



a guide to careers in beauty services, tourism, hospitality, retail, hairdressing, events, wholesale, sport & recreation, fitness, community recreation

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ABOUT THIS GUIDE

'The Job I Love' allows students and jobseekers find out about occupations and careers within the service industries. It has info about what qualifications you'll need, how to find training, and what course to do for what job. It'll also help you find a training organisation or an Australian Apprenticeship.

Most training for the service industries is completed through vocational education and training (VET). VET provides job-related, practical skills – not just academic learning. It involves putting new skills into practice – 'learning through doing' – as well as developing theoretical knowledge.

VET is different to a university degree, because it is focused on practical skills, and is generally more closely tied to the skills required to work in a particular job. University degrees are more academically-focused, and deal with broad theoretical and more abstract concepts.

VET covers education and training for the thousands of occupations not covered by university study. VET programs run the full range from basic entry level courses to advanced courses that develop management and high-level technical skills.

This guide profiles some of the occupations across the service industry sectors and the types of day-to-day tasks involved in the job. You can map out a career path across the industry transferring your skills from job to job.

From styling hair for fashion shows to cooking in the world's top restaurants, co-ordinating a major event, guiding an adventure tour, or managing your own business, the service industries can take you where you want to go, and help you earn some money along the way.

NATIONALLY RECOGNISED TRAINING

Choosing training that is nationally recognised is very important.

Courses based on nationally recognised industry qualifications are the best option because they are developed in partnership with industry, are recognised across Australia, and offer a career pathway.

These courses can be completed through registered training organisations around Australia, and offer you the best chance of employment.

Nationally recognised qualifications are available for most service industry occupations.

- Beauty: retail cosmetic assistant or cosmetic consultant, beauty therapist, nail technician or nail artist, make-up artist, beautician
- Community Pharmacy: pharmacy assistant, dispensary assistant, pharmacy supervisor
- Community Recreation: recreation officer, aquatic leisure centre assistant/manager, activity assistant, activity instructor, program instructor, pool lifeguard
- Fitness: exercise instructor, exercise trainer, specialised exercise instructor
- Floristry: florist, floristry assistant, senior florist, floral designers
- Funeral Services: funeral director, funeral arranger, funeral director's assistant, embalmer, mortuary assistant, crematoria operator, cemetery operation, gravedigger
- Hairdressing: hairdresser, session stylist, salon manager, colourist, stylist
- Hospitality: cook, chef, food service manager (food and beverage manager), waiter (food and beverage service), bar attendant, kitchen hand, manager, service supervisor, concierge or porter, housekeeping attendant/manager
- Outdoor recreation: outdoor recreation guide, outdoor instructor, program manager
- Retail: retail service manager, area/regional manager, buyer, department manager, merchandise planner, store manager visual merchandise, sales assistant, cashier, retail manager/supervisor
- Sport: professional athlete, coach, sports trainer, development officer, manager, talent development manager
- Travel, Tours, Meetings and Events: travel consultant, tour guide, tourism manager, visitor information officer, events manager, conference coordinator, events coordinator, meetings coordinator
- Wholesale: client manager, product specialist, sales representative, wholesale territory manager

Beauty Services

CAREERS IN BEAUTY

The beauty industry is growing and evolving, and there is a constant flow of new products and procedures being introduced into the market place.

A career in beauty offers incredible flexibility in terms of location – you can work virtually anywhere – in salons, day spas, hotels or even from home.

If you have an interest in make-up, personal grooming and beauty and enjoy interacting with people, then this could be the career for you.

- Beauty Therapist
- Beautician
- Nail Technician or Nail Artist
- Makeup Artistry
- Retail Cosmetic Assistant or Cosmetic Consultant

BEAUTY THERAPISTS

Beauty therapists provide a wide range of face and body treatments. They have a high level of public contact and need to be well-presented with good communication skills. Their work requires a thorough understanding of the human body and its key systems including skin biology, anatomy and physiology, nutrition and cosmetic chemistry.

Beauty therapists may perform the following tasks:

- Carry out skin analysis and give advice about skin and body care
- Use a variety of treatments and electrical equipment to treat skin and body conditions
- Remove facial and body hair
- Provide aesthetic aromatherapy treatments
- Apply make-up
- Recommend skin care products
- Perform manicures, pedicures, nail enhancements and eyelash and eyebrow tinting
- Receive payments and arrange appointments
- Maintain client records
- Sell cosmetic products and related beauty equipment.

NAIL TECHNICIAN OR NAIL ARTIST

Nail technicians provide a wide range of hand and foot treatments, including manicures, pedicures, massage and nail enhancement. They have a high level of public contact so need to be well-presented, enjoy working with people, and have good communication and listening skills.

In addition to some creative flair, nail technicians need to have a good knowledge of skin and nails and a commitment to cleanliness.

Nail technicians often work in nail salons, beauty salons, department stores, hairdressing salons or from home.

Nail technicians may perform the following tasks:

- Manicures and pedicures
- Hand and foot massage
- Apply nail enhancements including artificial nails, nail art, nail jewellery and nail painting
- Use electrical equipment to clean, shape and buff nails and airbrush nails
- Receive payments and arrange appointments
- Maintain client records
- Advise clients on caring for their nails
- Sell nail products and related equipment.

MAKE-UP ARTIST

Make-up artists perform the following tasks:

- prepare skin for make-up application and remove make-up as required
- demonstrate cosmetic products to clients
- instruct clients about make-up application
- apply a wide variety of professional make-up products
- design wigs, beards, masks and 'prosthetics' (artificial body parts) and apply them to achieve an appropriate character appearance
- use make-up to produce effects such as ageing, illness, scars and bruising
- alter or maintain make-up during productions to ensure the continuity of a performer's appearance

PROFILE

NAME: Jessie Lee Gladwell

POSITION: Professional Beauty Therapist & Nail Technician

WHAT DO YOU LOVE ABOUT YOUR JOB?

The thing I love most about my job is the diverse range of treatments that I perform on a day to day basis. In any one day I will treat up to 10 different clients in a range of different treatments, anything from waxing, makeup, massage, nails to facials and IPL. Every day is different, you're always meeting new people, performing a range of different treatments and finding new ways to meet your client's needs.



CAREER HIGHLIGHT:

My career highlight so far would have to be winning gold medals at both the national and international Worldskills competitions in Beauty Therapy. It was the proudest moment of my life and definitely a day I'll never forget!

