2019

WHOLESALE AND RETAIL

INDUSTRY REFERENCE COMMITTEE INDUSTRY SKILLS FORECAST





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Executive Summary

The Wholesale and Retail Training Package supports the retail, wholesale and community pharmacy industries. Retail trade predominantly involves the sale of goods to the general public. Wholesale trade involves purchasing goods to on-sell to businesses, rather than the general public. Community pharmacy plays a vital role in the health care sector by providing prescription and non-prescription-based medicine and a range of information and health care services to the public.

The retail industry is the second largest employing industry in Australia (after health care and social assistance), employing a workforce of approximately 1.3 million people. The retail trade contributed a substantial \$77.7 billion in Gross Value Added (GVA) to the Australian economy in 2017–18, and its workforce is expected to continue to grow by 3.7% to approximately 1.34 million employees by 2023. Similarly, the wholesale trade sector contributed an estimated \$70.1 billion GVA (2017–18) to the Australian economy and employed approximately 381,700 workers. Additionally, in 2018–19 the community pharmacy sector generated \$18.4 billion in revenue and employed 41,400 pharmacy sales assistants.

The Wholesale and Retail Training Package consists of 12 qualifications that support pathways to employment in multi-levelled and multi-skilled roles within the retail, wholesale and community pharmacy sectors.

Presently, the wholesale, retail and community pharmacy sectors are faced with opportunities that can significantly transform their industries, as well as critical challenges. Key influencing factors include:

- · Social media and online platforms
- Innovation and technology
- Government policy changes
- Low retention of staff
- Lack of career progression.

There is no Training Package development work proposed for 2019–2020, as consultation with the Wholesale and Retail Industry Reference Committee (IRC) and industry did not identify any skills gaps which require action in the current year. Please note that the following Wholesale and Retail Training Package Products are currently being developed:

- An Advanced Diploma of Visual Merchandising
- Various skill sets for employers and employees that cover essential skills areas such as sales, workplace health and safety, time management, stock control and managing a small business, amongst others.

Note: The National Schedule details the Training Package update and development work commissioned by the Australian Industry and Skills Committee (AISC). The National Schedule is informed by this Industry Skills Forecast, which outlines the proposed timing for the update of existing Training Package Products. This Forecast has been compiled using a number of information sources, including academic literature, statistical data, Industry Reference Committee (IRC) member input and expertise, feedback received via public consultation, SkillsIQ's 2019 Future Skills Survey, and an industry analysis of both new and emerging workforce skills needs overseen by the Wholesale and Retail IRC.

Administrative Information

Industry Reference Committee (IRC)

Wholesale and Retail

The Wholesale and Retail Industry Reference Committee (IRC) is responsible for ensuring that nationally recognised qualifications deliver the skills and knowledge required to equip the Wholesale, Retail and Community Pharmacy sectors under its remit with a highly skilled workforce.

Skills Service Organisation (SSO)

SkillsIQ Limited

SkillsIQ supports 19 IRCs representing diverse 'people-facing' sectors. These sectors provide services to people in a variety of contexts such as customer, patient or client. The IRCs are collectively responsible for overseeing the development and review of Training Package Products, including qualifications, serving the skills needs of sectors comprising almost 50 per cent of the Australian workforce.

SkillsIQ's Industry Reference Committees (IRCs)

- Aboriginal and Torres Strait Islander Health Worker
- Aged Services
- Ambulance and Paramedic
- Children's Education and Care
- Client Services
- Community Sector and Development
- Complementary Health
- Dental
- Direct Client Care and Support
- Disability Support

- Enrolled Nursing
- First Aid
- Local Government
- Personal Services
- Public Sector
- Sport and Recreation
- Technicians Support Services
- Tourism, Travel and Hospitality
- · Wholesale and Retail Services.

66 It takes skill to make a difference. We will only get skilled, valued and rounded workers when training provider, employee and employer are connected in their views on continuous learning.

SkillsIQ's Cross-sector Skills Committee

IRC Sign-off

Sign-off of this Industry Skills Forecast and Proposed Schedule of Work has been confirmed by the Wholesale and Retail Industry Reference Committee.

Jeff Rogut,

Chair

A. Skills Forecast

A.1 Sector Overview

Introduction

The Wholesale and Retail sectors supported by the Vocational Education and Training (VET) Training Package are: Retail, Wholesale, and Community Pharmacy (see Figure 1).

Figure 1: Wholesale and Retail Training Package – Overview of Sectors



Retail

Retail is a significant industry for Australia, representing the second largest employing industry (after health care and social assistance), with a workforce size of approximately 1.3 million (see Figure 2).¹

Its economic contribution to the country is substantial with the latest accounts showing it generated an annual Gross Value Added (GVA) of \$77.7 billion, a contribution significantly higher than Australia's traditional industries such as agriculture, forestry and fishing (\$45.5 billion) and energy (\$44.7 billion from electricity, gas, water and waste services).²

Retail involves predominantly the sale of goods to the general public, and depending on the type of goods sold, sales activities can overlap across other industry areas such as hospitality (i.e. cafés, restaurants and takeaway food services). Buying and selling transactions can occur at physical locations that showcase the merchandise and goods in visual displays; warehouse, office or storage facilities; or through online channels. The retail sector comprises of a number of sub-sectors, each covering distinct product and service areas, as well as having distinct target markets and operations:³

- · Clothing, footwear and personal accessories
- Department stores
- Household goods:
 - Electrical and electronic goods
 - Furniture, floor coverings, housewares and textile goods
- Hardware, building and garden supplies
- Food, e.g. convenience stores, supermarkets, grocery and liquor stores
- Recreational goods, e.g. sports and camping equipment, entertainment media, toys and games, newspapers and books
- Pharmaceutical and other store-based goods (e.g. cosmetic and toiletry goods).



Figure 2: Total employment ('000) across the top five employing industries in Australia - November 2018

Source: Department of Employment and Small Business (2018) Industry Employment Projections

Technology, digitisation and online shopping in particular have been shaping the retail sector over

the past five to ten years and online shopping alone in Australia represents a net revenue value of \$23.5 billion (2018–19).⁴ It has grown significantly (i.e. 14.1% annual growth between 2014 and 2019) due to high demand from consumers as well as improved accessibility to the internet through smartphones and iPads. Omni-channel commerce (i.e. establishing multiple sales channels such as bricks-and-mortar locations and online sites, etc.) is today a necessary operational strategy to meet 'buy anywhere/deliver anywhere' consumer expectations and ensure basic business survival.⁵

While macro-economic elements are important drivers for the industry (i.e. consumer confidence indices, discretionary household income, globalisation, international and domestic market competition, etc.), the customer experience is a dominant influencer for retail businesses. Personalisation of experience, trust and integrity are what Australian consumers value most, 6 and retailers are encouraged to develop customer-focused strategies to ensure their brands stand out in the highly competitive marketplace.

