Australian Chamber of Commerce and Industry

Traffic Light Bulletin: 2018 Mid-Year Update to Occupation Lists

Submission to the Department of Jobs and Small Business June 2018

Introduction

The Australian Chamber appreciates the opportunity to provide input into the 2018 mid-year update to occupation lists. Our overall objective is to ensure that the system is as flexible as possible to meet the needs of the labour market, and to ensure that businesses, no matter where they are located, have the skills they need, when they need them, in order to survive, grow and employ.

This submission is a complement to the extensive consultation we have had with the Department of Jobs and Small Business (DJSB) and the Department of Home Affairs (DHA). It is informed by consultations with our members, who in turn have conducted consultations with businesses including those in regional areas. One of the key focal points for those discussions has been the extensive impact that the proposed changes will have on regional permanent migration, and the tangle created by the interaction of the lists. We have been pleased to assist in arranging consultations sessions between the DJSB and our members and trust that those discussions have informed the process.

It is noted that the traffic light bulletin has proposed changes to 23 occupations with only one of those, being the footballer, which could unequivocally be seen as improving access to migration. It is ironic that the need for sporting skills is being addressed in this change, whereas access to skills for business is being further tightened. Having the right conditions to attract talent, including pathways to permanency, are important for all industries and occupations not just the select few.

Context

Since the April 2017 changes, the Australian Chamber has made clear that any comments made regarding occupation lists for employer-sponsored migration (both temporary and permanent) are in the context of our disagreement with the need for skills shortage assessment for the employer sponsored migration programme. The main reason for this position is that shortages experienced by individual organisations in particular locations at a particular point in time cannot be identified by a national assessment or data set on shortages. This data shortfall is particularly relevant to the case of regional skill needs.

The employer-sponsored component of the migration programme is heavily regulated and very expensive for businesses to access. This regulation, along with important compliance monitoring and enforcement, is sufficient to limit overuse of the programme in all but an isolated few occupations and sponsors. Limiting the number of skilled occupations with access to the employer-sponsored

component is a blunt instrument that has denied over the last 12 months many businesses with legitimate skill needs from accessing the workforce they need to be sustainable and grow.

We also reject the notion that the removal of certain skilled occupations from the lists can be justified on the basis that they have not been used recently or have been used by a limited number. The Australian Chamber believes that an important principle that should underpin a responsive migration system is that the economy can grow only when businesses can access the skills at the time they are needed, including niche industries or businesses that are small and specialised.

In this context, the Australian Chamber remains strongly opposed to the changes made in April 2017 that resulted in employer-sponsored migration being subject to this complex, burdensome and inappropriate process of assessment of skill shortages across all occupations.

Proposed Removals and Downgrades

The number of proposed changes is extensive compared to the previous review.

It is noted there are a number of changes in the creative arts area with seven occupations flagged from removal from the Short Term Skilled Occupation List (STSOL). Our members Screen Producers Australia and Live Performance Australia, have in their submissions provided evidence to support the retention of Director - Film, Television, Radio or Stage (ANZSCO: 212312), Film and Video Editor (ANZSCO: 212314), Program Director - Television or Radio (ANZSCO: 212315), Technical Director (ANZSCO: 212317), Stage Manager (ANZSCO: 212316) and Video Producer (ANZSCO: 212318) on the STSOL. We reiterate their position on these occupations remaining on the STSOL.

Although as a peak body we have no specific evidence to put forward on other occupations identified for removal from the STSOL, the proposal to remove occupations such as Telecommunications Linesworker, Chemical Plant Operator, Middle School Teacher and Cabler (Data and Communications) without any suggestion of moving them to the regional list is questionable. To deny these occupations access to temporary migration is of concern, but to deny any opportunity for regions to fill their skill needs either temporarily or permanently (given they currently have access to these occupations for permanent migration via RSMS) is even more questionable.

Industry Recommended Changes

The Australian Chamber supports the submissions and recommendations of our members and their member businesses. In particular, we would like to reinforce the following:

1. The Restaurant and Catering Industry Association (R&CA) has provided extensive evidence in support of changes to two occupations based on labour market projections and industry research. It is recommended that the occupations of Cook (ANZSCO: 351411) and Café and Restaurant Manager (ANZSCO: 141111) be moved from their current position on the STSOL to the Medium to Long Term Strategic Skilled List (MLTSSL)
2. Chamber of Commerce and Industry WA through members has provided evidence to recommend Mechanical Engineering Technician (ANZSCO: 312512) move from its current position on the STSOL to the MLTSSL.
3. The Exhibition and Events Industry faces considerable skills shortage with over 45% respondents of the MEA Skills Survey[1] reporting that skills shortages affect their ability to recruit, with event management and sales the most frequently reported skills shortage. Market research commissioned by our member the Exhibition and Event Association of Australasia,

[1] MEA Survey attached as appendix A for reference

conducted by Explori, an independent research agency, reports 39% of respondents consider government policies affecting their business one of the biggest challenges, while 36% report the availability of staff a big challenge[2]. Skills shortages have been exacerbated post the April 2017 changes, due to employers in the industry finding the occupation list and migration landscape difficult to navigate, thus deterring access when there are genuine labour needs. It is recommended that skills shortages in this industry be noted along with the difficulty experienced by businesses in navigating the migration landscape.

Regional Migration

The Department of Jobs and Small Business as part of the traffic light bulletin update is tasked by the Government as the vehicle for consultations into the Regional Occupations List (ROL) released in March 2018. The ROL supplements the STSOL and MLTSSL allowing access to the Temporary Skills Shortage (TSS) visa.

In March this year, the Minister for Citizenship and Multicultural Affairs announced an interim Regional Occupations List for the Regional Sponsored Migration Scheme (RSMS) visa comprising of 465 occupations. The Australian Chamber understands that one of the intended outcomes post this round of consultations is that the interim Regional Occupations List and the ROL will be collapsed into one list that will service regional migration through the TSS and the RSMS visas. This approach is contentious and has a number of issues that the Chamber has communicated to the Department numerous times. One of the most important issues is that the Department has not made this proposed action clear in calling for submissions or during the initial consultation phase. The result is that most stakeholders will be unaware of the proposed elimination of the RSMS list and thus unable to put in relevant submissions to make their case. It is accepted that the DJSB has not been given responsibility for the RSMS list, but this is the process for consultation for the whole of government and, considering the amount of discussions surrounding this problem, it is disappointing that this context was not provided to stakeholders.

On the basis of the lack of any contradiction to the earlier announced plan to eliminate the RSMS, the draft traffic light bulletin would indicate that the DJSB has not identified any occupations on the RSMS list to shift onto the ROL; and has only identified two occupations to shift from the STSOL to the Regional Occupation List. It is hard to believe that an analysis of regional permanent migration needs has resulted in none of the 465 occupations on the interim RSMS list being considered for access, either directly or via temporary pathways, to permanent migration.

As previously communicated to the DJSB and the DHA, given the Government's policy of applying a national assessment of skills shortages to employer-sponsored migration, it is important to attempt to find the best possible outcome. The proposal to review regional lists has created considerable angst amongst our membership and their member businesses, particularly as the proposal wishes to make two changes simultaneously:

1. Merging the two regional lists – the 59 occupation ROL and the 'interim' 465-occupation RSMS list which contains all of the remaining skilled occupations not on the MLTSSL.
2. Not allow occupations to appear on more than one list. This would, amongst other outcomes, mean that occupations currently on the STSOL deemed in shortage in the regions and eligible for the newly merged regional list would not be available for short-term temporary migration by non-regional employers, which is a terrible outcome and creates a dilemma for employers and industries.

[2] Market Research by Explori and the Exhibition and Event Association of Australasia attached as appendix B for reference

In order to address the problems created by the operation of these two changes, it is preferable that the DJSB recommend through its Minister to the Minister for Citizenship and Multicultural Affairs that the interim RSMS list remain intact, at least for this review cycle if not longer. The reasons for this are:

1. It will be difficult to drop an occupation from the short-term list (STSOL) to shift to the regional list – thus advantaging one group of employers and denying another group.
2. It has only been a bit over one year after the major changes to skilled migration were announced and the TSS visa has formally been in place for only three months. The programme needs time to settle down and for the impact of the changes to be understood.
3. There is insufficient understanding in business of what the proposed changes to the RSMS list entail – the announcement in April 2017 was only a small part of the total package of significant changes. Most stakeholders have not been alerted to the severe reduction in access via the RSMS list. The lack of any comment in the draft traffic light bulletin has only exacerbated this lack of knowledge and potential opportunity for consultation.
4. The DJSB is still building its regional datasets, and there is not enough valid evidence available to justify a dramatic change to regional lists. There will be an overreliance on anecdotal evidence, which although valuable, may not give the full picture of issues of shortage in non-regional as well as regional areas, unless it has come from an understanding of occupations only being available on one list.
5. It will allow regional employers to continue accessing all skilled occupations for permanent regional sponsorship and thus reinforce a stronger bias towards permanent regional migration.

Should the above arguments not be accepted, the other option is to focus on the proposed second change so that occupations can appear on more than one list. It would be possible within the layout of the DJSB bulletin to show occupations appearing on more than one list. In reality, this would reflect the evidence that many occupations should be on both the STSOL and the regional list concurrently – available for all employers for short-term temporary migration, but only to regional employers for permanent and all forms of temporary migration. The benefit of this option is that regional employers will have the ability to nominate those occupations on the regional list for permanent migration, thus reinforcing a bias towards regional settlement. This is in line with the Government's stated aim to look for ways to encourage regional settlement.

If Government stays committed to removing the RSMS list, then surely the bulletin should have signalled a range of occupations that will be added to the ROL unless the DJSB is suggesting that none of the current occupations on the RSMS list are in shortage in the regions. The DJSB is urged to take a position on this in its recommendations to the Minister for Jobs and Innovation, which then get passed onto the Minister for Citizenship and Multicultural Affairs.

