

# WORKFORCE DEVELOPMENT FOR THE HAIR & BEAUTY INDUSTRY



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## Introduction

This paper presents research findings from research that explored the issue of workforce development for VET educators who work in the Hair and Beauty Industry. A number of these findings are applicable across all industry sectors.

## RESEARCH METHOD

This paper will discuss two focus groups and two case studies.

- Each focus group involved a variety of industry representatives, Skills Council representatives and industry associations.

The case study participants were:

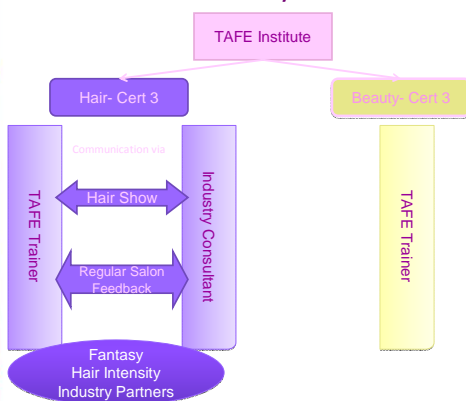
- 2 Senior Managers, 4 Teacher/Trainers
- 4 Students enrolled in a hair and beauty course (1 international student)
- 4 Partnering Enterprises (including two telephone interviews)

## Focus Groups

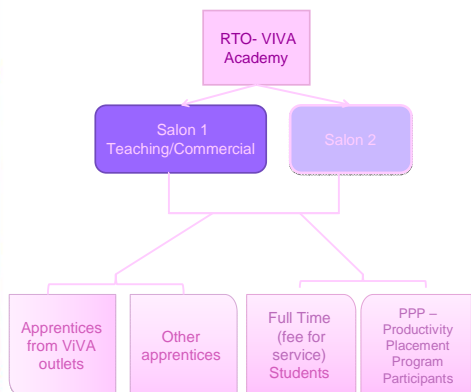
Issues raised:

- workforce development
- skills shortage of appropriately trained people
- quality of the trainers
- credibility and industry experience of trainers
- deficits in the training package
- differences between RTO based and apprenticeship based students
- the poor image of the industry.

### Case Study 1



### Case Study 2



## Findings

Workforce development for the VET practitioner as reported in this paper is best undertaken when the RTO:

- Plans for strategic staff development
- Fosters leadership
- Encourages a hands on involvement by senior management
- Develops effective partnerships with industry
- Adjusts assessment and delivery



## Elements of effective workforce development in an RTO include:

- A strong **partnership** between the RTO and specific industry partners
- Employment of staff with industry **currency**
- Creation of **opportunities** for staff to maintain **industry engagement**
- **Collaborative planning** for professional development
- **Opportunities and funding to support professional development**
- **Focussed and targeted recruitment of staff**
- **Further pedagogical study beyond the Certificate IV**
- **Positive 'dispositional characteristics'**
- **Leadership and management**



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