The industry is predominantly comprised of small-to-medium businesses, with nearly all (96%) representing businesses with a workforce size of fewer than 20 employees. Workforce casualisation rates are high compared to other sectors. However, this mode of employment varies considerably depending on the job and the seniority of the worker's role in an organisation. For example, 83% of retail managers and 78% of storepersons are full-time workers compared with only 19% of checkout operators and office cashiers. Overall, the job roles across the industry are multi-levelled and multi-skilled and can include:

- Retail assistant
- Sales assistant
- Sales representative
- Customer service assistant
- Customer service representative
- · Retail sales team leader
- Retail supervisor
- Sales team manager

- Store manager
- · Area manager
- · Department manager
- Small business manager
- Visual merchandiser
- Retail buyer
- Merchandise manager
- Merchandise planner.

Wholesale

Wholesale trade primarily involves the purchase of goods to then be sold on to businesses on a commission basis, rather than being sold to individual members of the public. Transactions are therefore mainly business-to-business operations and are characterised by high value and/or high-volume dealings. Wholesale trade premises usually represent warehouse-style formats and large storage facilities, with few or no displays of merchandise. Like the retail industry, wholesale is a high-value contributor to Australia's economy, having generated an estimated \$70.1 billion GVA between June 2017 and June 2018.

Wholesaling can represent an extensive range of merchandise and products which cater for the retail sub-sectors listed earlier, as well as trading arrangements with other sectors such as agriculture and manufacturing. Some examples of top wholesale sub-sectors recording high revenue figures include: 11

- Petroleum products
- Motor vehicles
- Telecommunications and other electrical goods
- Metals and minerals
- Cereal grains
- General line grocery
- Farm and construction machinery
- Medical and scientific equipment.

Artificial Intelligence (AI) and the subsequent automation generated have been significant drivers of change across the wholesale industry, especially in relation to supply chain processes. The adoption of technology and machines has been important to wholesalers in terms of staying innovative in operations, as well as increasing efficiencies and cost savings



across the business. Large international (and online) entrants to Australia's marketplace such as Amazon and Alibaba¹² are using the Internet of Things (IoT) and other technologies innovatively to conduct business-to-business operations and meet growing customer expectations in product delivery and quality.

The wholesale industry registered a workforce of approximately 381,700 workers in November 2018, and employment trends across the different sub-sectors over the years have been mixed. For example, while grocery, liquor and tobacco product wholesaling has registered strong growth in employment over the past five

years (equivalent to a growth of 16,100 workers), textile, clothing and footwear wholesaling has instead been declining, and the workforce of these sub-sectors noted an overall decrease of 6,600 workers during the same five-year period.¹³

The wholesale trade sector operates across a broad range of industries. Consequently, its job roles are multi-levelled and multi-skilled and can include: 14

- Sales managers
- Purchasing and supply logistics clerks
- Importers, exporters and wholesalers
- Stock and station agents.

Community Pharmacy

The community pharmacy sector plays an important role within the health care sector, through the provision of prescription-based medicine, non-prescription-based medicine when permitted, and a range of information and health care services to the public. The average Australian visits a community pharmacy 18 times a year, 15 which requires the community pharmacy sector to provide fast, accessible and, in some cases, life-saving support to the public. As a result, the community pharmacy sector assists in reducing the demand and resource burden on primary health care facilities.

The community pharmacy sector provides support to the health care system with a workforce of 41,400 pharmacy sales assistants. ¹⁶ In the 2018–19 period, the sector generated \$18.4 billion in revenue and \$1.4 billion profit. ¹⁷ Community pharmacy also serves as a pivotal access point to health and pharmacy services, particularly in regional and remote communities.

Services that community pharmacies can provide include:

- Medication management services, e.g. Home Medicine Reviews, MedsChecks & Diabetes MedsChecks
- Aged care-related services, e.g. Residential Medication Management Reviews (RMMRs), continence products and advice
- Chronic disease management support, e.g. dose administration aids, sleep apnoea support, International Normalised Ratio (INR) monitoring (which measures the speed at which blood clots or coagulates) and mental health staged supply
- Health checks to support early detection and appropriate referrals to a General Practitioner (GP)
- Immunisation and general health screening services
- Minor ailments services, e.g. wound care, dermatitis, etc.
- Health promotion
- Transitional care services (from hospital to home or other facility).

Due to the breadth of activities conducted in the community pharmacy sector, job roles supported by the

Vocational Education and Training (VET) Training Package can be varied and include:

- Pharmacy assistants
- Senior pharmacy assistants
- Front of pharmacy supervisors
- Pharmacy stock controllers
- Dispensary assistants/technicians
- Pharmacy technicians
- Retail managers Pharmacy.

Businesses Involved

Businesses operating in the service areas outlined above represent a range of public and private, small, medium and large enterprises, and are spread all across the country. The majority of businesses, however, are commercially-run micro- to small-sized businesses. Table 1 outlines examples and counts of relevant retail business types involved in hiring workers supported by the Wholesale and Retail Training Package across Australia.

Table 1: Counts of Australian businesses by selected retail industry classifications and employment size range – June 2018 (in descending order of total count)

ANZSIC industry	Non- employing	1-19 employees	20-199 employees	200+ employees	Total
Non-Store Retailing	8,642	4,222	114	9	12,987
Clothing Retailing	5,339	5,532	266	59	11,196
Supermarket and Grocery Stores	3,047	5,198	857	33	9,135
Pharmaceutical, Cosmetic and Toiletry Goods Retailing	2,481	4,592	880	13	7,966
Other Specialised Food Retailing	2,596	3,603	205	3	6,407
Hardware and Building Supplies Retailing	1,715	3,394	216	4	5,329
Fresh Meat, Fish and Poultry Retailing	1,074	3,267	140	3	4,484
Electrical, Electronic and Gas Appliance Retailing	1,578	2,655	193	12	4,438
Newspaper and Book Retailing	1,325	2,697	88	6	4,116
Sport and Camping Equipment Retailing	1,458	2,054	79	0	3,591
Furniture Retailing	1,269	1,990	128	10	3,397
Computer and Computer Peripheral Retailing	1,459	1,369	74	3	2,905
Fruit and Vegetable Retailing	1,026	1,364	168	8	2,566
Watch and Jewellery Retailing	1,035	1,333	57	13	2,438
Liquor Retailing	836	1,382	96	10	2,324
Garden Supplies Retailing	923	1,196	77	0	2,196
Antique and Used Goods Retailing	1,256	864	42	3	2,165
Floor Coverings Retailing	484	1,090	32	0	1,606
Houseware Retailing	700	838	29	6	1,573
Manchester and Other Textile Goods Retailing	654	655	11	4	1,324
Toy and Game Retailing	721	551	17	3	1,292
Other Electrical and Electronic Goods Retailing	566	632	33	3	1,234
Footwear Retailing	418	730	70	10	1,228
Marine Equipment Retailing	350	437	14	0	801
Stationery Goods Retailing	285	386	21	3	695
Entertainment Media Retailing	376	233	10	3	622
Other Personal Accessory Retailing	291	260	24	5	580
Department Stores	52	81	8	9	150