MOST USEFUL SKILL ACQUIRED:

In my job, communication skills are essential! It is vital in Beauty Therapy to communicate well with your clients in order to build a good rapport with them.

STUDY/TRAINING:

I completed my Diploma in Beauty Therapy and my Certificate II in Nail Technology. I chose to do my Diploma in Beauty Therapy as a part time study, so that I could have a full time job as well, and then upon completing my Diploma, I went on to do my Certificate II in Nail Technology, which is a 6 week course.

RETAIL COSMETIC ASSISTANT OR COSMETIC CONSULTANT

Retail cosmetic assistants are specially trained sales assistants who promote one or more brands of cosmetic products in department stores, specialty stores or pharmacies. They help people to make decisions by providing advice on the purchase and on the application of cosmetics.

Most retail cosmetic assistants work in pharmacies, department stores or specialist cosmetic stores. They may be employed by a retail organisation, or by an individual cosmetic house.

Retail cosmetic assistants may perform the following tasks:

- Consult with clients to discuss their needs and identify skin type, colouring, age and facial structure
- Demonstrate skin care and make-up products to clients, including applying products
- Design and apply make-up
- Recommend skin care products to clients and advise them on their use
- Receive payments and arrange appointments
- Arrange and display products
- Sell cosmetic products, related equipment and services.

WHAT TRAINING DO YOU NEED?

The standard requirement to work as a beauty therapist is either the **Certificate IV in Beauty Therapy** or the **Diploma of Beauty Therapy**.

Other nationally recognised qualifications available within the industry:

- **Certificate II in Nail Technology** provides training for individuals wishing to work as nail technicians.
- **Certificate II in Retail Make-Up and Skin Care** provides training for individuals wishing to work in a retail environment providing advice to customers through the demonstration of make-up and skin care products.
- **Certificate III in Beauty Services** is designed for those wishing to work as a beautician. It includes a limited range of services, such as eyelash and eyebrow tinting, manicures and pedicures, make-up and waxing.
- **Certificate IV in Beauty Therapy** is the minimum qualification for work as a qualified beauty therapist. It includes the standard range of beauty treatments, including facial and body treatments.
- **Diploma of Beauty Therapy** is designed for those wishing to work in a senior position in a beauty industry workplace, providing both standard and specialised services to clients, and it also includes options for those who may lead, supervise or train others.
- **Diploma of Salon Management** is designed for salon managers, who are responsible for the overall operation of a business and may focus on building the business, creating and establishing a personal services culture, leading and developing a team, developing and implementing marketing activities, and ensuring all occupational health and safety requirements are maintained.
- **Vocational Graduate Certificate in Intense Pulsed Light and Laser Hair Reduction** is designed for therapists who specialise in the use of IPL and laser for hair reduction, to develop a high level of knowledge enabling them to analyse skin and hair characteristics when designing and performing a hair reduction treatment plan, using appropriate technology in a safe and compliant manner.

The training may be undertaken via the following ways:

Australian Apprenticeship – combines paid employment in the industry with structured training, leading to a recognised qualification.

Some qualifications may be available as part of a full-time or part-time course, available through registered training organisations.

CAREERS IN HAIRDRESSING

Hairdressing is a popular and dynamic career choice. A career in hairdressing has many different prospects and can also open the door to a busy social life. You need to be good with your hands and willing to learn new skills. A fair degree of creativity is required, as are good customer service skills.

Really successful hairdressers can take their pick from the many top jobs - preparing models for the catwalk, joining the team of a magazine for a fashion shoot or tending the locks of the rich and famous.

- Hairdresser
- Session Stylist
- Salon Manager

HAIR- DRESSING

HAIRDRESSERS

Hairdressers may be employed in women's, men's or unisex salons. They spend most of the day on their feet and are usually required to work flexible hours to fit in with salon hours of business. They have a high level of public contact, so need to be well-presented with good communication skills.

Hairdressers may perform the following tasks:

- Consult with clients to discuss requirements
- Shampoo, condition and rinse hair
- Cut hair using clippers, scissors or razors
- Provide services such as bleaching, conditioning, permanent waving, straightening and tinting
- Dry and style hair using brushes, combs and other equipment
- Shave and trim beards and moustaches
- Advise clients on hair care
- Perform reception duties such as answering telephone calls and making appointments
- Sell retail products
- Compile client records
- Clean the salon, work areas and equipment.

HAIRDRESSING MANAGERS

Hairdressing salon managers are responsible for the operation of the salon in areas such as leading and managing staff, managing the business plan and finances, and maintaining customer relations. They also deal with suppliers and other business related contacts.

Many hairdressing salon managers are also senior hairdressers who cut and style hair, and perform a range of chemical treatments on hair such as colouring, straightening and perming.

They require a combination of skills drawing on their creativity and their business skills.

SESSION STYLIST

A hairdressing session stylist may perform the following tasks:

- Work with other professionals such as fashion designers, photographers, photographic stylists, models and session stylist teams
- Consult with a team on a creative brief or fashion story
- Interpret a creative brief to develop final hair designs
- Negotiate a contract
- Shampoo, condition and rinse hair
- Cut hair using clippers, scissors or razors
- Create hair designs combining colouring, straightening, curling or volumising effects, and a range of design finishes
- Use wigs, hairpieces and ornaments in hair designs
- Dry and style hair using brushes, combs and other equipment
- Provide services such as bleaching, conditioning, permanent waving, straightening and tinting
- Shave and trim beards and moustaches
- Attend hairdressing seminars in order to keep abreast of new products and techniques
- Maintain a portfolio showing their work.

PROFILE

NAME: Megan Kuhn

POSITION: Senior hairdresser

WHAT DO YOU LOVE ABOUT YOUR JOB THE MOST?

Getting the chance to meet and work with some amazing people

CAREER HIGHLIGHT:

Winning Gold in the Worldskills National Competition 2008 and going on to represent Australia at the 40th International Worldskills in Calgary Canada, placing 9th and receiving a Medallion for Excellence.

BEST OR MOST USEFUL SKILL ACQUIRED:

Being able to work under pressure and still maintain a high standard of work.

STUDY/TRAINING:

Certificate III in Hairdressing

DURATION OF TRAINING:

Two years but you never stop learning with hairdressing there always new trends and techniques.

FUTURE GOALS:

I want to be able to pass on all of my knowledge I have obtained over the time I've been a hairdresser and still to be learning myself as well.



What are the career opportunities?

There are many opportunities within the industry, and good hairdressers are always in demand. The majority of hairdressers are employed in hairdressing salons. Most salons employ between four and six people, although some salons employ a much larger numbers of hairdressers. Most salons also employ apprentices.