Summary

The Australian Chamber makes the following recommendations –

1. **Proposed Removals**: Retain Director - Film, Television, Radio or Stage (ANZSCO: 212312), Film and Video Editor (ANZSCO: 212314), Program Director - Television or Radio (ANZSCO: 212315), Technical Director (ANZSCO: 212317), Stage Manager (ANZSCO: 212316) and Video Producer (ANZSCO: 212318) on the STSOL based on evidence provided in the submissions made by Screen Producers Australia and Live Performance Australia.

2. **Industry Recommended Changes**: Cook (ANZSCO: 351411), Café and Restaurant Manager (ANZSCO: 141111) and Mechanical Engineering Technician (ANZSCO: 312512) be moved from STSOL to MLTSSL based on evidence provided in the submissions of RC&A and CCIWA and their members.

3. **Regional Migration**: That the interim RSMS list remain intact for this review cycle, or in the event that this proposal is rejected, occupations be allowed to appear on two lists concurrently.

Working for business.
Working for Australia

About the Australian Chamber

The Australian Chamber of Commerce and Industry speaks on behalf of Australian Businesses at home and abroad.

We represent more than 300,000 businesses of all sizes, across all industries and all parts of the country, making us Australia's most representative business organisation.

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APPENDIX A

The Australian Workplace Skills Survey for the Events Industry Sector for Meetings & Events Australia

Association of Australian Convention Bureaux

EXHIBITION & EVENT ASSOCIATION OF AUSTRALASIA

Meetings & Events Australia

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Executive Summary

The Australian Workplace Skills Survey for the Events industry was carried out in March 2017 by Meetings & Events Australia (MEA), in collaboration with the Australian Association of Convention Bureaux (AACB) and the Exhibition & Events Association of Australasia (EEAA).

MEA led this research project as it was keen to understand if there were any skills gaps in the industry and if so, where did they exist and at what level. This was the first time that this type of research had been undertaken into the events sector.

The survey was distributed to an estimated 680 member organisations and individuals of MEA, AACB and EEAA. Some members would have received the survey more than once, as many were members of more than one of the participating industry associations.

The results indicated that 39 percent started the survey with 24 percent completing all of the questions.

The largest responses were received from event management organisations (28 percent) and venues (21 percent).

The findings indicated that there are skills shortages in the event sector. The largest shortages are in event management at the mid to senior levels. MEA will look at addressing these shortages through the delivery of education and professional development programs.

The survey also indicated that there were shortages in sales and business development. MEA will also develop sales and business development education to meet the gaps in these two critical areas.

The findings will also provide a good reference for government when developing policies that will affect the event industry workplace such as access to 467 visas.

One of the key messages in the anecdotal comments is the need for the industry to look at career paths for the younger team members and to provide training to grow their skills. There was also resounding commentary on the pay levels within the industry which strengthens the need for senior management to improve career path options and budget for training and personal development.

The industry also needs to raise its profile so that it is recognised as a career option. It is a diverse industry that is not viewed by students to be career choice.

These findings are a powerful reference tool to assist with the strategic planning of the future direction of this growing industry sector. MEA will continue to monitor the skills and promote the events industry to attract young professionals and ensure it has a strong and sustainable future.

Association of Australian Convention Bureaux

EXHIBITION & EVENT ASSOCIATION OF AUSTRALASIA

MEA thanks both the Australian Association of Convention Bureaux and the Exhibition & Events Association of Australasia for their support in distributing the survey to their members. This has ensured that all sectors of the events industry has had the opportunity to contribute to this research.

Summary of Findings

AUSTRALIAN WORKPLACE SKILLS SURVEY
BY MEETINGS & EVENTS AUSTRALIA

Findings of the Australian Workplace Skills Survey coordinated by Meetings & Events Australia to identify skills shortage in the business events industry. The results from the online questionnaire highlight the perceived gaps in experiences and skills with the events industry in Australia.

SNAPSHOT OF RESPONDENTS

TOP 5 INDUSTRY SECTORS

- **10%** AUDIO VISUAL/ PRODUCTION
- **10%** EXHIBITION SUPPLIER
- **11%** HOTEL/ VENUE WITH ACCOMMODATION
- **21%** VENUE
- **28%** EVENT & MEETING MANAGEMENT

266 EXPERIENCED & QUALIFIED PROFESSIONALS

ALMOST **1 IN 3** ARE FROM COMPANIES WITH MORE THAN 50 STAFF

1 IN 5 CLAIM THAT THEIR COMPANY REGULARLY EMPLOY MORE THAN **100 PART-TIME/CASUAL STAFF**

90% OF COMPANIES ARE LOCATED IN THE CITY

73% IN MELBOURNE & SYDNEY

16% EMPLOY MORE THAN 50 CONTRACTORS ANNUALLY

RECRUITMENT

ALMOST **1 IN 2** PEOPLE REPORTED THAT THE SKILLS SHORTAGE IS ALREADY IMPACTING THEIR ABILITY TO RECRUIT

64% ARE CURRENTLY SEEKING TO HIRE MORE STAFF

"**YOUNG PEOPLE DON'T UNDERSTAND THE SKILLS AND KNOWLEDGE ASSOCIATED WITH WORKING IN THIS INDUSTRY. THEY HAVE HIGH EXPECTATIONS OF SALARY AND PERKS VS. HARD WORK THAT THE EVENT WORK IS**"

3 IN 4 HIRE CONTRACTORS PARTICULARLY THOSE FROM LARGER COMPANIES (MORE THAN 100 STAFF)

TOP THREE CONSTRAINTS WITH RECRUITING EVENT PROFESSIONALS: **LACK OF EXPERIENCE, SALARY EXPECTATIONS TOO HIGH, OVERALL SHORTAGE OF CANDIDATES.**

61% BELIEVE THAT ACCREDITATION IS VERY IMPORTANT WHEN RECRUITING

71% SAY IT TAKES MORE THAN 1 MONTH TO FILL A ROLE

SKILLS SHORTAGE IN MEETINGS AND EVENTS

TOP 5 AREAS

- **17%** SENIOR LEVEL EVENT MANAGEMENT
- **17%** BUSINESS DEVELOPMENT MANAGERS
- **17%** TECHNICAL STAFF
- **20%** SALES EXECUTIVES
- **23%** MID-LEVEL EVENT MANAGEMENT

ALMOST **1 IN 3** FOUND THAT OPERATIONS LEVEL IS THE MOST ACUTE IN THEIR ORGANISATION FOR SKILLS SHORTAGE

60% BELIEVED THAT BUSINESS EVENTS ARE SUFFICIENTLY ATTRACTING YOUNG TALENT

YOUNG TALENT

"**I DON'T THINK IT IS ATTRACTING SUFFICIENT 'QUALITY' TALENT AS THE PAY SCALES ARE TOO LOW AND CAREER PATHS ARE LIMITED IN THE EVENT ORGANISER SECTOR**"

COMPANIES WHO RECRUIT MORE THAN **100 CONTRACTORS PER YEAR BELIEVE** THAT BUSINESS EVENTS ARE NOT SUFFICIENTLY ATTRACTING YOUNG TALENT.

KEY REASONS INCLUDE **LOW PAY, CAREER PATH, UNCLEAR OF THE EVENTS INDUSTRY AND LACK OF TRAINING AVAILABLE**

Association of Australian Convention Bureaux

Meetings & Events Australia

EXHIBITION & EVENT ASSOCIATION OF AUSTRALASIA

Introduction

This report presents the findings of the Australian Workplace Skills Survey led by Meetings & Events Australia (MEA) to identify skills shortage in the events industry. It highlights the perceived gaps in experience and skills within the events industry in Australia so that training packages can be developed to help the industry appropriately address shortfalls.

The report contains four parts. The first part contains the design of the survey, data collection and sample size. The second part presents the basic information of the survey respondents' organisations, including which industry sectors the respondents are from, their number of full time and casual/part time staff as well as contractors, office location and their membership. The third part presents the findings of skills shortage. The last part reports the results of a series of cross-tabulation analyses. Only the results that are statistically significant different are reported.

Part 1: Research Design

The online questionnaire contained two sections. The first section of the research was designed to determine the basic information of the survey respondents' organisations. The second section included questions to identify and investigate the nature of skills shortages relating to the respondents' organisations.

To ensure the research captured data from all sectors of the industry, MEA invited the AACB and EEAA to contribute to the questionnaire.