Source: Australian Bureau of Statistics (ABS) Counts of Australian Businesses, including Entries and Exits, June 2014 to June 2018. cat. no. 81650. February 2019. Canberra

Other counts for wholesale and pharmacy businesses show that in Australia there are approximately **59,000 wholesale trade businesses**¹⁸ and **3,900 pharmacies.**¹⁹

Stakeholders

Key stakeholders represent a range of organisations that perform a variety of strategic, regulatory and operational roles in the Wholesale and Retail sectors. Stakeholders play an important role during Training Package reviews by supplying industry insights to ensure updates are in line with industry needs. Examples of stakeholder organisations include:

- Government departments and agencies (Commonwealth and state/territory-based)
- Peak bodies and industry associations (i.e. across the sectors listed earlier)
- Employee associations
- Registered Training Organisations (RTOs) both public and private and their representative bodies
- Small, medium and large private and public employers across metropolitan, regional, rural and remote areas, including for-profit and not-for-profit organisations.

Challenges and Opportunities

Note: These findings are based on desk research and SkillslQ's 2019 Future Skills Survey (conducted between November 2018 and January 2019) which has been filtered to include stakeholders from the Wholesale, Retail and Community Pharmacy industries only. Insights and advice from IRC members and public consultation have also been used to compile and validate the information provided.

Retention of staff

In general, there has been an overall increase in staff turnover rates across all industries and, for the retail industry, this has been a significant and ongoing issue. The industry is characterised by high volumes of small-to-medium sized businesses, as well as a young workforce, which recent studies show are more likely to register higher levels of turnover (i.e. 22% for small-to-medium-sized businesses and 37% for 18–35 year olds) compared to large-sized organisations and older workers (i.e. 18% and 6% respectively).²⁰ There are many implications for a business in terms of poor staff retention, and these include financial and operational burdens in relation to re-recruitment, re-training and ensuring sales and services

continue with reduced staff numbers. Business owners and other individuals in roles responsible for planning business growth strategies are unable to properly focus on future planning and innovation when the need to address staffing changes is continually present.

Poor staff retention is a significant workforce issue, together with high vacancy rates. Towards the end of 2018, the retail trade industry registered 24,500 job vacancies or 10% of job vacancies across all retail industries. The sector as a whole is therefore clearly challenged in establishing a long-term and sustainable workforce.

Lack of career progression

There is perceived to be a lack of career progression opportunities in the wholesale and retail industries. This in turn is triggering staff attraction and turnover issues across the sectors. In a dual effort to provide career progression to junior staff and manage skills shortages in store management, retail employers are investing in training and development for staff to progress to store assistant or assistant store manager roles. However, there is also a challenge to the industry of even store managers leaving retail businesses due to an absence of further promotion or progression pathways. The operating structure of small businesses (which in some cases have no more than a maximum of 3-4 employees) can also lead staff to perceive that there are limited options for career progression. For an industry dominated by small business employers, there is a need to better promote the extensive career paths available. See Figure 3 for examples of career pathways available across the retail industry.

Figure 3: Retail Industry Career Pathways (supplied by the Retail and Personal Services Skills Advisory Council)

					·		
	ENTRY LEVEL Usually a skill level equal to completion of at least Year 10, Ceritificate I or II qualification		SUPERVISORY Usually a skill level equal to a Certificate III or IV qualification, or at least 3 year's experience		MANAGEMENT Usually requires a level of skill equal to a Diploma or Retail Leadership or Merchandise Management and at least 5 year's experience		EXECUTIVE Usually requires the Graduate Certificate or a higher qualification in addition to significant industry experience
PURCHASING	JUNIOR SALES CLERK STORE PERSON	•	ASSISTANT BUYER TRAINEE BUYER	•	MERCHANDISE MANAGER PURCHASE MANAGER SENIOR BUYER BUYER	•	
PRESENTATION	NIGHT FILL REPLENISHMENT HOUSEKEEPING	•	VISUAL MERCHANDISER DISPLAY DESIGNER SHOP FITTER MERCHANDISER	•	MARKETING MANAGER DISPLAY MANAGER VISUAL MERCHANDISER HEAD MERCHANDISER	•	
SUPPORT	CLERK CUSTOMER SERVICE LOSS PREVENTION OFFICER	•	STORE MAINTENANCE OFFICER CREDIT & LOAN OFFICER LOSS PREVENTION SUPERVISOR IT SUPPORT TECHNICIAN	•	ACCOUNTANT / FINANCIAL MANAGER WEB SALES / IT MANAGER LOSS PREVENTION MANAGER PRODUCT SPECIALIST	•	BUSINESS OWNER CEO NATIONAL MANAGER
SALES	SALES ASSISTANT SALES REPRESENTATIVE CASHIER	•	ASSISTANT SALES MANAGER FLOOR MANAGER DEPARTMENT MANAGER TEAM LEADER	•	SALES / MARKETING MANAGER PROMOTIONS MANAGER ADVERTISING MANAGER ONLINE MANAGER	•	STATE MANAGER REGIONAL / AREA MANAGER
DISTRIBUTION	WAREHOUSE ATTENDANT/STORE PERSON FORKLIFT OPERATOR DELIVERY DRIVER	•	DISTRIBUTION MANAGER WAREHOUSE MANAGER DISPATCH COORDINATOR	•	OPERATIONS MANAGER SUPPLY CHAIN MANAGER LOGISTICS MANAGER WAREHOUSE MANAGER	•	
MANAGEMENT			OHS SUPERVISOR STAFF SUPERVISOR ROSTER MANAGER TRAINING MANAGER	•	STORE MANAGER OPERATIONS MANAGER HR MANAGER TRAINING MANAGER	•	

The wholesale and retail industry can offer flexible, extensive and accessible employment opportunities, ranging from basic entry-level positions to supervisory and management roles. Roles are available to accommodate all members of the community. High levels of diversity are reflected in the current workforce, and retail has been particularly successful in providing employment outcomes for key population groups such as:

- Women
- Older Australians
- Aboriginal and Torres Strait Islander people
- People with a disability
- · Migrants.

Industry needs to continue building and promoting visible career pathways to encourage new entrants and retain existing workers.

Government policy changes

The wholesale and retail sectors operate in a global structure which involves the transfer of goods, services and materials across borders. As a result, Australian wholesalers and retailers frequently deal with overseas suppliers and customers. Due to the interconnectedness of the wholesale and retail sectors globally, the supply of, and demand for, skills is also interconnected across the world. The transferability of workers across borders occurs frequently, as individuals seek to learn new skills and/ or fill job vacancies in Australia and overseas countries. In a highly competitive and global marketplace, access to overseas talent to meet shortages is fundamental to the Australian retail sector's ability to thrive and continue doing business.²¹ However, changes in visa eligibility conditions (for example, the withdrawal of the former 457 visa) and the removal of over 200 occupations from the Department of Jobs and Small Business' Skills Shortage List means the retail sector will need to identify other channels by which to source skilled staff.

