS SETS

Year 3	HLT	Health	HLTSS00046	Aromatic Therapies Skill Set		
Year 3	HLT	Health	HLTSS00058	Reflexology Skill Set		

Planned review start (Year)	Training package code	Training package name	Qualification code	Qualification name	Unit of Competency code	Unit of competency name
<b>UNITS OF COMPETENCY</b>						
Year 3	HLT	Health			HLTAR0001	Develop aromatherapy practice
Year 3	HLT	Health			HLTAR0002	Source and prepare aromatherapy products
Year 3	HLT	Health			HLTAR0003	Perform aromatherapy health assessments
Year 3	HLT	Health			HLTAR0004	Provide therapeutic aromatherapy treatments
Year 3	HLT	Health			HLTAR0005	Provide aromatherapy massage treatments
Year 3	HLT	Health			HLTAR0006	Adapt aromatherapy treatments to specific needs
Year 3	HLT	Health			HLTAR0007	Monitor and evaluate aromatherapy treatments
Year 3	HLT	Health			HLTAR0008	Prepare and dispense aromatic formulations
Year 3	HLT	Health			HLTAR0009	Select and advise on aromatic therapies
Year 3	HLT	Health			HLTAV0001	Develop Ayurvedic practice
Year 3	HLT	Health			HLTAV0003	Provide Ayurvedic bodywork therapies
Year 3	HLT	Health			HLTAV0004	Provide Ayurvedic lifestyle advice
Year 3	HLT	Health			HLTAV0005	Provide advice on Ayurvedic nutrition
Year 3	HLT	Health			HLTAV0006	Take cases within Ayurvedic framework
Year 3	HLT	Health			HLTAV0007	Diagnose conditions within an Ayurvedic framework
Year 3	HLT	Health			HLTAV0008	Provide Ayurvedic remedial therapies
Year 3	HLT	Health			HLTAV0009	Provide therapeutic Ayurvedic nutritional advice
Year 3	HLT	Health			HLTAV0010	Select and advise on Ayurvedic medicines - dravyaguna
Year 3	HLT	Health			HLTAV0011	Prepare and dispense Ayurvedic medicines - dravyaguna
Year 3	HLT	Health			HLTAV0012	Monitor and evaluate Ayurvedic treatments
Year 3	HLT	Health			HLTKIN0001	Develop kinesiology practice
Year 3	HLT	Health			HLTKIN0002	Conduct indicator muscle monitoring

Planned review start (Year)	Training package code	Training package name	Qualification code	Qualification name	Unit of Competency code	Unit of competency name
Year 3	HLT	Health			HLTKIN003	Perform kinesiology assessments
Year 3	HLT	Health			HLTKIN004	Provide kinesiology balances
Year 3	HLT	Health			HLTKIN005	Monitor and evaluate client progress
Year 3	HLT	Health			HLTMSG001	Develop massage practice
Year 3	HLT	Health			HLTMSG002	Assess client massage needs
Year 3	HLT	Health			HLTMSG003	Perform remedial massage musculoskeletal assessments
Year 3	HLT	Health			HLTMSG004	Provide massage treatments
Year 3	HLT	Health			HLTMSG005	Provide remedial massage treatments
Year 3	HLT	Health			HLTMSG006	Adapt remedial massage practice to meet specific needs
Year 3	HLT	Health			HLTMSG007	Adapt remedial massage practice for athletes
Year 3	HLT	Health			HLTMSG008	Monitor and evaluate remedial massage treatments
Year 3	HLT	Health			HLTREF001	Develop reflexology practice
Year 3	HLT	Health			HLTREF002	Provide reflexology for relaxation
Year 3	HLT	Health			HLTREF003	Perform reflexology health assessments
Year 3	HLT	Health			HLTREF004	Provide therapeutic reflexology treatments
Year 3	HLT	Health			HLTREF005	Adapt reflexology treatments to meet specific needs
Year 3	HLT	Health			HLTREF006	Monitor and evaluate reflexology treatments
Year 3	HLT	Health			HLTSHU001	Work within a framework of traditional oriental medicine
Year 3	HLT	Health			HLTSHU002	Develop Shiatsu practice
Year 3	HLT	Health			HLTSHU003	Maintain personal health and awareness for traditional oriental medicine practice
Year 3	HLT	Health			HLTSHU004	Perform Shiatsu therapy health assessments
Year 3	HLT	Health			HLTSHU005	Perform oriental therapies health assessments



Planned review start (Year)	Training package code	Training package name	Qualification code	Qualification name	Unit of Competency code	Unit of competency name
Year 3	HLT	Health			HLTSHU006	Provide Shiatsu therapy treatments
Year 3	HLT	Health			HLTSHU007	Provide oriental therapies treatments
Year 3	HLT	Health			HLTSHU008	Adapt shiatsu and oriental therapies practice to meet specific needs
Year 3	HLT	Health			HLTSHU009	Monitor and evaluate traditional oriental medicine treatments
Year 3	HLT	Health			HLTTCM001	Develop Traditional Chinese Medicine (TCM) remedial massage practice
Year 3	HLT	Health			HLTTCM002	Perform Traditional Chinese Medicine (TCM) remedial massage health assessments
Year 3	HLT	Health			HLTTCM003	Provide Traditional Chinese Medicine (TCM) remedial massage treatments
Year 3	HLT	Health			HLTTCM004	Adapt Traditional Chinese Medicine (TCM) remedial massage practice to meet specific needs
Year 3	HLT	Health			HLTTCM005	Monitor and evaluate Traditional Chinese Medicine (TCM) remedial massage treatments

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