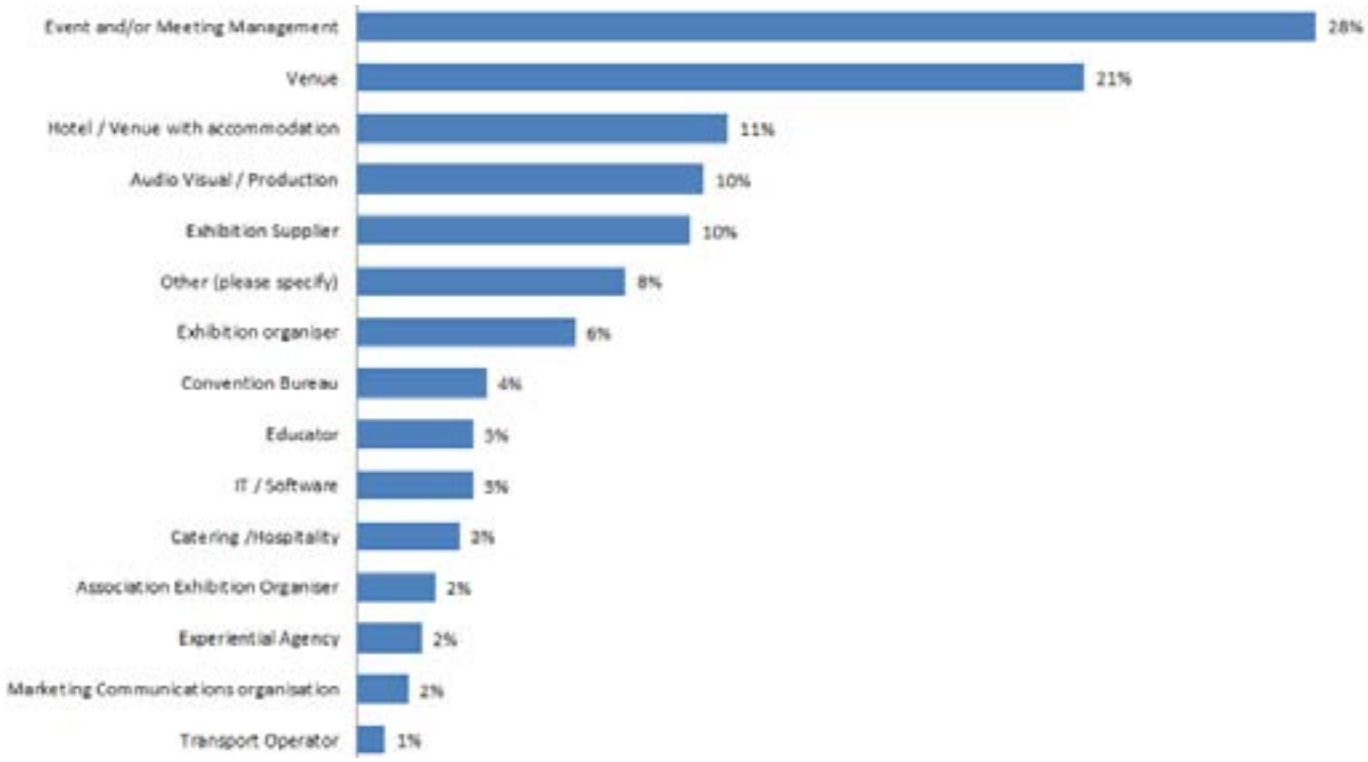
Questionnaires were designed and managed by using the SurveyMonkey platform. The respondents were recruited by sending the questionnaire link to the membership of Meetings & Events Australia, The Australian Association of Convention Bureaux and the Exhibition & Events Association of Australasia. Experience and qualified professionals within each of the organisations were asked to complete the online questionnaire which was distributed on 15 March 2017. Respondents had three weeks to submit their responses and received two communications from MEA reminding them to complete the questionnaire.

Two hundred and sixty-six respondents started the Australian Workplace Skills Survey for the Events Industry Sector resulting in 166 fully completed responses.

Part 2:
Basic information of the respondents

The top five industry sectors where respondents come from are: 1) event and/or meeting management (n=75, 28%), 2) venue (n=57, 21%), 3) hotel/venue with accommodation (n=29, 11%), 4) audio visual/production (n= 27, 10%), and 5) exhibition supplier (n=26, 10%) (Figure 1).

Figure 1: Sectors where respondents are from (n=266)



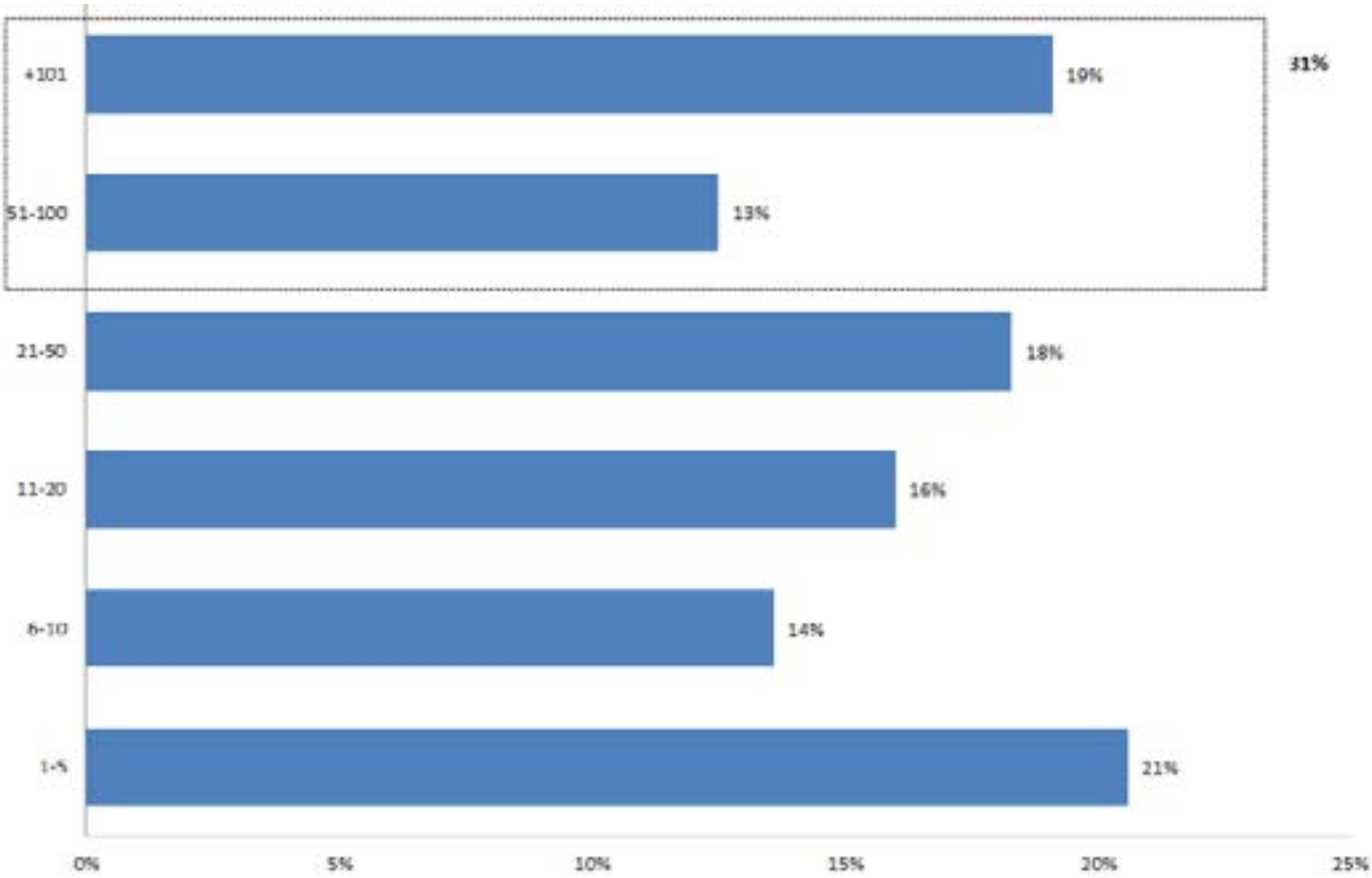
Among the 21 respondents who said others, four are from event design and two from government (Table 1).

Table 1: Other industry sectors

Name	Number
Event Design	4
Government	2
Association Management	1
Corporate	1
Corporate events department	1
Custom manufacturer and specialist hirer	1
Entertainment	1
Entertainment Booking Agency	1
Event safety and risk consultants	1
Fireworks and Special Effects Display Provider	1
Hospitality sales consultant	1
Membership association	1
Merchandise supplier - tote bags, compendiums, pens, lanyards,	1
Not for profit	1
Speaker and Entertainment Bureau	1
Transport Consultant	1
Youth Media Brand	1

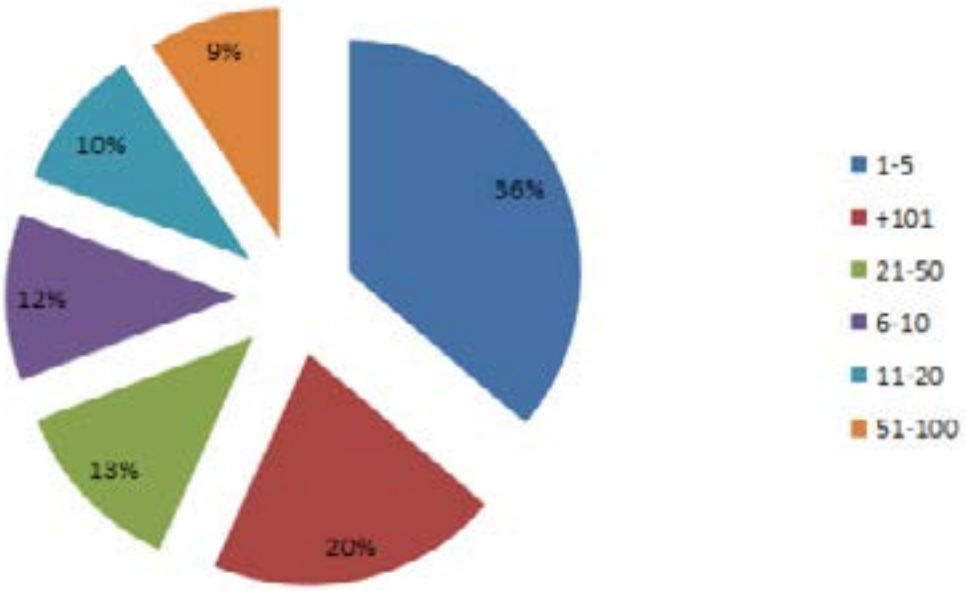
Twenty-one percent (n=53) of the respondents employs 1-5 staff and 31% of the respondents stated that they employ more than 50 staff (n=81) (Figure 2).

Figure 2: Number of staff company employs (n=257)



Regarding the number of part-time/casual staff the respondents' companies routinely employ (Figure 3), 87 (36%) respondents employ 1-5, followed by 49 (20%) respondents who employ more than 100.