Innovation and technology

Innovation is a key factor for business survival today.

Across the wholesale and retail industries, it has never been more important to be 'ahead of the game' in terms of innovation to achieve:²²

- Increased productivity
- · Successful technology leveraging, and
- Avenues for growth.

Technology is a driving force for innovation. Below are some examples of technological developments implemented across the greater industry which are being used to enhance and personalise the customer experience and/or streamline and improve production operations and efficiency gains. These include:²³

Retail

- Mobile payments
- Robotics
- Drone delivery
- 3D fashion technology
- · Omni-channel platforms
- Big Data and predictive analytics
- E-commerce payment infrastructure
- Voice activated Artificial Intelligence
- Augmented reality (AR)
- Virtual reality (VR)
- Sensor data
- Facial recognition
- Cloud services
- Computer vision

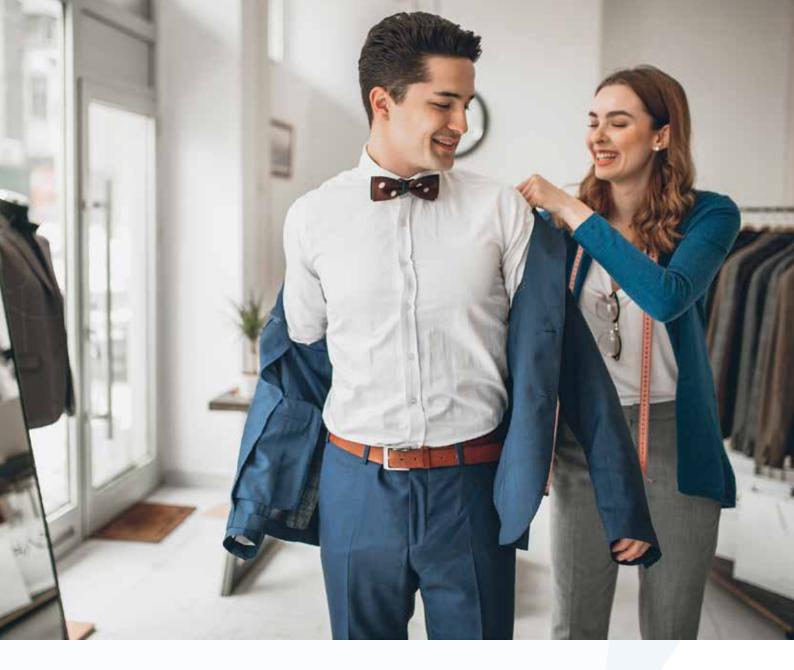
Wholesale/Logistics/Supply Chain

- Artificial Intelligence (AI)
- Radio Frequency Identification (RFID) tags
- Internet of Things (IoT) business solutions
- Supply-Chain-as-a-Service Architecture (ScaaSA)
- Virtualisation
- Web-based logistics portals
- Warehouse robotics

Community Pharmacy

- Health and medication management apps
- Digital and Tele-health.

Australian small retail businesses, however, have been lagging in adopting technology and online platforms due to a lack of funding, time and technical expertise.²⁴ A summary of innovative activity as published by the Australian Bureau of Statistics (ABS) shows that only 40% and 37% of small-sized retail and wholesale businesses respectively have introduced or implemented innovation



for operations compared to 71% and 57% of large-sized enterprises in those industries (see Figure 4).²⁵ A lack of skills to be able to adopt technology and take forward

0

0-4 persons

innovation projects is the biggest obstacle in this area, and an engaged and skilled workforce is essential to driving innovation and technology across the industries.

90 Retail Trade Wholesale Trade

80

70

60

50

40

40.2

36.9

10

Retail Trade Aholesale Trade

71.1

57.3

Figure 4: Percentage (%) of businesses by industry that have introduced or implemented innovation (innovating businesses) - Australia, 2016-17

Source: Australian Bureau of Statistics (ABS) (2019) Innovation in Australian Businesses, 2016-17, Table 2, cat. no. 8158.0, July 2018. Canberra.

5-19 persons

20-199 persons

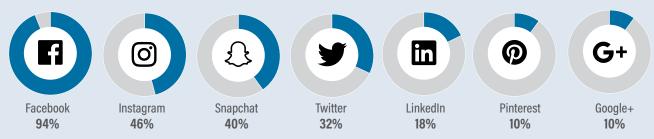
200 or more persons

Social media and online platforms

In Australia, there are currently 15 million monthly active users of Facebook, 9 million on Instagram and 6.4 million on Snapchat.²⁶ Almost eight in ten people now use social media daily and it is increasingly embedded into

the daily lives and behaviours of households. Facebook continues to be the most popular platform, followed by Instagram and Snapchat which are regularly accessed by consumers aged under 30 years (see Figure 5).

Figure 5: Social networking sites used in 2018 – Sensis Social Media Report



The retail sector has been a dominant adopter of social media when compared to other industries, and businesses over time have increasingly embraced social media and digital campaigns. The levels of social media usage, however, remain significantly lower than that of the retail sector's own customers. On average, only 59% of retail businesses have a web presence and 56% a social media presence,²⁷ and these rates are significantly lower for small-sized businesses in the industry. It has never been more important for businesses in the industry to embrace social media and online platforms as they are effective channels for businesses to use for:²⁸

- advertising and promotion
- engaging with customers
- growing their customer bases
- increasing sales; and
- being seen as up-to-date in their communications practices.

A workforce equipped to support the industry and build retailers' presence via engagement with customers through social and online media is critical to ensuring Australian businesses remain competitive both in the domestic and international marketplaces.

Workforce skills training is therefore essential, and the Wholesale and Retail IRC has been overseeing the cross-sector project *Consumer Engagement via Online and Social Media*, which aims to develop Training Package Products to meet skills gaps in this area.

Vocational Education and Training (VET) Qualifications Supporting Industry

The nationally recognised VET qualifications specific to **Retail** are:

- SIR 10116 Certificate I in Retail Services
- SIR20216 Certificate II in Retail Services
- SIR30216 Certificate III in Retail
- SIR40316 Certificate IV in Retail Management
- SIR50116 Diploma of Retail Leadership
- SIR50217 Diploma of Visual Merchandising (new qualification released August 2017)
- SIR50317 Diploma of Retail Merchandise Management (new qualification released August 2017).