There are many career paths available for qualified hairdressers. Hairdressers may be employed as stylists for TV, film, theatre, or advertising agencies. Many hairdressers set up their own business, enter into a partnership or teach hairdressing – usually after working in the industry for a number of years.

What training do you need?

Hairdressing is a trade qualification, which means that there are formal requirements to become a qualified hairdresser. The Certificate III in Hairdressing is the standard requirement to work as a hairdresser.

Certificate II in Hairdressing is designed as a pre-vocational qualification, for people entering the industry as salon assistants. It covers dealing with clients, washing hair, selling products and maintaining the workplace.

Certificate III in Hairdressing is the standard trade qualification required to become a qualified hairdresser. It includes cutting, styling, colouring hair, chemical treatments and consulting with clients.

Certificate IV in Hairdressing is designed for qualified hairdressers who want to develop their skills further in a range of more specialised hairdressing and beauty services, and to develop skills in supervision.

Diploma of Hairdressing Salon Management is designed for those who are interested in managing and/or owning their own salon.

The training may be undertaken in two main ways, depending upon the qualification:

Australian Apprenticeship - combines paid employment in the industry with structured training, leading to a recognised qualification. In some states and territories, it is a requirement that the Certificate III in Hairdressing is completed as an apprenticeship.

Some training package qualifications may be available as part of a full-time or part-time course, available through registered training organisations.

After the completion of an apprenticeship, hairdressers in some states are also required to become formally registered.



FLORISTRY

CAREERS IN FLORISTRY

Being a florist can be a very exciting and challenging career. If you are considering a career in floristry, you should enjoy being creative, working with flowers and be willing to learn all aspects of the floristry profession. You should also be out-going and have a helpful attitude as you will be dealing with the public and responsible for providing good customer service.

- Floristry Assistant
- Florist
- Senior Florist
- Florist Designer

FLORIST

Florists prepare floral arrangements such as bouquets, sprays, wreaths or vases of flowers. They also organise the storage, sale and delivery of floral arrangements.

Working in floristry requires a combination of creative and design skills, knowledge of flowers and plants, customer service skills and general retailing skills.

Florists may perform the following tasks:

- Design and prepare floral arrangements for general sale, or to meet specific client requirements
- Prepare and maintain flowers and greenery for arrangements, including trimming materials and strengthening stems with wire
- Pack, wrap and organise delivery of flowers
- Assist customers with their selection or order
- Process sales
- Arrange fresh and dried flowers, greenery, decorations and a range of other materials into arrangements
- Participate in management and administration, such as determining costs of floral arrangements.

FLORISTRY ASSISTANT

Floristry assistants work in floristry businesses as assistants.

They perform general duties such as:

- Construction of basic floral arrangements,
- Stock control,
- Serving customers and processing sales and orders
- Help with housekeeping, such as cleaning and changing flower water and displays
- Care for floristry supplies and materials.

The focus of the role is on customer service and preparing materials, and does not generally involve making arrangements.

SENIOR FLORIST

Senior florists are experienced florists with a high level of customer service skills who have additional responsibilities in the running of the business.

Senior florists have developed a high level of design and technical skills in the construction of floral products and arrangements.

Senior florists may specialise in a particular area, such as weddings, funerals or statement arrangements, and have a role in co-ordinating floral products for a special occasion.

Senior florists may also take a lead role on coordinating the day to day operation and business activities of the organisation.

Senior florists may perform the following tasks:

- Design and prepare floral arrangements for general sale
- Design and prepare floral arrangements to meet specific client requirements
- Design, prepare and organise delivery of arrangements for weddings, funerals, events and corporate orders
- Arrange fresh and dried flowers, greenery, decorations and a range of other materials into arrangements
- Control stock- this involves price setting and discounting stock where necessary
- Recruit, train, roster and supervise staff
- Manage employee relations and provide a safe working environment
- Set and maintain service standards and resolve customer complaints
- Keep and analyse records of sales figures and all financial transactions
- Develop and monitor a business plan and a budget for sales and expenditure
- Market and promote the business
- Select and purchase flowers and other floristry stock
- Determine costs of floral arrangements.

What are the career opportunities?

Florists mainly work for small retail outlets. Many florists are self-employed. There is always the possibility of establishing your own business, or being employed within a specialised design business. Anyone interested in starting up their own business will need to have strong business skills in order to be successful.

What training do you need?

The standard requirement to work as a florist is the Certificate III in Floristry. There are also other nationally recognised qualifications available within the industry:

Training options include:

- **Certificate II in Floristry** is designed for those wishing to develop the skills and knowledge to work as a sales assistant and produce simple displays in a florist shop or studio.
- **Certificate III in Floristry** is considered the basic requirement to be a qualified florist. This qualification is aimed at more experienced employees in the floristry industry, whose work requires extensive product knowledge and specialist skill application.
- **Certificate IV in Floristry** has been designed to develop the floristry design and first line supervisory skills of those experienced in working in the floristry industry.
- **Diploma of Floristry Design** has been developed to further develop highly specialised creative, design and construction skills, as well as essential business and marketing skills.



CAREERS IN COMMUNITY PHARMACY

- Pharmacy Assistant
- Dispensary Assistant
- Retail Pharmacy Manager

PHARMACY ASSISTANT

Community pharmacy assistants work in pharmacies and provide customers with medicines, pharmacy products and advice and health care information to assist them in gaining and maintaining good health. They act as a filter of information between the customer and the pharmacist where the customer requires further advice.

Pharmacy assistants may perform the following tasks:

- Develop detailed knowledge of general and non-therapeutic products and services offered by the pharmacy and advising customers on these products
- Advise customers on the selection and use of medicines and pharmacy products, under the supervision of the pharmacist
- Act as a filter for information and refer customers to the pharmacist where the customer requires further advice on medications, treatments or medical conditions
- Refer the sale of Pharmacist Only Medicines, Prescription Only Medicines and customers with health conditions to the pharmacist for further advice
- Refer prescriptions to the pharmacist and advise customers of when the prescription will be ready
- Advise customers on medicines and pharmacy products such as to assist them to make a purchase
- Operate cash registers or point of sale terminals to accept payments
- Price stock, re-order and replenish stock and participate in stock takes
- Maintain merchandise displays and the general neatness and appearance of the pharmacy

DISPENSARY ASSISTANT

Dispensary assistants help pharmacists prepare and supply prescription medication. They prepare prescriptions, such as by counting tablets and labelling bottles, and check their work with the pharmacist. They also maintain customer records and serve customers in the pharmacy.