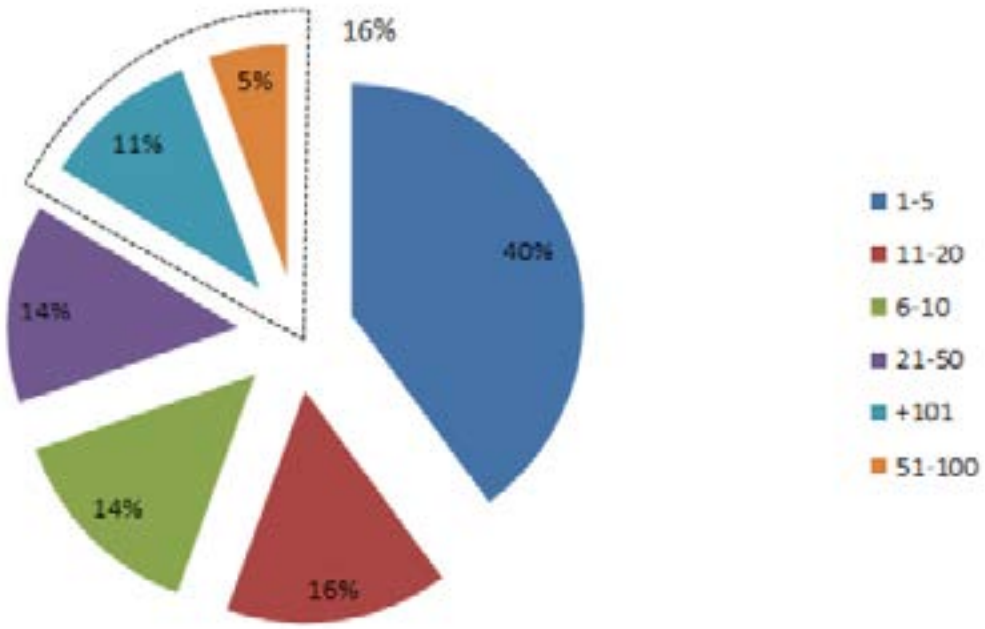
Figure 3: Number of part-time/casual staff company routinely employs (n=240)



Part 2: Basic information of the respondents

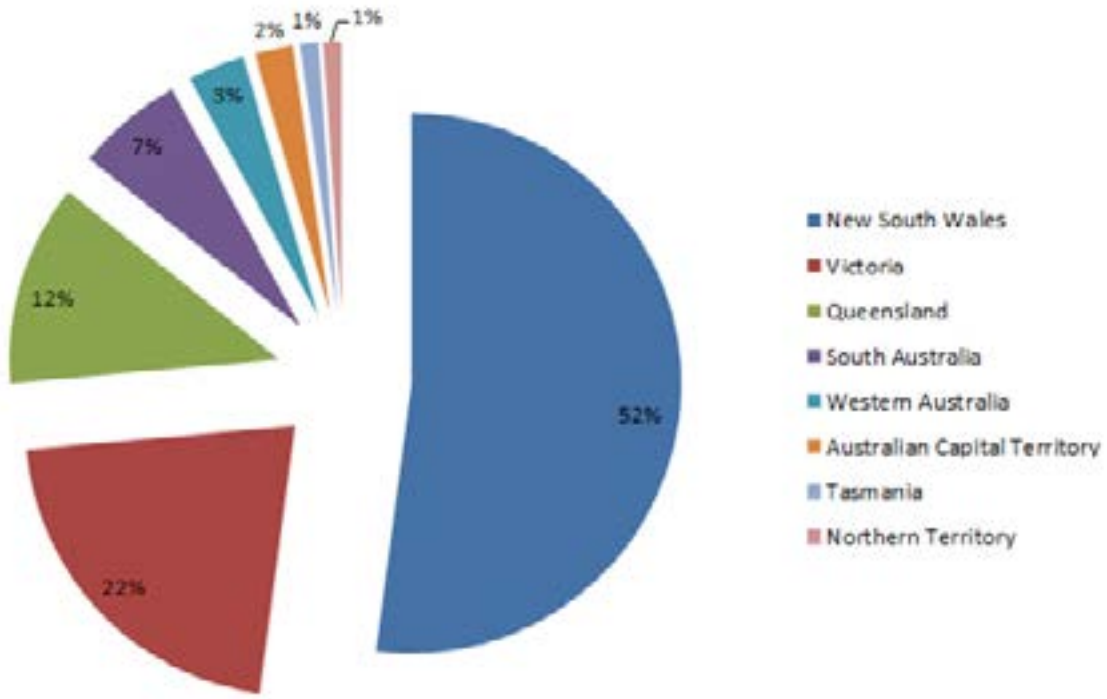
Out of 238 respondents, 95 (40%) reported that they employ 1-5 contractors over a 12 month period, while only 39 (16%) reported that they employ more than 50 contractors (Figure 4).

Figure 4: Number of contractors over a 12 month period (n=238)



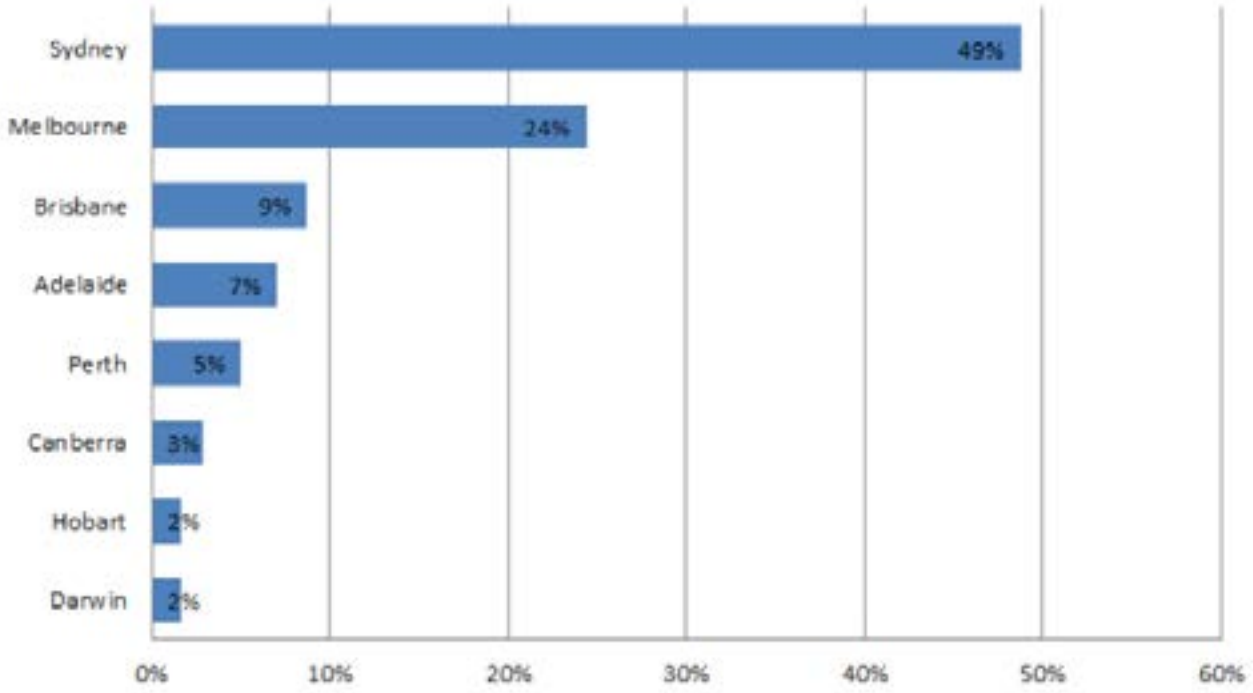
Among the 265 respondents, more than half (52%, n=138) stated that their Australian head offices are located in New South Wales, followed by Victoria (22%, n=57) and Queensland (12%, n=32) (Figure 5).

Figure 5: The location of Australian head office (n=265)



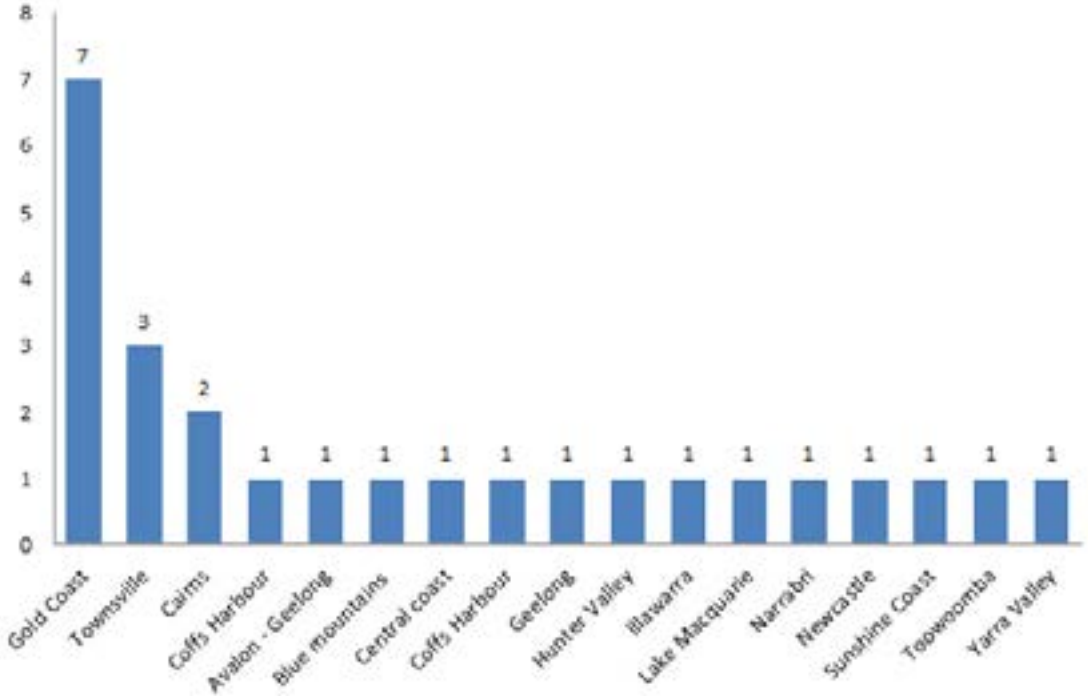
Ninety percent (n=235) of the respondents reported that their companies are based in city. Among the 235 respondents, 73% of the respondents stated that their companies are based in Sydney (49%) and Melbourne (24%) (Figure 6).