Table 2: Number of Registered Training Organisations (RTOs) by nationally recognised **Retail** qualifications on scope – Wholesale and Retail Training Package Products

Qualification Code	Qualification Name	No. of RTOs with Qualification on Scope
SIR10116	Certificate I in Retail Services	40
SIR20216	Certificate II in Retail Services	157
SIR30216	Certificate III in Retail	164
SIR40316	Certificate IV in Retail Management	77
SIR50116	Diploma of Retail Leadership	21
SIR50217	Diploma of Visual Merchandising (new qualification released August 2017)	4
SIR50317	Diploma of Retail Merchandise Management (new qualification released August 2017)	1

Source: Training.gov.au. RTOs approved to deliver this qualification. Accessed 28 February 2019.

The only nationally recognised VET qualification specific to Wholesale is:

• SIR30316 Certificate III in Business to Business Sales.

Table 3: Number of Registered Training Organisations (RTOs) by nationally recognised **Wholesale** qualifications on scope – Wholesale and Retail Training Package Products

Qualification Code	Qualification Name	No. of RTOs with Qualification on Scope
SIR30316	Certificate III in Business to Business Sales	7

Source: Training.gov.au. RTOs approved to deliver this qualification. Accessed 28 February 2019

The nationally recognised VET qualifications specific to Community Pharmacy are:

- SIR20116 Certificate II in Community Pharmacy
- SIR30116 Certificate III in Community Pharmacy
- SIR40116 Certificate IV in Community Pharmacy
- SIR40216 Certificate IV in Community Pharmacy Dispensary.

Table 4: Number of Registered Training Organisations (RTOs) by nationally recognised **Community Pharmacy** qualifications on scope – Wholesale and Retail Training Package Products

Qualification Code	Qualification Name	No. of RTOs with Qualification on Scope
SIR20116	Certificate II in Community Pharmacy	5
SIR30116	Certificate III in Community Pharmacy	9
SIR40116	Certificate IV in Community Pharmacy	5
SIR40216	Certificate IV in Community Pharmacy Dispensary	4

Source: Training.gov.au. RTOs approved to deliver this qualification. Accessed 28 February 2019.



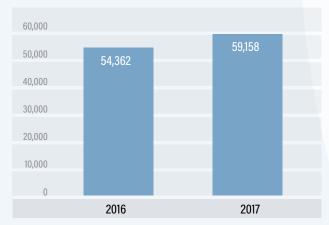
Enrolments and Completions

In 2017, there were just over **59,000 enrolments** across all VET qualifications catered for by the Wholesale and Retail Training Package Products. This represents an increase of 9% (equivalent to 4,796 enrolments) versus the previous year (Figure 6).

The most popular qualifications in 2017 were:

- SIR30216 Certificate III in Retail (22,012 enrolments)
- SIR20212 Certificate II in Retail Services (9,553 enrolments).

Figure 6: Total number of enrolments (Total VET Activity [TVA]) by nationally recognised qualifications on scope – Wholesale and Retail Training Package Products, 2016-2017

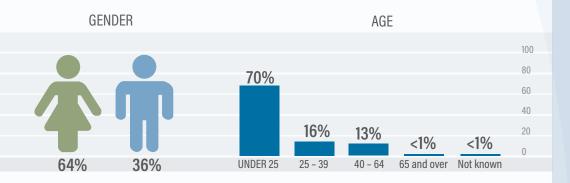


Source: NCVER VOCSTATS, Program enrolments 2016-2017

A snapshot of the key traits of the *SIR Wholesale* and *Retail Training Package* enrolments for 2017 is provided below, followed by a breakdown of enrolments and completions for individual qualifications (see Tables 5–10).

2017 ENROLMENT SNAPSHOT

WHOLESALE AND RETAIL TRAINING PACKAGE PRODUCTS



STATE/TERRITORY OF RESIDENCE 1% 22% 41% Other Australian Territories or Dependencies and Overseas





Source: NCVER VOCSTATS (Program enrolments 2017 by various breakdowns) *Includes 'Outside Australia' and 'Not known'.

General notes on statistics:

- Enrolment and completion data is sourced from NCVER VOCSTATS (program enrolments and completions 2014–2017), accessed April 2019.
- 2. It is important to note that not all training providers were required to submit enrolment and completion data at the time of collection, and some figures presented may therefore underrepresent the true count of enrolments and completions for a qualification. From 2018, all training providers were required to submit data, and current discrepancies noted in the national NCVER figures versus actual attendance should therefore be minimal in future releases. The data presented in this report is shown for indicative purposes.
- 3. Figures reflect public and private RTO data.
- Completion data for 2017 represents preliminary outcomes (i.e. not a full year).
- '-' symbol indicates that the qualification was not listed in NCVER data at the time of reporting.
- Qualifications in italics represent superseded qualifications.

Table 5: Total number of enrolments (Total VET Activity [TVA]) by nationally recognised Retail qualifications on scope - 2014–2017

Qualification	2014	2015	2016	2017	TOTAL
SIR10116 Certificate I in Retail Services	0	0	0	796	795
SIR10112 Certificate I in Retail Services (superseded)	906	838	806	113	2,663
SIR20216 Certificate II in Retail Services	0	0	420	6,273	6,691
SIR20212 Certificate II in Retail Services (superseded)	29,696	23,243	20,476	9,553	82,977
SIR30216 Certificate III in Retail	0	0	1,079	22,012	23,091
SIR30212 Certificate III in Retail Operations (superseded)	16,566	18,058	22,941	12,123	69,684
SIR30312 Certificate III in Retail Supervision (superseded)	1,022	737	534	222	2,523
SIR40316 Certificate IV in Retail Management	0	0	47	746	793
SIR40212 Certificate IV in Retail Management (superseded)	3,030	2,381	2,095	1,069	8,570
SIR50116 Diploma of Retail Leadership	0	0	1	37	35
SIR50112 Diploma of Retail Management (superseded)	644	610	428	141	1,827
SIR50217 Diploma of Visual Merchandising	-	-	-	-	-
SIR5021 Diploma of Visual Merchandising (superseded)	462	479	403	298	1,645
SIR50317 Diploma of Retail Merchandise Management	-	-	-	-	-

Source: NCVER VOCSTATS, accessed April 2019.

Table 6: Total number of completions (Total VET Activity [TVA]) by nationally recognised Retail qualifications on scope - 2014–2017

Qualification	2014	2015	2016	2017	TOTAL
SIR10116 Certificate I in Retail Services	0	0	0	365	365
SIR10112 Certificate I in Retail Services (superseded)	522	526	372	75	1,502
SIR20216 Certificate II in Retail Services	0	0	86	1,374	1,464
SIR20212 Certificate II in Retail Services (superseded)	7,166	6,872	5,967	3,845	23,846
SIR30216 Certificate III in Retail	0	0	164	2,877	3,044
SIR30212 Certificate III in Retail Operations (superseded)	6,546	6,698	6,976	5,784	26,001
SIR30312 Certificate III in Retail Supervision (superseded)	436	344	180	149	1,116
SIR40316 Certificate IV in Retail Management	0	0	9	79	85
SIR40212 Certificate IV in Retail Management (superseded)	1,244	991	846	656	3,734
SIR50116 Diploma of Retail Leadership	0	0	0	13	13
SIR50112 Diploma of Retail Management (superseded)	372	327	152	95	947
SIR50217 Diploma of Visual Merchandising	-	-	-	-	-
SIR50212 Diploma of Visual Merchandising (superseded)	152	129	132	118	531
SIR50317 Diploma of Retail Merchandise Management	-	-	-	-	-

Source: NCVER VOCSTATS, accessed April 2019.



