



CONTENTS

Introduction	1
The Role of Service Skills Australia	1
Objectives	1
Key messages	2
Latest industry intelligence	2
Understanding the industry	2
Industry factors	3
Economic factors and tourism, hospitality and events industry dynamics ..	4
Distribution and purchasing	5
Regional aspects	6
Macro-environment factors	11
Sustainability: Driven by consumer need	12
Understanding the labour market	13
Ageing population	17
Identified workforce development needs	18
Picture of current training supply	19
Solutions and potential sources of labour	19
Entrepreneurial skills	20
Recognition of prior learning	20
Completion rates	21
VET in schools	22
Current impact of training packages	23
Participation in vocational education	23
International students	28
Future directions for endorsed components of training packages	29
Appendix A – Report of continuous improvement of SIT07	30
Appendix B – Tourism, hospitality and events occupations in demand ..	36
Endnotes	38

This document supports the *Service Skills Australia 2011 Environmental Scan*.

For information on trends in other service industries, see our Environmental Scan findings for:

- Community Pharmacy
- Funeral Services
- Hairdressing and Beauty Services
- Retail, Wholesale and Floristry
- Sport, Fitness, Community and Outdoor Recreation

All of these documents can be viewed and downloaded from our website, www.serviceskills.com.au