Figure 6: Cites where the companies are located (n=242)



Out of 26 respondents who reported that their companies are located outside city, seven (27%) are located in Gold Coast, followed by Townsville (n=3) and Cairns (n=2) (Figure 7).

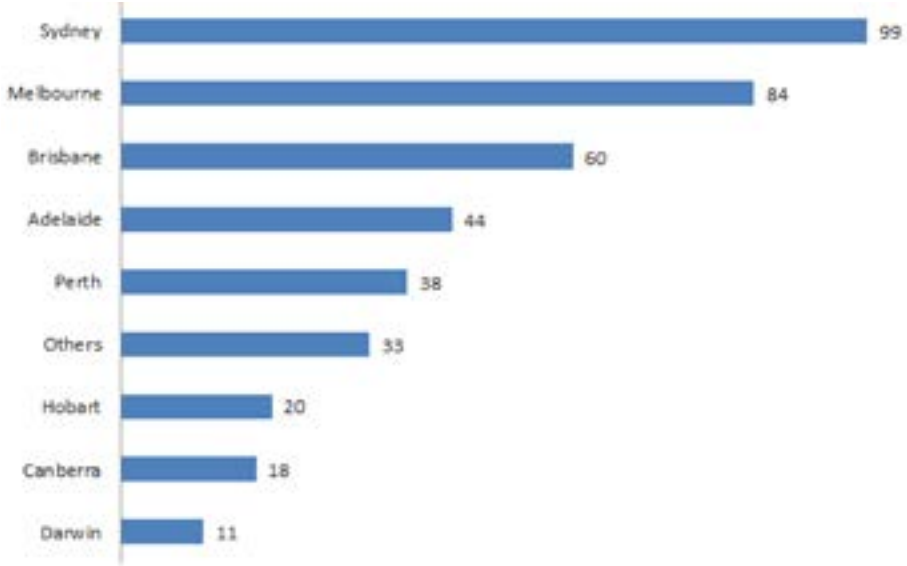
Figure 7: Regional areas where the companies are located (n=26)



One hundred and fifty-three respondents reported that they have multiple sites/offices. The top three cities are Sydney (n=99), Melbourne (n=84) and Brisbane (n=60) (Figure 8).

Part 2: Basic information of the respondents

Figure 8: Location of multiple offices (n=153)



Among the 33 respondents from others, seven reported to have overseas offices while twenty-three reported to have regional offices (Table 2).

Table 2: Offices outside major Australian cities

Overseas/ regionals	Location
International	Auckland
International	Cairns + many other hotels worldwide
International	China
International	Dubai, Istanbul, Hong Kong, Shanghai
International	overseas
International	Singapore
International	UK, Europe, Asia, North America
Regional	Alice Springs, Cairns, Wollongong, Port Douglas, Barossa, Gold Coast,
Regional	Byron Bay
Regional	Cairns
Regional	Central Coast
Regional	Gold Coast
Regional	Gold Coast
Regional	Gold Coast
Regional	Gold Coast
Regional	Gold Coast

Overseas/ regionals	Location
Regional	Gold Coast
Regional	Gold Coast & Sunshine Coast
Regional	Gold Coast, Sunshine coast, Regional Victoria
Regional	Hamilton Island
Regional	Hamilton Island
Regional	Hunter Valley
Regional	Hunter Valley
Regional	Illawarra
Regional	Launceston
Regional	Palm Cove
Regional	Pottsville
Regional	Regional Vic, Qld, and NSW
Regional	Ulura
Regional	Whitsundays
Others	Home based office

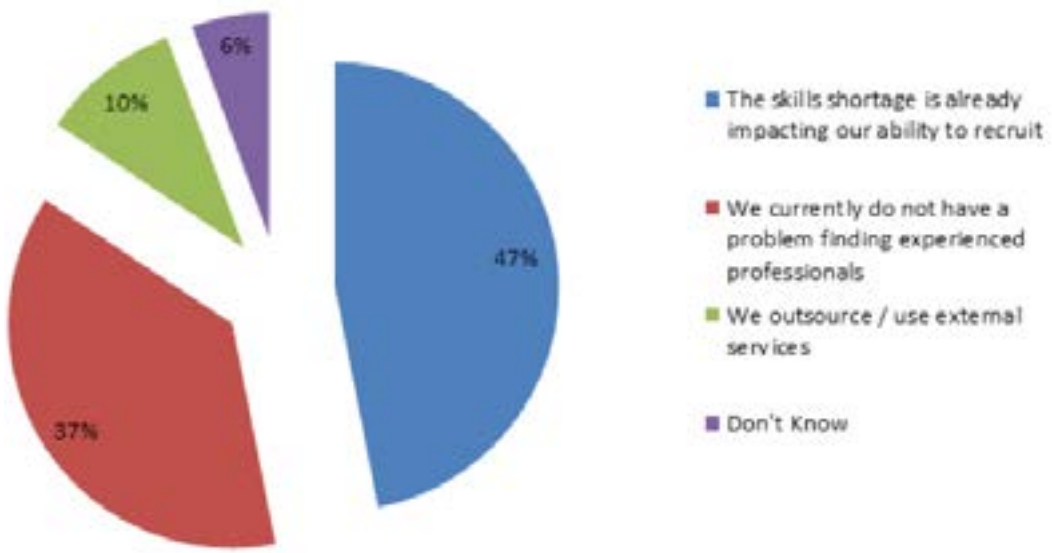
Among the 251 respondents, 86% (n=215) are members of Meetings & Evens Australia (MEA), followed by Exhibition & Events Association of Australasia (EEAA) (n=80, 32%), Professional Conference Organisers Association (PCOA) (n=62, 25%), and local Business Chamber of Commerce (n=54, 22%) (Figure 9).

Figure 9: Association of Membership (n=251)

Part 3:
Findings on Skills Shortage

Out of the 179 respondents, 84 (47%) reported that the skills shortage is already impacting their ability to recruit, while 67 (37%) reported that they currently do not have a problem finding experienced professionals (Figure 10).

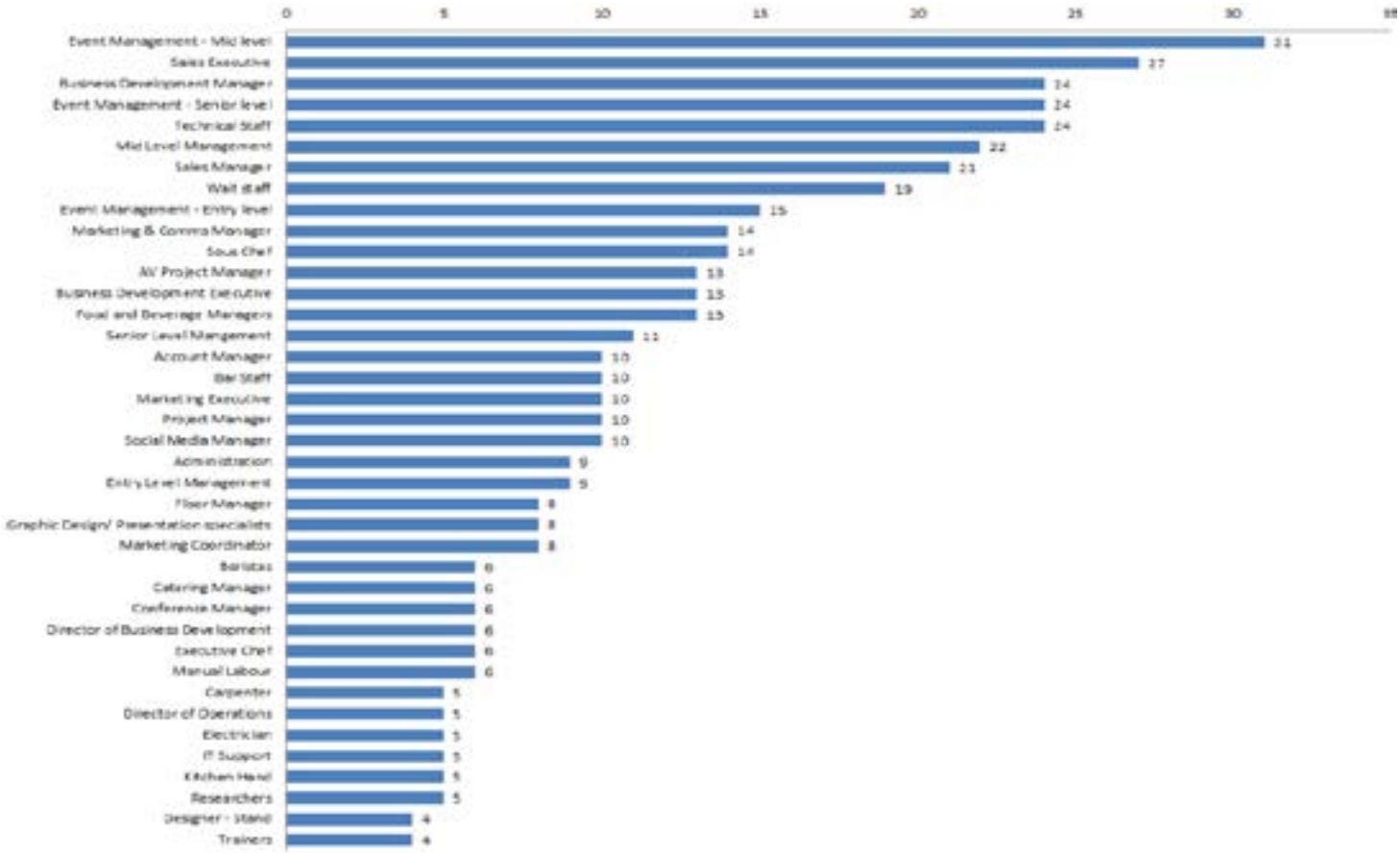
Figure 10: Skills shortage in meetings and events (n=179)



Event Management – Mid Level (n=31, 23%) is the most needed skills area among 138 respondents, followed by Sale Executive (n=27, 20%), Business Development Manager (n=24, 17%), Event Management – Senior Level (n=24, 17%) and Technical staff (n=24, 17%) (Figure 11).