Figure 7: Total number of enrolments (Total Vet Activity [TVA]) in Retail qualifications by delivery location - 2017

Source: NCVER VOCSTATS, accessed April 2019.

Note: Certificate I includes: SIR10116 and SIR10112 – Certificate I in Retail Services Certificate II includes: SIR20216 and SIR20212 – Certificate II in Retail Services

Certificate III includes: SIR30216, SIR30212 and SIR30312 - Certificate III in Retail / Retail Operations / Retail Supervision

Certificate IV includes: SIR40316 and SIR40212 - Certificate IV in Retail Management

Diploma – Retail includes: SIR50116 and SIR50112 – Diploma of Retail Leadership / Retail Management Diploma – Visual Merchandising includes: SIR50217 and SIR50212 – Diploma of Visual Merchandising.

Table 7: Total number of enrolments (Total VET Activity [TVA]) by nationally recognised Wholesale qualifications on scope - 2014–2017

Qualification	2014	2015	2016	2017	TOTAL
SIR30316 Certificate III in Business to Business Sales	0	0	0	48	48
SIR30412 Certificate III in Business to Business Sales (superseded)	211	240	197	116	763

Source: NCVER VOCSTATS, accessed April 2019.

 Table 8: Total number of completions (Total VET Activity [TVA]) by nationally recognised Wholesale qualifications on scope - 2014–2017

Qualification	2014	2015	2016	2017	TOTAL
SIR30316 Certificate III in Business to Business Sales	0	0	0	13	13
SIR30412 Certificate III in Business to Business Sales (superseded)	34	81	60	85	258

Source: NCVER VOCSTATS, accessed April 2019.

Table 9: Total number of enrolments (Total VET Activity [TVA]) by nationally recognised Community Pharmacy qualifications on scope - 2014–2017

Qualification	2014	2015	2016	2017	TOTAL
SIR20116 Certificate II in Community Pharmacy	0	0	2	264	270
SIR20112 Certificate II in Community Pharmacy (superseded)	1,306	746	457	177	2,690
SIR30116 Certificate III in Community Pharmacy	0	0	24	2,332	2,353
SIR30112 Certificate III in Community Pharmacy (superseded)	3,386	3,100	3,938	2,373	12,793
SIR40116 Certificate IV in Community Pharmacy	0	0	0	138	138
SIR40112 Certificate IV in Community Pharmacy (superseded)	629	730	514	270	2,146
SIR40216 Certificate IV in Community Pharmacy Dispensary	0	0	0	57	57

Source: NCVER VOCSTATS, accessed April 2019.

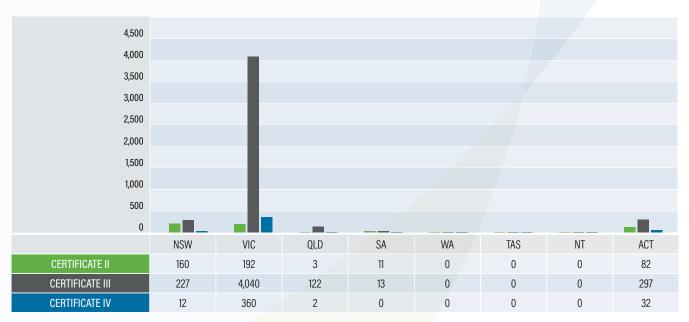
Table 10: Total number of completions (Total VET Activity [TVA]) by nationally recognised Community Pharmacy qualifications on scope - 2014–2017

Qualification	2014	2015	2016	2017	TOTAL
SIR20116 Certificate II in Community Pharmacy	0	0	0	79	79
SIR20112 Certificate II in Community Pharmacy (superseded)	610	354	193	114	1,269
SIR30116 Certificate III in Community Pharmacy	0	0	0	105	105
SIR30112 Certificate III in Community Pharmacy (superseded)	1,101	677	1,165	1,460	4,407
SIR40116 Certificate IV in Community Pharmacy	0	0	0	0	0
SIR40112 Certificate IV in Community Pharmacy (superseded)	120	98	135	135	495
SIR40216 Certificate IV in Community Pharmacy Dispensary	0	0	0	10	10

Source: NCVER VOCSTATS, accessed April 2019.



Figure 8: Total number of enrolments (Total Vet Activity [TVA]) in Community Pharmacy qualifications by delivery location - 2017



Source: NCVER VOCSTATS, accessed August 2018.

Note: Certificate II includes: SIR20116 and SIR20112 – Certificate II in Community Pharmacy Certificate III includes: SIR30116 and SIR30112 – Certificate III in Community Pharmacy Certificate IV includes: SIR40116 and SIR40112 – Certificate IV in Community Pharmacy.

A.2 Employment and Skills Outlook Overview

Employment - Current and Projected

Note: The principal data source that provides workforce data and trends regarding roles of relevance to this Training Package at a national level is Census data collected by the Australian Bureau of Statistics (ABS) and the Department of Jobs and Small Business. The workforce statistics and projections presented in this section are based on Census collections and are reported according to prescribed Australian and New Zealand Standard Industrial Classification (ANZSIC) and Australian and New Zealand Standard Classification of Occupations classifications (ANZSCO).

The current definitions, and the labelling used for some ANZSIC and ANZSCO codes, as well as the aggregation of roles across codes, can be limited in providing a true picture of some sectors' workforces. Sectors can host a multitude of job functions, and consequently comprise job titles which go beyond the categories listed in ANZSCO. The statistics in this section are provided as an indicative overview of the sector only.

Examples of job roles covered by the Wholesale and Retail Training Package Products are captured across the following ANZSCO categories:

- ANZSCO 1421 Retail Managers representing in aggregate Retail or Shop Manager, Antique Dealer, Betting Agency Manager, Hair or Beauty Salon Manager, Post Office Manager and Travel Agency Manager
- ANZSCO 6215 Retail Supervisors representing in aggregate Retail, Checkout or Sales Department Supervisor
- ANZSCO 6211 Sales Assistants (General)
- ANZSCO 6311 Checkout Operators and Office Cashiers

- ANZSCO 6395 Visual Merchandisers
- ANZSCO 5911 Purchasing and Supply Logistics
 Clerks representing in aggregate Production Clerk,
 Purchasing or Procurement Officer, Stock Clerk,
 Warehouse Administrator and Order Clerk.
- ANZSCO 6214 Pharmacy Sales Assistants.

Please note that this list is not exhaustive, and that the Retail and Wholesale industries host an extensive list of job roles.