Dispensary assistants need a general knowledge about medicines and their regulations, and an understanding of the human body.

Dispensary assistants often work directly with the public and need good interpersonal skills as they often have to deal with sick people who require efficient and sensitive service. They can be based either in community pharmacies, or hospital pharmacies.

Dispensary assistants may perform the following tasks:

- Receive and prepare prescriptions including counting tablets, mixing, preparing and labelling medicines for pharmacist approval
- Issue complete prescriptions
- Maintain prescription and customer records
- Acting as a filter for information and referring customers to the pharmacist where the customer requires further advice on medications, treatments or medical conditions, for both in person and phone enquiries
- Operate cash registers or point of sale terminals to accept payments
- Operate computing equipment to input and process scripts
- Perform customer service and sales duties within the pharmacy
- Participate in stock control, including checking incoming stock, pricing, and stock takes.

RETAIL PHARMACY MANAGER

Pharmacy supervisors have responsibility for coordinating a team of pharmacy assistants under the direction of the pharmacist.

The work of pharmacy supervisors includes maintaining store safety and security, co-ordinating interaction with customers, managing sales and service delivery, leading and managing staff and managing merchandise and store presentation. They often have extensive experience in pharmacy and/or dispensary work, as well as having retail supervision skills. They provide customer service through supporting and motivating a team.

Most retail pharmacy managers are employed in larger pharmacies.

Retail pharmacy managers may perform the following tasks:

- Front of pharmacy management
- Supervise the recruitment, training, rostering and work of staff
- Supervise all activities of staff to make sure the business is performing well in all areas including sales, service, security, presentation, merchandising, stock control and profit
- Maintain a high level of customer service, including resolving complaints
- Implement and oversee security procedures for stock and cash
- Oversee the presentation of the store and stock to ensure it is as appealing as possible.

What are the career opportunities?

It is possible for experienced employees to move into supervision or management, particularly in larger pharmacies.

Many pharmacy groups now have head offices and pharmacy and dispensary assistants can be employed in these head offices. Staff within these head offices often have responsibility for specific areas of pharmacy operation such as recruitment and employment or buying and stock control. They usually have responsibility for multiple pharmacies.

Many of the skills gained in working in community pharmacy can also be transferred into related industries, such as retail and beauty.

What training do you need?

It is not essential to have formal qualifications in order to work within the industry, however formal training can help build your skills and your career options.

Under the Quality Care Pharmacy Program pharmacy and dispensary assistants are required to complete accredited unit SIRPPKS001A – Support the sale of Pharmacy and Pharmacist Only Medicines. Once this unit is completed pharmacy and dispensary assistants are required to undertake ongoing training annually.

In some states, dispensary assistants must complete accredited training before they can begin working in the dispensary.

There are a number of nationally recognised qualifications available within the industry:

Certificate II in Community Pharmacy (Pharmacy Assistant) is designed as the next step qualification within the industry. The skills involved include interacting with customers, performing stock control, merchandising products, accepting and returning prescription medication under the supervision of the pharmacist, and demonstrating an understanding of a range of medicines, products and services.

Certificate III in Community Pharmacy (Pharmacy and Dispensary Assistant) is designed for more experienced employees whose work involves a greater degree of responsibility. Roles could include dispensary assistant, pharmacy administration, front of pharmacy co-ordination, merchandising and selling co-ordination. There is the option to develop specialist product knowledge, dispensary or administration skills at this level.

Certificate IV in Community Pharmacy (Supervisor) is designed for more experienced employees in management or supervisory roles. Roles would include front of pharmacy management, specialist training and/or assessor role, quality and continuous improvement management, people management and stock and merchandise management.

The training may be undertaken in two main ways, depending upon the qualification:

- Australian Apprenticeship – combines paid employment in the industry with structured training, leading to a recognised qualification.
- Some qualifications may be available as part of a full-time or part-time course, available through registered training organisations.



FUNERAL SERVICES

CAREERS IN FUNERAL SERVICES

- Funeral Attendant
- Crematoria Operator
- Embalmer
- Funeral Director
- Funeral Director's Assistant
- Gravedigger
- Mortuary Assistant

FUNERAL ATTENDANT

Funeral attendants assist in preparation for funerals, the transportation and placement of coffins, conducting funeral ceremonies and the maintenance of funeral premises. Funeral attendants are often required to work after hours and on weekends.

Funeral attendants may perform the following tasks:

- Collect the body from the hospital, morgue or place of death and drive passenger vehicles, mortuary vans and hearses
- Assist in preparing the body and placing it in the coffin
- Escort mourners to funeral chapels
- Arrange burial equipment such as mats and lowering straps
- Arrange floral tributes and distribute and collect attendance and tribute cards
- Clean parlours, chapels and hearses
- Assist as coffin or casket bearers.

FUNERAL DIRECTOR

Funeral directors may perform the following tasks:

- Coordinate and supervise funeral workers including embalmers, drivers, receptionists or clerical assistants
- Interview relatives to discuss style of funeral, coffin/casket, cars, flowers and costs
- Make arrangements for interment/cremation or repatriation after checking that all proper documentation has been completed
- Conduct the funeral
- Arrange the construction of a monument or the disposal of cremated ashes
- Generally assist and support family through ceremonies and other aspects of the funeral process
- Arrange newspaper notices (and in some cases radio announcements) notifying the death and detailing the funeral arrangements.

GRAVEDIGGER

Gravediggers perform a range of tasks involved in the burial of bodies.

Gravediggers may perform the following tasks:

- Use a range of tools such as hand tools, power tool and small plant equipment to dig graves and maintain cemetery grounds
- Work with funeral directors in providing assistance to customers
- Perform grave probes and prepare land for gravedigging to ensure the land is appropriate and stable
- Repair damaged and collapsed graves
- Re-open graves and perform exhumations
- Oversee burial and monument works
- Carry out pest and disease control
- Measure and mark out grave spaces

Even though the gravedigger has less personal contact with clients than the funeral arranger or embalmer he or she must be sensitive to the bereavement of others when dealing with death.

MORTUARY ASSISTANT

Mortuary assistants work in funeral homes and support the work of embalmers and funeral directors. They maintain equipment and ensure appropriate sterilisation is followed. They handle and store chemicals and other hazardous equipment. They also assist the embalmers in preparing bodies for viewings and burials. This includes cleaning bodies, minor cosmetic and reconstruction work, and placing the bodies in coffins.