* Due to limited space, only top 39 areas for skills shortage are provided in Figure 11. Details about all skills areas can be found in Appendix 1.

Figure 11: Top 39 areas for Skills Shortage (n=138)



Among the 147 respondents, 44 found that operations level is the most acute in their organisations for skills shortage, followed by line staff (n=37) and Management (n=23). Among other acute areas, 5 mentioned sales (Table 3)

Figure 12: The most acute areas for skills shortage (n=148)

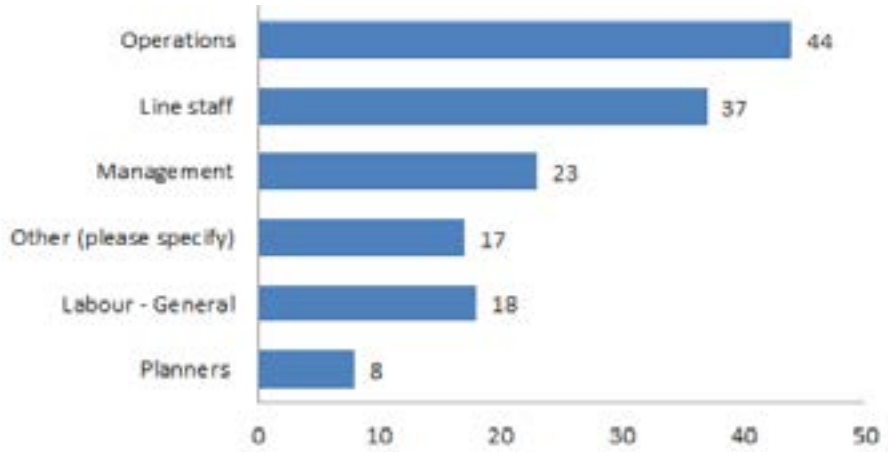


Table 3: The most acute other areas that have skills shortage

Areas	Number
Sales	5
AV technicians	1
Decorative stylists	1
Experienced Technical Consultants	1
Finding staff at any level with experience in the Exhibition Industry is difficult in Perth as the operators tend to be small.	1
Logistics	1
qualified kitchen staff	1
Specific skill sets such as Risk or PR - which we just outsource if we need	1
Trainees and apprentices	1

139 out of 180 respondents (77%) stated that they hire contractors and 114 out of 179 respondents (64%) reported that they are currently seeking to hire more staff

Among 179 respondents, 47% (n=84) reported that over the next 12 months, their headcount is most likely to remain the same while 46% (n=82) reported to increase. Only 7% reported to reduce.

The top three factors are most likely to reduce respondents' organisations' ability (or desire) to hire more staff are 1) availability of appropriately skilled staff (n=94, 60%), 2) cost of labour (n=59, 39%), and 3) market demand (n=47, 34%). Bureaucracy and red tape (n=19, 14%), pending regulations (n=6, 4%), and government changes (n=4, 3%) are considered less likely to do so.

Table 4: Importance of factors related to organisation's ability (or desire) to hire more staff(n=168)

Factors	Responses (N)	To a large extent	%	To a small extent	%	Not at all	%
Availability of appropriately skilled staff	156	94	60%	49	31%	13	8%
Cost of Labour	151	59	39%	73	48%	19	13%
Market Demand	138	47	34%	61	44%	30	22%
Bureaucracy and red tape	133	19	14%	29	22%	85	64%
Pending Regulations	134	6	4%	28	21%	100	75%
Government Charges	135	4	3%	31	23%	100	74%

60% (n=106) of the 177 respondents believed that business events which includes meetings, conventions, incentives and exhibitions are sufficiently attracting young talent into the sector.

Sixty-three out of the 71 respondents who said no have listed 6 main reasons. The six reasons include:

1) Nature of the work in the events industry (i.e. low pay (n=16), undefined career path (n=12), long hour (n=6), hard to retain young people (n=1) and stress (n=1))

2) Young talent themselves (i.e. they are unclear of the events industry (n=14), not enough skills/knowledge (n=5) and lack of work experience (n=2))

3) Education/training (n=13). This is mainly concerned with insufficient and/or unstandardised event management related training at tertiary level.

4) Events Industry (n=13) including 1) nature of events (n=6, e.g some events can be one-off), 2) events industry images (n=5, e.g. not recognized as a real industry), 3) unclear role (n=1, the role of events management is unclear) and 4) no qualification requirement for working in events industry (n=1).

5) Other industry sectors (n=3) that offer better and more competitive career path.

6) Location (n=2). Companies located in regional areas find it harder to find young talents

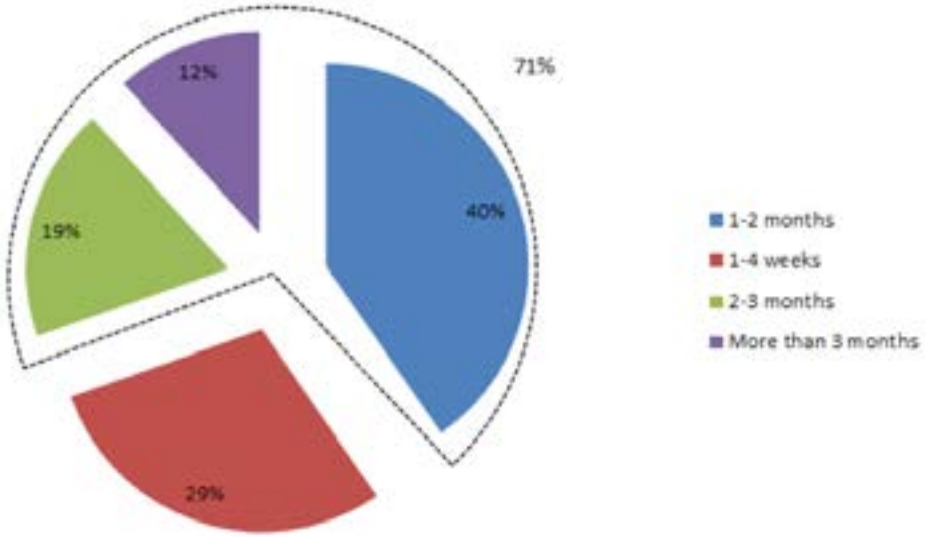
Table 5: Reasons why business events are NOT sufficiently attracting young talent into the sector

Main reasons	Sub-categories	Number
Nature of the work in events industry (n=36)	Low Pay	16
	Career Path	12
	Long hours	6
	Retention	1
	Stress	1
Young people themselves (n=21)	Unclear about the events industry	14
	Not enough skills/knowledge	5
	Work experience	2
Education/training (n=13)		13
Events Industry (n=13)	Nature of events	6
	Events Industry image	5
	Unclear role	1
	No qualification requirement	1
Other industry (n=3)		3
Location (n=2)		2

* Respondents' full comments are provided in Appendix 2.

Among the 171 respondents, 40% (n=69) takes 1-2 months to fill a role, followed by 1-4 weeks ((n=50, 29%) and 2-2 months (n=32, 19%). Only 12% (n=20) reported to take more than 3 months to fill a role. It is important to note that 71% (n=121) takes more than 1 month to fill a role.

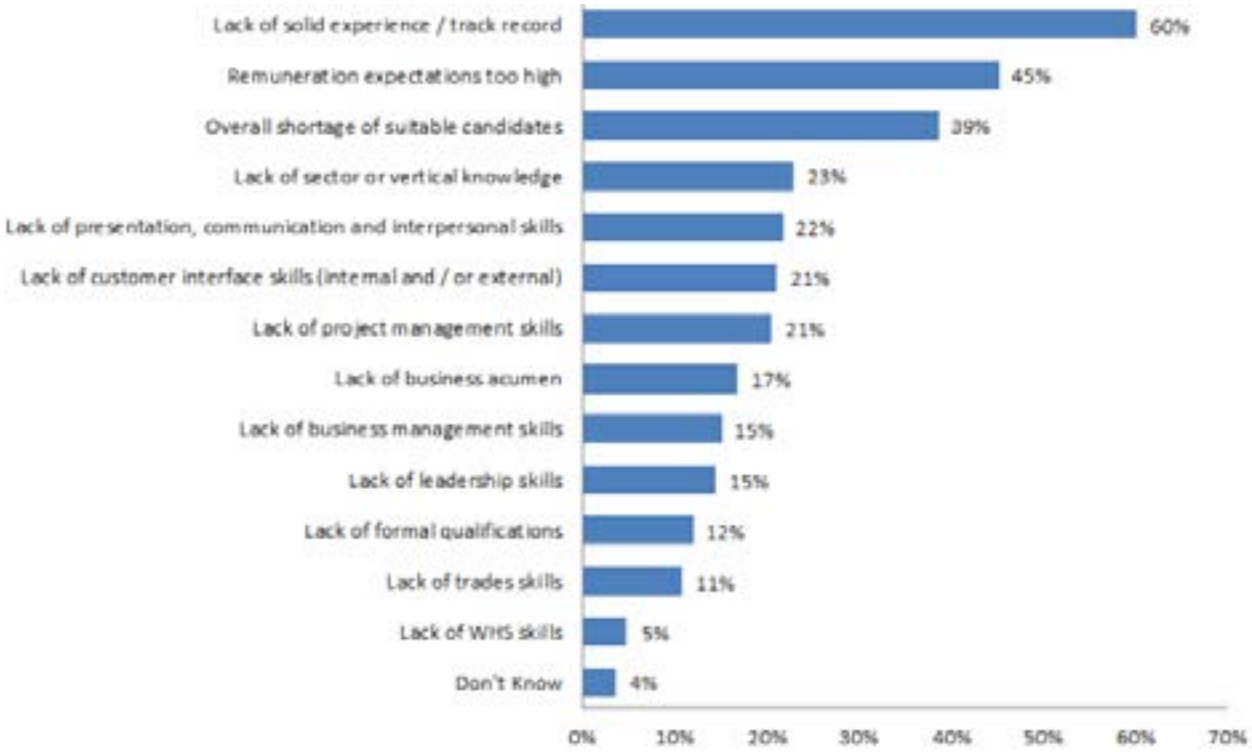
Figure 13: **Time to fill a role (n=171)**



83% (n=144) of the 172 respondents reported that unfilled vacancies in their organisations create some impacts (56%, n=97) or significant impact (27%, n=47) on other stakeholders while only 17% (n=28) reported no impact.