Across Australia, the Retail industry employs approximately 1.3 million workers, making it the second largest employing industry in the country.²⁹ In 2018, there were **517,800** Sales Assistants, **233,300** Retail Managers, **155,700** Checkout Operators and Office Cashiers, 95,800 Purchasing and Supply Logistics Clerks, **41,400** Pharmacy Sales Assistants, **37,500** Retail Supervisors and **8,100** Visual Merchandisers (see Figure 9).

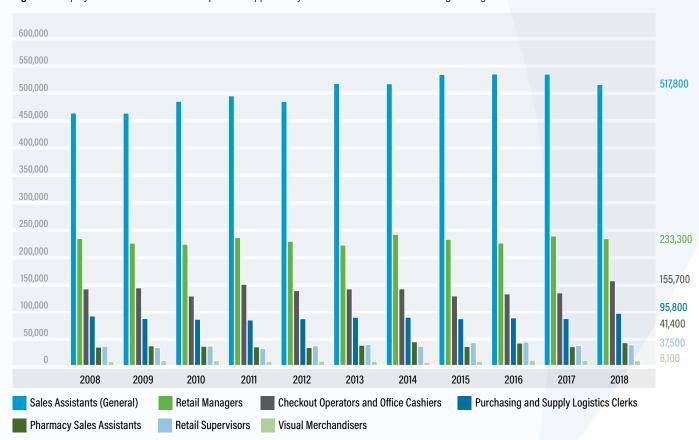


Figure 9: Employment level of selected occupations supported by the Wholesale and Retail Training Package - 2008 to 2018

Source: Department of Jobs and Small Business - Job Outlook, various ANZSCO codes, accessed 1 March 2019

Key traits of the workforce across the seven main job categories charted are outlined in Table 11.

Most jobs supported by the Wholesale and Retail Training Package employ young workers who are the same age or below the national average age of 40 years, excluding Retail Managers (who registered an average age of 42 years). Wholesale and retail trade and community pharmacy workers are also predominantly female, with a majority of occupations in the combined sector hiring

more than the national average proportion of female workers (national average of 46.7%), excluding Purchasing and Supply Logistics Clerks (42.2% female workers). Certain occupations experience lower than national average rates of full-time employment (national average of 40.2%), including Sales Assistants, Checkout Operators and Office Cashiers, and Pharmacy Sales Assistants.

Table 11: Workforce traits of selected occupations supported by the Wholesale and Retail Trade Training Package (2017)

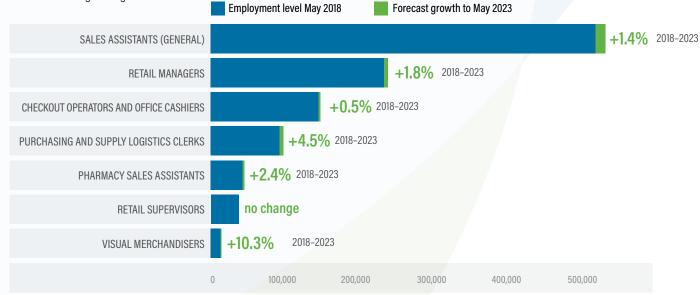
Traits	Average age	Gender - female	Full-time employment	Location	
Sales Assistants (General)	25 years (National average 40 years)	67.1% (National average 46.7%)	29.2% (National average 68.4%)	NSW - 30.5% VIC - 26.8% QLD - 22.0% SA - 6.8%	WA - 9.2% TAS - 2.4% NT - 0.8% ACT - 1.5%
Retail Managers	42 years (National average 40 years)	47.4% (National average 46.7%)	83.1% (National average 68.4%)	NSW - 27.9% VIC - 28.2% QLD - 19.5% SA - 8.1%	WA - 11.8% TAS - 2.0% NT - 1.1% ACT - 1.4%
Checkout Operators and Office Cashiers	21 years (National average 40 years)	71.3% (National average 46.7%)	19.3% (National average 68.4%)	NSW - 30.6% VIC - 24.9% QLD - 19.8% SA - 7.7%	WA - 11.7% TAS - 2.6% NT - 1.2% ACT - 1.5%
Purchasing and Supply Logistics Clerks	40 years (National average 40 years)	42.2% (National average 46.7%)	81.8% (National average 68.4%)	NSW - 32.8% VIC - 29.7% QLD - 17.8% SA - 5.9%	WA - 10.5% TAS - 1.2% NT - 1.0% ACT - 1.3%
Pharmacy Sales Assistants	27 years (National average 40 years)	89.6% (National average 46.7%)	28.8% (National average 68.4%)	NSW - 28.7% VIC - 27.6% QLD - 22.0% SA - 5.7%	WA - 10.9% TAS - 2.5% NT - 1.0% ACT - 1.6%
Retail Supervisors	33 years (National average 40 years)	55.9% (National average 46.7%)	66.3% (National average 68.4%)	NSW - 32.6% VIC - 21.2% QLD - 19.9% SA - 9.2%	WA - 13.1% TAS - 2.0% NT - 0.7% ACT - 1.3%
Visual Merchandisers	34 years (National average 40 years)	85.4% (National average 46.7%)	48% (National average 68.4%)	NSW - 33.0% VIC - 32.2% QLD - 15.7% SA - 5.1%	WA - 13.5% TAS - 0.3% NT - 0.2% ACT - 0.0%

Source: Department of Jobs and Small Business - Job Outlook, various ANZSCO job codes, accessed 4 March 2019

Overall, the **retail trade industry workforce is expected to experience steady growth** over the next five years, with forecasts indicating it will reach more than 1.33 million workers in 2023.³⁰ Visual Merchandising roles are expected to experience significant growth, with an increase of 10.3% to 8,900 workers, alongside Purchasing and Supply Logistics Clerks, with an increase of 4.5% to 100,100 workers, over the next five years (see Figure 10).







Source: Department of Jobs and Small Business - 2018 Occupational Projections - five years to May 2023 [Accessed November 2018]

Future Skills

Note: These findings are based on desk research as well as SkillslQ's 2019 Future Skills Survey (conducted between November 2018 and January 2019) which have been filtered to include stakeholders from the Wholesale, Retail and Community Pharmacy industries only. Insights and advice from IRC members and public consultation have also been used to compile and validate the information provided.

The work environment across all industries is continuously evolving to adapt to external and internal industry trends. Technology, automation, Artificial Intelligence (AI),

globalisation, an ageing population, shifts in workforce demographics and industry (i.e. the transition from manufacturing and production to a largely service-based economy)³¹ are just some of the ongoing trends driving change.

The Wholesale and Retail sectors, like others, have been impacted by these trends and, as a result, so too have the skills needs of the workforce. Whilst technical skills to perform job tasks are imperative, employers in the short-to-medium future will be looking beyond these and have indicated that it will be important for workers in their organisations to be **equipped with key 'soft skills'**:









Resilience is a growing skills area for retailers as businesses, particularly those operating late nights (e.g. 24-hour convenience stores) are increasingly experiencing incidents of challenging behaviours from customers. Less experienced and young workers will need the skills and knowledge to manage situations where customers show threatening conduct and/or misbehaviour to de-escalate potentially serious incidents.