EMBALMER

Embalmers work in mortuaries to preserve and prepare bodies for viewing, burial or cremation. They use a range of chemicals and substances to clean the body and preserve the tissue. They may also reconstruct or reshape damaged and disfigured bodies using materials such as cotton wool, clay and wax. Embalmers may also dress bodies, apply make-up, and put the bodies in the casket.

What training do you need?

Employees in the funeral industry need a mature and responsible attitude, given the sensitive situations they deal with. They are generally working with clients who are emotionally vulnerable, so they need excellent communication skills and an understanding of how people deal with grief. Physical strength to lift coffins, a good driving record and a well groomed appearance are also prerequisites. It is not essential to have formal qualifications in order to work within the industry, however formal training can help build your skills and your career options. There are a number of nationally recognised qualifications available within the industry:

- **Certificate II in Funeral Operations** provides the skills and knowledge for an individual to be competent in assisting funeral directors to conduct funerals or to undertake mortuary assistant duties, depending on the qualification stream chosen. This qualification is suitable for an Australian apprenticeship pathway.
- **Certificate III in Cemetery and Crematorium Operations** provides the skills and knowledge for an individual to be competent in a range of roles in a cemetery or crematorium depending on the specialist stream and elective options chosen. This qualification is suitable for an Australian apprenticeship pathway.
- **Certificate III in Gravedigging, Grounds and Maintenance** provides the skills and knowledge for an individual to be competent in a range of cemetery operations requiring specialised practical skills and knowledge in either gravedigging or grounds and maintenance activities. This qualification is suitable for an Australian apprenticeship pathway.
- **Certificate III in Funeral Operations** provides the skills and knowledge for an individual to be competent in a range of funeral operations or mortuary work roles depending on the specialist stream and elective options chosen. This qualification is suitable for an Australian apprenticeship pathway.
- **Certificate IV in Funeral Services** provides the skills and knowledge for an individual to be competent in a range of funeral services activities and functions requiring funeral services industry management knowledge and skills. This qualification is suitable for an Australian apprenticeship pathway.
- **Certificate IV in Embalming** provides the skills and knowledge for an individual to be competent in a range of embalming activities requiring a strong theoretical knowledge base and practical procedures. This qualification is suitable for an Australian apprenticeship pathway.
- **Diploma of Mortuary Management** provides the skills and knowledge for an individual to be competent in a range of management activities requiring planning, implementing and monitoring mortuary practices and procedures. This qualification is not suitable for an Australian apprenticeship pathway.



RETAIL

CAREERS IN RETAIL

Careers in the retail industry are diverse and varied. You will be working with a wide range of people, so must enjoy engaging with others.

Working in the retail industry is not just about being a sales assistant – it can provide you with lots of options for an interesting, long-term career with excellent prospects for progression.

- Sales Assistant
- Area/Regional Manager
- Buyer
- Department Manager
- Merchandise Planner
- Store Manager
- Visual Merchandise

SALES ASSISTANT

Sales assistants in the retail industry can work in all types of retail outlets, from small specialty retailers to large department stores.

Sales assistants are often required to work flexible hours, including late nights and weekends.

The specific tasks performed by a sales assistant will vary according to the retailer they work for. As a retail sales assistant you will be responsible for:

- Assisting customers to locate merchandise and advising them on the price, use, and care of merchandise
- Developing detailed knowledge of products and services offered by the store to enable them to assist customers
- Advising customers on the features and benefits of products to assist them to make a purchase
- Assisting customers with returns of faulty or unwanted goods
- Operating cash registers or point of sale terminals to accept payment
- Wrapping and packaging goods for customers
- Arranging delivery, installation, service or repair of items
- Accepting deliveries and pricing stock
- Maintaining merchandise displays and the general neatness and appearance of the store
- Participating in stocktakes and re-ordering and replenishing stock.

DEPARTMENT MANAGER

Department managers plan and coordinate the operations of departments or sections of larger retail outlets. This may include the recruitment and management of staff, sales and customer service, and managing sales targets and budgets. They are often also responsible for the visual presentation of the department and its merchandise.

Department managers have contact with a wide range of people including customers, staff, suppliers and other department managers.

Most retailers require people in management positions to already have experience working in retail, and some may provide additional training, either on the job or off the job.

RETAIL STORE MANAGER

Store managers plan and coordinate the operations of retail outlets. This may include the recruitment and management of staff, sales and customer service, managing sales targets and budgets, and developing stock management procedures. They are often also responsible for the visual presentation of the store and its merchandise.

Store managers have contact with a wide range of people including customers, staff, suppliers and other businesses. They work in a range of businesses including small retail outlets, supermarkets and food outlets, chain stores and department stores.

Most retailers require people in management positions to already have experience working in retail, and some may provide additional training, either on the job or off the job.

VISUAL MERCHANDISER

Visual merchandisers design the merchandising plan for a store or group of stores, in order to maximise sales opportunities by attracting the attention of customers. They may develop individual displays such as window, wall or point of sale displays, and floor plans and layouts. These can range from simple product stands at cash registers to more elaborate and creative window displays. As well as attracting customers, displays can also project the image of the store and target specific groups of customers.

Visual merchandisers usually work in consultation with others within an organisation, such as store staff and managers, marketing and promotions staff.

Some visual merchandisers may also be involved in developing a merchandising plan for a group of stores, including a schedule of displays and promotions, and instructions for others to implement the merchandising plan. They may also work on the practical elements such as making props and organising lighting.

MERCHANDISE PLANNER

Merchandise planners assess, plan and predict stock needs for stores. They are responsible for increasing sales and profit by determining what products, and mix of products, stores should sell. To achieve this, they work with buyers, store managers and marketing staff to hit financial targets. In some stores the merchandise planner may also be known as a buyer.

BUYER

Buyers source, select and purchase the goods that are sold in retail stores. They review current stock levels, sales patterns and their competitors' ranges of stock to plan future stock. They can determine everything from stock levels to the product range. Keeping up to date with new products on the market is very important, and retail buyers need to do research and attend trade shows to keep ahead of future trends. This may involve travel to find the most suitable goods for the industry and for seasonal trends, sometimes interstate and overseas.

Buyers often work with visual merchandisers and store managers to determine the best display and promotion methods for products to maximise sales. To support sales they also work with shop sales staff to develop their product knowledge. They may decide on product pricing, after being involved in negotiating purchase prices from suppliers.

What are the career opportunities?