Among the 166 respondents who identified constraints when recruiting business events professionals, the top three are 1) lack of solid experience/track record (n=100, 60%), 2) remuneration expectations too high (n= 75, 45%) and 3) overall shortage of sustainable candidates (n=64, 39%).

Figure 14: **Constraints to recruit business event professionals (n=166)**



61% percent of the 178 respondents believed when recruiting, accreditation is very important (n=21, 12%) or important (n=88, 49%), while 39% (n=69) believed not.

Part 4:
Results of Cross-tabulation analyses

This section only reported the results from a series of cross-tabulation analyses that are statistically significant.

Number of Staff * Skills Shortage

Companies who have 1-5 staff tend to outsource/use external services and are less likely to feel that the skills shortage are already impacting their ability to recruit ($p<0.01$) ($n=267$) (Table 6).

Companies who have 21-50 staff tend to feel that the skills shortage are already impacting their ability to recruit ($p<0.01$) (Table 6).

Companies who have 1-5 staff is currently unlikely to hire staff ($p<0.01$) (Table 6).

Number of Staff * Casual/part time staff

Companies who have 1-5 staff tend to routinely employ 1-5 part-time/casual staff and are less likely to employ more than 50 part-time/casual staff ($p<0.001$) (Table 6).

Companies who have more than 100 staff tend to routinely employ more than 100 part-time/casual staff ($p <0.001$) (Table 6).

Number of Staff * Contractors

Companies who have 1-5 staff tend to employ 6-10 contractors over a 12 month period ($p<0.001$) (Table 6).

Companies who have more than 100 staff tend to employ more than 100 contractors over a 12 month period and are unlikely to only employ 1-5 contractors (Table 6).

Companies who have 11-20 is unlikely to employ more than 100 contractors ($p<0.001$) (Table 6).

Table 6: Number of staff* Skills Shortage, Part-time/Casual staff, Contractors

	Number of Staff				
	1-5 staff	11-20 staff	21-50	51-100	100+
Outsource/use external services	↑				
Skills shortages are already impacting their ability to recruit	↓		↑		
Currently hiring staff	↓				
Routingly employ 1-5 part-time/casual staff	↑				
Routingly employ more than 50 part-time/casual staff	↓				
Routingly employ more than 100 part-time/casual staff					↑
Employ 1-5 contractors					↓
Employ 6-10 contractors over a 12 month period	↑				
Employ 21-100 contractors over a 12 month period					
Employ more than 100 contractors over a 12 month		↓			↑
	More likely	Green Up Arrow			
	Less likely	Red Down Arrow			

Number of casual/part-time staff * Contractors

Companies who routinely employ 1-5 casual/part-time staff tend to recruit 1-5 contractors over a 12 month period and are less likely to recruit 51-100 contractors ($p<0.001$) (Table 7).

Companies who routinely employ more than 100 casual/part-time staff tend to recruit more than 100 contractors over a 12 month period ($p<0.001$) (Table 7).

Companies who routinely employ 51-100 casual/part-time staff tend to recruit 21-100 contractors over a 12 month period ($p<0.001$) (Table 7).

Companies who routinely employ 51-100 casual/part-time staff is currently likely to hire people ($p <0.001$) (Table 7).

Table 7: Number of part-time/casual staff* Number of contractors

	Contractors over a 12 month period		
	21-50	51-100	100+
Business Events are sufficiently attracting young talent into the sector			↓
Bureaucracy and red tape is going to reduce their ability (or desire) to hire more staff		↓	
The influence of government charges and market demand is to a small extent		↑	
Take 2-3 months to fill a role	↑		
Take 1-4 weeks to fill a role			↓
	More likely	Green Up Arrow	
	Less likely	Red Down Arrow	

Contractors * Attract Young Talent

Companies who recruit more than 100 contractors over a 12 month period is unlikely to believe that business events are sufficiently attracting young talent into the sector ($p<0.005$) (Table 8).

Companies who recruit 51-100 contractors over a 12 month period is unlikely to believe that bureaucracy and red tape is going to reduce their ability (or desire) to hire more staff ($p<0.005$). Also, they tend to believe that the influence of government charges and market demand is to a small extent $p<0.05$) (Table 8).

Contractors*Time to Fill a Role

Companies who recruit 21-50 contractors over a 12 month period tend to believe that on average it takes them 2-3 months to fill a role, while those who recruit more than 100 believe it is unlikely to fill a role within 1-4 weeks (Table 8).

Table 8: **Number of Contractors* Attract young talent, time to fill a role**

	Contractors over a 12 month period		
	21-50	51-100	100+
Business Events are sufficiently attracting young talent into the sector			↓
Bureaucracy and red tape is going to reduce their ability (or desire) to hire more staff		↓	
The influence of government charges and market demand is to a small extent		↑	
Takes 2-3 months to fill a role	↑		
Take 1-4 weeks to fill a role			↓
	More likely	Green Up Arrow	
	Less likely	Red Down Arrow	

Headcount * Attract Young Talent

Respondents who reported that their organisations' headcount is most likely to increase is unlikely to believe that business events are sufficiently attracting young talent into the sector ($p<0.001$), while those reported to remain the same tend to think so ($p<0.001$) (Table 9).

Headcount*Time to Fil a role.

Respondents who reported that their organisation's headcount is most likely to increase tend to believe that on average, it will take them more than 1 month to fill a role ($p<0.001$), while those reported to remain the same or reduce tend to believe that it will take them 1-4 weeks ($p<0.001$) (Table 9).

Headcount * Unfilled Vacancies Impact

Respondents who reported that their organisation's headcount is most likely to increase tend to believe that unfilled vacancies impact their organisations' other stakeholders ($p<0.001$) and those who reported to reduce tend to believe to have significant impact, while those reported to remain the same tend to believe that it will have no impact on them ($p<0.001$) (Table 9).

Headcount*Accreditation

Respondents who reported that their organisation's headcount is most likely to increase tend to think that accreditation is not important, while those who reported to reduce and remain the same tend to think very important and important respectively ($p<0.001$) (Table 9).

Headcount*Regulation

Respondents who reported that their organisation's headcount is most likely to increase tend to think the influence of regulation to a small extent ($p<0.001$). For those said to remain the same, they tend to believe there is no influence form regulation (Table 9).

Headcount*Government charges

Respondents who reported that their organisation's headcount is most likely to increase tend to think the influence of government charges to a small extent. For those said to remain the same or reduce, they tend to believe there is no influence form government charges ($p<0.001$) (Table 9).

Headcount*Cost of labour

Respondents who reported that their organisation's headcount is most likely to increase or remain tend to think the influence of cost of labour to a small or large extent ($p<0.001$) (Table 9).

Headcount*Availability of appropriately skilled staff

Respondents who reported that their organisation's headcount is most likely to increase tend to think the influence of availability of appropriately skilled staff to a large extent ($p<0.001$).

Headcount*Market demand

Respondents who reported that their organisation's headcount is most likely to increase tend to think the influence of market demand to a small or large extent ($p<0.001$). For those said to remain the same, they tend to believe there is small influence while those said reduce to be not all all ($p<0.001$) (Table 9).

Table 9: Headcount * Other factors

	Headcount		
	Increase	Remain the same	Reduce
Business Events are sufficiently attracting young talent into the sector	↓	↑	
Take more than 1 month to fill a role	↑		
Take more than 1 -4 weeks to fill a role		↑	↑
Impact - unfilled vacancies	↑		
Significant impact - unfilled vacancies			↑
No impact- unfilled vacancies		↑	
Accreditation is NOT important	↑		
Accreditation is important		↑	
Accreditation is very important			↑
Small influence - regulation	↑		
No influence - regulation		↑	
Small influnence- government charges	↑		
No influence - government charges		↑	↑
Some/large influnence - cost of labour	↑	↑	
Large influence - availability of appropriately skilled staff	↑		
Small/large influence of market demand	↑		
Small influence - market demand		↑	
No influence - market demand			↑
	More likely	Green Up Arrow	
	Less likely	Red Down Arrow	

Attract Young Talent*Time to fill a role

Respondents who reported that business events are sufficiently attracting young talent tend to think that it will take 1 week to 2 months to fill a role, while those reported no tend to think it will take 1-3 months to do so ($p<0.001$) (Table 10).

Part 4: Results of Cross-tabulation analyses

Attract Young Talent*Unfilled vacancies impact

Respondents who reported that business events are sufficiently attracting young talent tend to think that there is some or no impact as a result of unfilled vacancies, while those reported no tend to think there is significant impact ($p<0.001$) (Table 10).

Attract Young Talent*Accreditation

Respondents who reported that business events are sufficiently attracting young talent tend to think it is important or very important to have accreditation while those said no tend to think not important ($p<0.001$) (Table 10).