These results are in line with wider studies, including the World Economic Forum's *Future of Jobs Survey 2018* which indicates that the top skills in demand in 2022 will include **analytical thinking** and **innovation**, **creativity**, **originality** and **initiative**, **critical thinking**, **complex problem-solving**, **leadership** and **emotional intelligence**.³²

The VET system plays a pivotal role in supporting employers and employees to adapt to technologies and changes in the workplace. Its role in providing the workforce with current and emerging skills will only grow more strongly in the future as it continues to support individuals to enter the workplace or transition into different roles.³³

The 12 generic skills listed below, including the descriptors, were provided by the Department of Education and Training for the purpose of being ranked by industry representatives. For the 2019 ranking exercise, an 'Other' generic skill option was included in the list to capture any additional key skills considered important for an industry. Please note that, in this case, no other generic skills were identified.

Key Generic Skills - Ranked in Order of Importance

1	Learning agility / Information literacy / Intellectual autonomy and self-management - Ability to identify a need for information. Ability to identify, locate, evaluate, and effectively use and cite the information. Ability to discriminate and filter information for importance. Ability to do more with less. Ability to quickly develop a working knowledge of new systems to fulfil the expectations of a job.
2	Language, Literacy and Numeracy (LLN) - Foundation skills of literacy and numeracy.
3	Customer service / Marketing - Ability to interact with other human beings, whether helping them find, choose or buy something. Ability to supply customers' wants and needs both via face-to-face interactions or digital technology. Ability to manage online sales and marketing. Ability to understand and manage digital products.
4	Design mindset / Thinking critically / System thinking / Solving problems - Ability to adapt products to rapidly shifting consumer tastes and trends. Ability to determine the deeper meaning or significance of what is being expressed via technology. Ability to understand how things that are regarded as systems influence one another within a complete entity, or larger system. Ability to think holistically.
5	Communication / Collaboration including virtual collaboration/ Social intelligence - Ability to understand and apply the principles of creating more value for customers with fewer resources (lean manufacturing) and collaborative skills. Ability to critically assess and develop content that uses new media forms and leverage these media for persuasive communications. Ability to connect to others in a deep and direct way, to sense and stimulate reactions and desired interactions.
6	Financial - Ability to understand and apply core financial literacy concepts and metrics, streamlining processes such as budgeting, forecasting, and reporting, and stepping up compliance. Ability to manage costs and resources, and drive efficiency.
7	Technology use and application skills - Ability to create and/or use technical means, understand their interrelation with life, society, and the environment. Ability to understand and apply scientific or industrial processes, inventions, methods, etc. Ability to deal with increasing mechanisation and automation and computerisation. Ability to do work from mobile devices rather than from paper.
8	Science, Technology, Engineering and Maths (STEM) - Sciences, mathematics and scientific literacy.
9	Managerial / Leadership - Ability to effectively communicate with all functional areas in the organisation. Ability to represent and develop tasks and work processes for desired outcomes. Ability to oversee processes, guide initiatives and steer employees toward achievement of goals.
10	Data analysis skills - Ability to translate vast amounts of data into abstract concepts and understand data-based reasoning. Ability to use data effectively to improve programs, processes and business outcomes. Ability to work with large amounts of data: facts, figures, number crunching, analysing results.
11	Environmental and Sustainability - Ability to focus on problem solving and the development of applied solutions to environmental issues and resource pressures at local, national and international levels.
12	Entrepreneurial - Ability to take any idea, whether it be a product and/or service, and turn that concept into reality and not only bring it to market, but make it a viable product and/or service. Ability to focus on the very next step to get closer to the ultimate goal.

A.3 Key Drivers for Change and Proposed Responses Overview

Key Drivers

There is no Training Package development work proposed for 2019–2020, as consultation with the IRC and broader industry did not identify any significant skills gaps which require action in the current year. The Wholesale and Retail Training Package Products are proposed for review instead in 2020–2021. These Training Package Products were initially scheduled for review in 2019–2020, but industry noted that it is vital to allow for the proper implementation and use of the Training Package Products which predominantly came into effect in March 2016. The Products were extensively reviewed prior to being released.

Current Work in Progress

The need for a number of new Training Package Products was highlighted in the 2018 *Wholesale and Retail IRC Industry Skills Forecast*, and these were approved for development by the AISC. Training Package Products currently being developed are:

- An Advanced Diploma of Visual Merchandising
- Various skill sets for employers and employees, covering essential skills areas such as sales, workplace health and safety, time management, stock control and managing a small business (this list is not exhaustive).

A.4 Consultation Undertaken

A widespread **multi-channel consultation** involving the following stakeholders has been conducted to identify and substantiate the key skills gaps and training needs of the sector, and to determine whether or not there is a need to update the respective Training Package Products:

- All Wholesale and Retail Industry Reference Committee (IRC) members representing the following key bodies:
 - Australasian Association of Convenience Stores Ltd
 - Australian Retailers Association
 - Kentucky Fried Chicken Pty Ltd
 - Lagardère Travel Retail
 - Leading Edge Group
 - National Retail Association

- Paperbark Woman
- Retail and Personal Services Skills Advisory Council
- Shop Distributive and Allied Employees' Association
- The Pharmacy Guild of Australia.
- Networks of the Wholesale and Retail IRC members
- A national online survey distributed via the SkillsIQ database between November 2018 and January 2019 that sought to identify top skills needs and priority industry issues
- Public consultation on the draft Industry Skills Forecast, which was publicised by e-mail to over 17,000 stakeholders registered in SkillsIQ's database network
- The Industry Skills Forecast, including the Proposed Schedule of Work, which was promoted to stakeholders and made available via SkillslQ's website.

B. Proposed Schedule of Work

2020-21

YEAR	PROJECT TITLE AND DESCRIPTOR			
2020-21	Community Pharmacy The IRC proposes to update qualifications, skill sets and associated Units of Competency relating to Community Pharmacy: Certificate II in Community Pharmacy Certificate IV in Community Pharmacy Certificate IV in Community Pharmacy Certificate IV in Community Pharmacy			
2020-21	Retail & Wholesale The IRC proposes to update qualifications and associated Units of Competency relating to Retail and Wholesale: Certificate I in Retail Services Certificate III in Retail Services Certificate III in Retail Certificate III in Business to Business Sales Certificate IV in Retail Management Diploma of Retail Leadership.			

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SKILLSIQ LIMITED

ADDRESS Level 1, 332 Kent Street, Sydney NSW 2000

POST GPO Box 4194 Sydney NSW 2001

TELEPHONE 02 9392 8100

FAX 02 9392 8199

WEB www.skillsiq.com.au

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