The retail industry is the largest employer of young people in Australia. More than 1,000,000 people are employed in the retail industry, and the industry is expected to continue to grow. It has been estimated that in the next few years, over 22% of all new jobs in Australia will be in retail. In the retail industry, enthusiasm, hard work and performance are rewarded, and many employers in the industry offer opportunities for advancement from the shop floor.

The most common role is in customer service or sales, as a sales assistant or cashier. However, the possibilities expand from there. Many people work their way up the ladder to management or supervisory positions, where they have responsibility for other staff members and the performance of the team. Other options include more specialised areas such as buying, merchandising, marketing, operations and human resources. Usually, these specialised roles are held by more experienced employees with specific skills and training in the area they will be working in.

What training do you need?

It is not essential to have formal qualifications in order to work within the industry, but formal training can help build your skills and your career options. There are a number of nationally recognised qualifications available within the industry:

Certificate II in Retail looks at aspects that are specific to the retail environment such as how to operate retail equipment, how to interact with customers and how to handle point of sales. It has been designed as the standard entry level qualification for the retail sector and will help individuals wishing to develop their skills and knowledge to begin a career in the retail industry. You may work with some autonomy or in a team but usually under close supervision.

Certificate III in Retail is for people who want to work in retail operations and/or supervision. You will learn how to maintain store safety and security and build relationships with customers. Work would be undertaken in various retail store settings, such as specialty stores, supermarkets, department stores and retail fast food outlets. You may have some responsibility for others and provide or hold specific coordination or support responsibilities within a store team.

Certificate IV in Retail Management prepares the individual to be competent in the first line management skills, working in the retail and/or wholesale industries. It applies to those who are managing a small retail outlet, a section or department within a larger retail store, a small wholesale outlet, or a section or department within a larger wholesale business.

Diploma of Retail Management provides skills and knowledge required by those who hold or wish to hold higher management positions. It applies to those who are providing support to senior management in a larger retail or wholesale outlet or being responsible for the management of a retail store or wholesale outlet.



CAREERS IN WHOLESale

- Client Manager
- Product Specialist
- Sales Representative
- Wholesale Territory Manager

WHOLESALE SALES REPRESENTATIVE

Sales representatives sell goods to retail outlets and other business customers. They visit their clients to demonstrate products, show samples and take orders.

Sales representatives generally take responsibility for clients within a single geographical area or “territory” or for a group of clients within one group of businesses such as a number of outlets of a single company.

Many sales representatives are required to undertake extensive travel as part of their job, which may include country and interstate locations.

Sales representatives may perform the following tasks:

- making appointments and arranging a schedule of visits to buyers and/or stores
- work with sales and marketing personnel to develop a plan to promote products
- develop and update their knowledge of their own and competing products
- quote and negotiate prices and credit terms
- prepare contracts
- record and process orders
- provide sales reports and feedback on marketing of products to employer
- carry out formal and informal product presentations
- organise product displays and promotional material
- attend promotional markets and trade fairs
- be involved in telemarketing
- meeting sales targets and budgets
- using e-business technology.

CLIENT MANAGER

Client managers provide high-level service to business or organisation clients. This may involve maintaining good client relationships and ensuring products are satisfactory and working well.

Client managers may perform the following tasks:

- Plan and manage after sales service
- Maintain strong client relationships
- identify and resolve any issues
- Manage client expectations and ongoing needs
- Train, manage and motivate staff
- Develop and review client relations policies and continue to improve these
- Ensure the organisation is compliant with product and service quality standards.

WHOLESALE TERRITORY MANAGER

Wholesale territory managers plan and direct the sales of goods and services within defined markets or locations. They manage the work of sales representatives, who visit clients to promote and demonstrate products, show samples and take orders. They need to be able to motivate and support their team to achieve sales targets.

Wholesale territory managers develop sales plans that include tracking previous sales and demand, projecting future demand and sales trends, and setting targets. Area/regional managers may also be responsible for the delivery and distribution of goods and services following sales.

Many territory managers are required to undertake extensive travel as part of their job, which may include country and interstate locations.

PRODUCT SPECIALIST

Product specialists manage the sales performance and market success for one or more products or brands for large suppliers. They contribute to product development by monitoring and predicting trends and assessing sales performance. This includes determining future production levels as well as how products should change and improve.

Product specialists also develop and implement marketing and promotional strategies to increase sales and the profile of the product or brand. This includes working on visual merchandising and product placement within stores. It can also include developing advertising strategies and campaigns.

Product specialists may perform the following tasks:

- Monitor and analyse sales performance of products or brands
- Monitor and predict trends
- Develop and implement marketing and promotional strategies to increase sales
- Manage and maintain existing accounts
- Travel to buyers or clients, locally or interstate
- Source new clients
- Report to sales manager.

What training do you need?

There are no formal educational requirements to work as a sales representative, but a formal qualification may assist you in obtaining employment and advancing within the industry. The following nationally endorsed qualifications are available within the industry:

Certificate II in Wholesale provides the skills and knowledge for an individual to be competent in a range of activities and functions requiring basic wholesale operational knowledge and limited practical skills in a defined context. Work would be undertaken in various wholesale supplier settings, such as trade, building, furniture and equipment suppliers. Individuals may work with some autonomy or in a team but usually under close supervision. This qualification is suitable for an Australian Apprenticeship pathway.

Certificate III in Wholesale provides the skills and knowledge for an individual to be competent in wholesale operations with the need to apply discretion and judgement. Work would be undertaken in various wholesale settings, such as trade, building, furniture, parts and equipment suppliers. Individuals may have some responsibility for others and provide or hold specific coordination or support responsibilities within a team. This qualification is suitable for an Australian Apprenticeship pathway.

CAREERS IN COMMUNITY RECREATION

- Recreation Officer
- Aquatic Leisure Centre Assistant/Manager
- Activity Assistant
- Activity Instructor
- Program Administrator
- Pool lifeguard

OUTDOOR & COMMUNITY RECREATION

RECREATION OFFICER

Recreation officers plan, organise and coordinate recreation facilities and programs. These can range from sporting events and tournaments, to school holiday programs to arts and crafts activities. Their tasks can include developing proposals, applying for funding, finding venues, coordinating volunteers and running programs on the day. Recreation officers also work with community groups to help them to develop their own skills in these areas.

Recreation officers are often employed by community recreation centres and local councils.