Table 10: Attract young talent * Time to fill a role, unfilled vacancies impact, accreditation

	Business Events are sufficiently attracting young talent into the sector	
	Yes	No
Take 1 week to 2 months to fill a role	↑	
Take 1-3 moths to fill a role		↑
Some or no impact - Unfilled vacancies	↑	
Significant impact - Unfilled vacancies		↑
Important/Very important to have accreditation	↑	
Not Important to have accreditation		↑
	More likely	Green Up Arrow
	Less likely	Red Down Arrow

Appendices

Appendix 1: Areas for skills shortage

Skills Shortage	Response Count
Event Management - Mid level	31
Sales Executive	27
Business Development Manager	24
Event Management - Senior level	24
Technical Staff	24
Mid Level Management	22
Sales Manager	21
Wait staff	19
Event Management - Entry level	15
Marketing & Comms Manager	14
Sous Chef	14
AV Project Manager	13
Business Development Executive	13
Food and Beverage Managers	13
Senior Level Management	11
Account Manager	10
Bar Staff	10
Marketing Executive	10
Project Manager	10
Social Media Manager	10
Administration	9
Entry Level Management	9
Floor Manager	8
Graphic Design/ Presentation specialists	8
Marketing Coordinator	8
Baristas	6
Catering Manager	6
Conference Manager	6
Director of Business Development	6
Executive Chef	6
Manual Labour	6
Carpenter	5
Director of Operations	5

Skills Shortage	Response Count
Electrician	5
IT Support	5
Kitchen Hand	5
Researchers	5
Designer - Stand	4
Trainers	4
Bidding Specialists	3
Director of Sales and Marketing	3
Human Resources Manager	3
Payroll Manager	3
Sponsorship & Exhibition Manager	3
Account Executive	2
Accounts Payable / Receivable	2
Director of AV and Production Services	2
Director of Food & Beverage	2
Event Services Manager	2
Finance Manager	2
Risk and Safety Manager	2
Stand Builders	2
Accommodation Manager	1
Drivers	1
IT Manager	1
Logistics	1
Wedding Coordinator	1
Associate Director of Sales (hotels)	0
CEO	0
Manager or Executive Assistant Manager (Hotels)	0
Membership/ stakeholders relations	0
Regional Director of Sales and Marketing (hotels)	0
Research Executive	0
Security Guard	0
Security Manager	0
Steward	0

Appendix 2: Reasons why business events which includes meetings, conventions, incentives and exhibitions are not sufficiently attracting young talent into the sector.

*The open-ended responses are provided as they appear in the questionnaires, and are not edited for typographical and/or grammatical errors

Nature of the work in the events industry

There is a lack of excitement and incentive. As a sector, events in comparison to others is low paying, particularly given that majority wise it is not your standard 9 to 5 desk job and often needs to emply varying skill sets within one role. There can be a lack of encouragement and support to engage in challenges and expand, particularly that overall it is quite a small and competitive sector.

Attracted but how do we keep them within the industry

I don't think it is attracting sufficient "quality" talent as the pay scales are too low and career paths so limited in the event organizer sector

Very few companies in the MICE industry offer defined career paths except for the International Hotel chains and venue operators such as AE Ogden

Low pay Long hours Little respect

Low pay, long hours

Pay is not good for crew and general staff. Budgets are being driven down by large in house organisations and this makes it difficult to pay the team members well and still provide good service and new equipment.

Pay scale for the young and flexibility for the mature.

Perhaps development and career pathways are not as evident as they could be, and perhaps we ask too much of people, with many of today's young talented workers seeking work/life balance

Not enough money - all clients want more for less

my experience has been its due to peak & trough shifts and it being deemed an undesirable role. Why get your hands dirty when you can work at H& M

No apparent career path. Still not considered a "real industry".

No clear career path and progression in most event companies.

Stress, pay levels

The conditions and pay do not make it an attractive career option and there needs to be more marketing to attract people to the industry.

The long hours and low wages and not a lot of room to move up

Traditionally the sector doesn't pay very high wages. Large amount of unpaid overtime. Can be highly stressful for a low paid job.

Undefined career paths and opportunity. Not always viewed as a real career option for school and university graduates. Poorly standardised training especially at a tertiary level. Low pay.

Wages

Young people themselves

Because they are not knocking on the door.

Don't know enough about what we do

Event management is an on trend and exciting opportunity for the upcoming young person, however, they fail to understand you need to find the business, Convert against competitive odds then event manage.

Expectations of benefits and salaries are skewed by social media and individuals.

In my opinion young talent wants to work in the "exciting" side of events (i.e. public events and festivals), rather than business events.

Lack of understanding of work involved and the great expertise acquired in successfully filling this role

expectation of the industry vs what is needed to be done = not as glamourous

It does not seem exciting enough.they have education but lack of experience and assume they can manage as soon as tgey finish their course

They do not understand the sector

Education/training

A training program & qualification for stand builders would be a great initiative.

Because there is not enough education around the ability for you to have a 'normal corporate career' in this industry. Young people don't understand the skills and knowledge associated with working in this industry.

I don't feel that the service side of the industry is very well represented in the education sector. Everyone wants to run an event, very few people actually have the desire to do the hard yards required to deliver.

Yes - but they have high expectations of salary and perks vs hard work that the events work is. I find university graduates have less practical experience than training organisations, but all areas try and squeeze so much into a short course that a lot of the content in the curriculum is glossed over and not practical for employability skills.

I think that at TAFE they are not focusing on people entering Hotel Management. All the students want is to be an "Event Manager for Festivals'. It is a struggle to try to convince students to look at Event Management roles within Hotels. It is a great way to start into the industry.

I think that most graduates are not interested in pursuing a career in business events - it isn't 'sexy' enough. They are looking for a career doing special events for more of the "fun" event. I have doubts and educational institutions put much emphasis into business events in the cirricula

The standard of young event organisers we deal with are virtually untrained and seem to be learning on the job. Technical staff standards are acceptable however, literacy in all forms is poor.

Not enough knowledge about job opportunities in the industry and not enough work experience in the courses

Lack of industry awareness and exposure at secondary education stage

lack of understanding on what business events are within university/TAFE

No Traineeship currently exists that gives sutiable experience for live events.

Not enough advertising to bring them in. Education shortage of the industry

Events Industry

It is not seen as an exciting industry in the tertiary training sectors

They are moving into events through different industries - Marketing; PR; Agencies; Media Companies, Film and Television production.

Sigma that it is not a career choice, also it is not governed so anyone can be a planner without any formal qualifications.

Most are one off events or the business that organises such events mostly do no more than 5 and mostly onely one or two

The profile and size of the industry is a factor, plus from a sales perspective, the role is half way between telesales and a pure sales rep role

Perceived as a difficult industry

NO ITS SPORTS MANAGEMENT THAT IS THE PLACE TO FILL. EVENT MANAGEMENT IS OLD SCHOOL

it seems to be attracting the wrong type of young talent that are not necessarily business or administration focused and therefore not always suitable for the roles.

Most Technical staff want to be in the entertainment industry. it is the older techs that are happy doing business events, as they already have worked the entertainment industry.

Little known industry

I have no reference for this. It is not information that is known to me. What is YMEA doing? This would be the first place I would check in with for a barometer reading.

Other industry

different sectors have different issues. we struggle to find carpenter due to limted number of apprentices and account managers due to higher pay rates elsewhere in other industry sectors

It is an industry that has a lower profile in younger minds.

Other industries are paid better and also it is a niche industry so hard to attract the right skills

Location

Being a regional location, there is difficulty keeping young professionals interested in the industry as there is a greater variety of opportunities in business events in capital cities.

From my perspective, being in a regional area is the main issue to attract people who want to settle. I guess the shortage is not that bad in cities

Meetings & Events Australia

Market Monitor

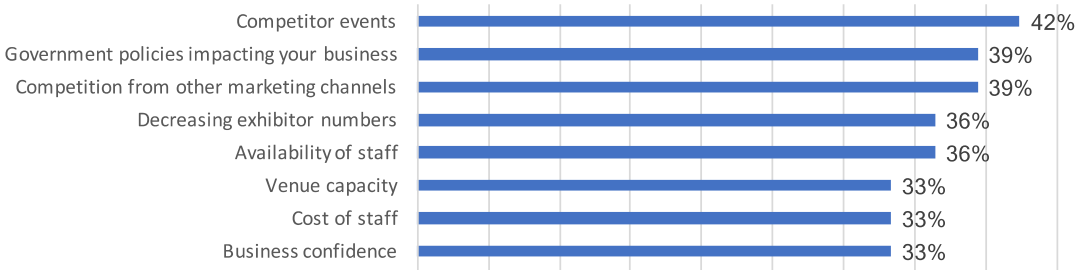
APPENDIX B

January to December 2017, Australasian Market

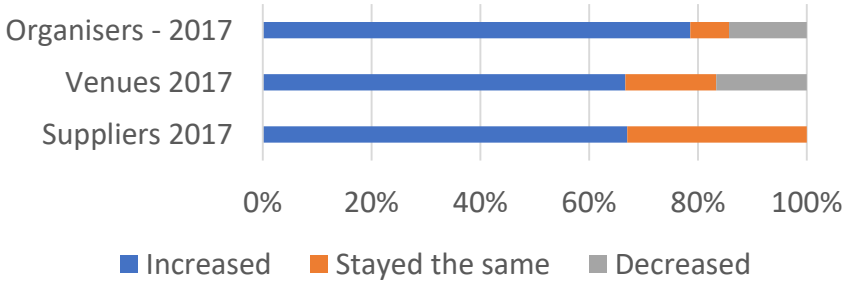
Key Trends

1. Internal and external barriers to growth
2. Challenges in recruitment and retention
3. Diversification of revenue streams for venues and suppliers
4. Building communities around shared interests
5. The “hollowing out” of the middle of the industry
6. Need for innovation and uniqueness
7. Perceived lack of alignment between groups

Biggest Challenges



Revenue Growth



Methodology

This report has been created for EEAA by independent research agency Explori. It is based on the aggregated, anonymised data from 33 organisations who participated in the 2018 Market Monitor survey which included contributions from a mix of organisers, association organisers, venues and suppliers. All respondents were based across Australia and New Zealand.

The survey results were complemented by semi-structured, qualitative interviews with 15 selected industry leaders. The 20-30 minute interviews covered industry strengths, weaknesses, opportunities and threats, and were used in the analysis to develop a deeper understanding about the context and the reasons behind the quantitative results.

The research was conducted March-April 2018.

*Other includes sporting, cultural and corporate events

Prepared by explori

On behalf of EXHIBITION & EVENT ASSOCIATION OF AUSTRALASIA