Recreation officers may:

- Plan, organise and promote local sporting and recreational events and activities such as community functions, school holiday programs, cultural activities and sporting competitions
- Develop and/or administer recreational policy
- Prepare and administer budgets and resource allocations
- Coordinate and arrange meetings and venues
- Recruit, train and/or supervise recreation leaders and volunteers
- Coordinate facility and equipment purchasing and maintenance
- Work with key members of the community
- Write proposals, evaluations, correspondence and prepare submissions and reports for government bodies and other agencies
- Assist clients in identifying their recreational needs, and encourage and support them to participate in activities suited to their needs and interests
- Provide information on available resources within the local community
- Support, develop and evaluate strategies to encourage community participation in activities
- Monitor, evaluate and recommend changes to community development programs, policies, practices and budgets
- Collect and analyse data associated with projects undertaken, and report on project outcomes
- Resolve problems concerning services or programs provided or persons affected
Advise senior management on matters requiring their attention, and implement their decisions.
- Plan, organise and promote local recreational and sporting events such as sporting competitions, cultural activities, school holiday programs and community functions
- Liaise with various members of the community
- Provide information on available resources within the local community and from associated agencies
- Develop strategies that encourage community participation in recreation activities
- Monitor, evaluate and recommend changes to community development programs, policies, practices and budgets
- Collect and analyse data from projects and report on the project outcomes
- Advise management on matters requiring their attention, and implement their decisions

AQUATIC LEISURE CENTRE ASSISTANT

Aquatic leisure centre assistants work in aquatic leisure centres, where they deal with clients and contribute to the planning, promotions, maintenance and operation of the activities and facilities of an aquatic leisure centre. They may be involved in determining and scheduling the range of activities and classes offered by the centre.

Aquatic leisure centre assistants also provide customer service and often lead training sessions or fitness classes.

Aquatic leisure centre assistants:

- Maintain safety standards
- Ensure equipment and facilities are well maintained
- Promote the activities and facilities of the centre to existing and new customers
- Contribute to the development and implementation of the activities offered by the centre
- Contribute to the schedule of activities and take bookings
- Take payments and assist in cash management
- Handle enquiries and serve customers, both in the centre and catering facilities
- Assist in the facilities management and stand in for the manager when appropriate
- Set up and take down equipment and activities

COMMUNITY RECREATION CENTRE MANAGER

Community recreation centre managers plan, promote and manage the activities, facilities and resources of a community recreation centre. They work with the community to develop a range of programs, and often lead them. They are also responsible for the day to day business of running the centre including staff and budget management.

Community recreation centre managers may perform the following tasks:

- Work with the community and conduct research to determine clients needs
- Develop programs and services that meet those needs
- Consult widely to develop short and long-term business plans for the centre
- Supervise the design, planning and maintenance of sport and recreation facilities
- Ensure facilities conform to fire and other safety standards
- Plan, organise and lead sport and recreation events
- Develop and implement publicity campaigns for the centre and its programs
- Select and train staff, and identify staff training needs
- Supervise office, facility and/or program staff
- Coordinate the business activities of the centre
- Report to stakeholders including government agencies
- Prepare, implement and monitor budgets

POOL LIFEGUARD

Pool life guards ensure the safety of the public when swimming or bathing at pools or the beach. They perform patrols, provide safety information, run educational sessions on water safety, and rescue those in need. They also perform first aid when required.

They are often involved in other tasks that support the running of the pool or surf club, such as selling tickets and maintaining pool chlorine levels and cleanliness.

Pool life guards may perform the following tasks:

- Supervise swimmers and bathers to prevent accidents and ensure they follow safety regulations
- Rescue swimmers in difficulty and provide first-aid treatment if required
- Educate the community in water safety and respond to queries
- Place signs or barriers to warn of dangerous conditions or areas, and make sure users are aware of potential dangers
- Warn people behaving in an unsafe manner and remove those who refuse to cooperate
- Report incidents to management and other authorities
- Implement emergency procedures
- Maintain and clean rescue equipment and facilities
- Perform basic administrative duties

What training do you need?

Certificate II in Community Recreation is designed to reflect the role of entry level employees working in the community recreation industry under direct supervision. Likely functions at this level include assist with coordination of recreation events, activities and promotion, set-up equipment, welcome clients, operate retail equipment (cash register, handle money), cleaning of equipment, assist recreation officer.

Certificate III in Community Recreation is designed to reflect those who work autonomously within a defined routine. Likely functions at this level include organising and conducting activities, operate equipment, supervise other colleagues, facilitate recreation initiatives, plan and conduct programs.

Certificate IV in Community Recreation is designed for those wishing to develop skills and knowledge to work as a recreation officer, instructor in charge, and duty manager. Likely functions at this level include supervise staff, organise recreation programs and activities, plan and conduct events, activities and promotions.

Certificate II in Community Activities is designed to reflect the role of entry level employees working in the community recreation industry under direct supervision. Likely functions at this level include assist with coordination of recreation events, activities and promotion, set-up equipment, welcome clients, operate retail equipment (cash register, handle money), cleaning of equipment, assist recreation officer.

Certificate III in Community Activity Programs provides training to those who work autonomously within a defined routine. Likely functions at this level include organising and conducting activities, operate equipment, supervise other colleagues, facilitate recreation initiatives, plan and conduct programs.

Certificate III in Aquatics is designed for those who wish to work autonomously within an aquatic environment. Qualification outcomes will depend on the specialisation chosen and include swimming teaching, pool lifeguard and pool operations. Work would be undertaken in locations such as aquatic facilities or environments and indoor recreation facilities under some supervision.

Certificate IV in Recreation provides training for those wishing to develop skills and knowledge to work as a recreation officer, instructor in charge, and duty manager. Likely functions at this level include supervise staff, organise recreation programs and activities, plan and conduct events, activities and promotions.

To be awarded with the Royal Life Saving Society of Australia pool lifeguard award you need to achieve the following:

- Bronze Medallion
- Senior First Aid
- RLSSA Resuscitation Award
- Pool Lifeguard

Individuals being assessed under statutory licensing and industry requirements must comply with training and experience requirements additional to the minimum requirements. These additional requirements are:

Licence/Registration

- Pool Lifeguard Award

Jurisdiction

- Accreditation for pool lifeguard's in all states and territories of Australia.
- Administered by Branches of the Royal Life Saving Society Australia.

Requirements

- Competence in Cardiopulmonary Resuscitation needs to be assessed for currency on an annual basis
- Professional development system requiring updates in accreditation annually.

CAREERS IN OUTDOOR RECREATION

- Outdoor Recreation Instructor
- Outdoor Recreation Guide or Leader

OUTDOOR RECREATION INSTRUCTOR

An outdoor recreation activity instructor instructs and guides individuals and groups in outdoor adventure activities such as bicycle touring, bushwalking, canoeing, caving, cross country skiing, horse trekking, rafting, rock climbing and sailing. Instructors develop the skills of participants so that they can act independently or with minimal supervision following the program, and may be required to conduct assessments.

An outdoor recreation activity instructor may perform the following tasks:

- prepare for individual and group participation in outdoor recreation experiences
- demonstrate and teach basic body movements and skills used
- supervise outdoor activity skill practice sessions
- assist in the supervision and control of individuals and groups involved in outdoor recreation journeys
- demonstrate the use of equipment required for participation
- provide advice on safety measures and risk minimisation strategies for outdoor adventure activities
- respond to emergencies during outdoor recreation activities by providing first aid assistance and organising means of evacuation
- provide advice on such matters as equipment selection and appropriateness of particular destinations or activities
- plan and prepare the activities for both individual and group participation
- demonstrate the relevant body movements and skills required
- supervise and maintain control of the individuals and groups involved
- demonstrate the use of and maintain equipment required for the activities
- provide advice on safety measures and risk avoidance strategies
- respond to emergencies by providing first aid assistance and take appropriate further action if required
- develop skills development programs
- develop training programs
- critique technique, apply a variety of appropriate instructional strategies and assess participant's skill acquisition at the end of a program or session.

OUTDOOR RECREATION GUIDE OR LEADER

An outdoor recreation guide or leader instructs and guides individuals and groups in outdoor recreation activities such as bicycle touring, bushwalking, canoeing, caving, cross country skiing, horse trekking, rafting, rock climbing and sailing. They lead or guide clients so that they can take part in a particular outdoor recreation activity, but there is no intention of imparting skills or knowledge to clients beyond that which is necessary to enable their safe participation in the activity.

They supervise small groups of people on outdoor expeditions and may work with special populations, young people or corporate groups. Work is often based on adventure tourism or eco tourism, in holiday camps, or in outdoor recreation activities such as abseiling or canoeing.

While specific duties and tasks may vary according to the specialisation, an outdoor recreation guide may perform the following tasks:

- prepare for individual and group participation in outdoor adventure experiences
- demonstrate and teach basic body movements and skills used
- supervise basic outdoor activity skill practice sessions
- assist in the supervision and control of individuals and groups involved in basic outdoor adventure journeys
- demonstrate the use of equipment required for participation
- provide advice on safety measures and risk minimisation strategies for outdoor adventure activities
- respond to emergencies during adventure activities by providing first aid assistance and organising means of evacuation
- provide advice on such matters as equipment selection and appropriateness of particular destinations or activities
- plan and prepare the activities for both individual and group participation
- demonstrate the relevant body movements and skills required
- supervise and maintain control of the individuals and groups involved
- demonstrate the use of and maintain equipment required for the activities
- provide advice on safety measures and risk avoidance strategies
- respond to emergencies by providing first aid assistance and take appropriate further action if required
- provide advice on such matters as equipment selection and appropriateness of particular destinations or activities.

What training is available?

Certificate II in Outdoor Recreation provides the skills and knowledge to participate in or assist with conducting a range of outdoor activities, undertaken in locations such as camps, indoor recreation centres, or differing outdoor environments, and under direct supervision.

Certificate III in Outdoor Recreation provides the skills and knowledge to work independently within a defined range of operations, as an outdoor guide in a controlled environment. Skills are developed in chosen elective areas of activity.

Certificate IV in Outdoor Recreation provides the skills and knowledge to work as a guide and instructor in uncontrolled environments. Intermediate skills in chosen elective areas of activity are developed along with the ability to manage expected and unexpected situations in differing environments.

Diploma of Outdoor Recreation provides the skills and knowledge to work at an operational or program management level to plan, implement and evaluate outdoor recreation programs and activities. Work may also be in challenging locations and/or situations, such as with difficult or challenging client groups. Advanced skills in chosen areas of activity are developed.

To work as an outdoor recreation guide, a first aid certificate is essential. You may also need your Bronze Medallion before guiding certain outdoor adventure tours. The ability to handle a 4WD and have a bus driver's licence is useful.

As safety is very important in this industry, training and formal qualifications in safety related areas are becoming vital for securing employment.

CAREERS IN FITNESS

If you would like to provide services to people in a vibrant and positive environment, you should consider a career in the fitness industry.

Exercise Professionals are typically employed to instruct individuals and/or groups in traditional settings such as Fitness Centres or Studios. However, recently a larger number of roles in an expanded range of settings have emerged. These include instructional, consulting and management roles across a variety of settings such as community, sport, workplace, outdoor and mobile services.

More than ever before, exercise professionals are able to plan and extend their career through delivering a range of services in a variety of settings, to a larger proportion of the community.

The main roles in fitness include:

- Exercise Instructor
- Exercise Trainer
- Specialised Exercise Trainer
- Fitness Centre Manager

Within the roles, there is a range of specialisations to choose from including personal trainer, gym instructor, group exercise instructor, aqua instructor, children's trainer and older client trainer.

Depending upon what type of environment you would like to work in, you can select which you will specialise in. Some people like the fun of running classes in a gym, while others prefer to help people individually.



EXERCISE INSTRUCTORS

Exercise instructors usually choose to be a gym instructor, a group exercise instructor or an aqua instructor. They may perform the following tasks:

- Assess the needs and capabilities of individuals through a prescribed health risk screening process and monitor fitness programs
- Plan and deliver personalised exercise programs in circuit training, exercise to music, water-based activities and other forms of group fitness classes.
- Provide healthy eating advice using recommended guidelines
- Work at the fitness centre reception attending to sales, public relations and membership issues.
- Assist in the cleaning and general maintenance of a fitness centre
- Implement and apply first aid procedures.

EXERCISE TRAINERS

Exercise trainers usually work with individual clients, on a one-on-one basis and also may choose to be an aqua trainer, children's trainer or older clients trainer. Exercise trainers may perform the following tasks:

- Provide personal training in a variety of indoor and outdoor settings
- Plan and deliver personal training, applying the principles of exercise science
- Work with medical and allied health professionals to deliver prescribed health and fitness programs
- Develop and deliver exercise training for specific population groups
- Sell personal training services, including planning and marketing a small business
- Supervise and train other fitness staff.

What are the career opportunities?

Exercise Professionals can readily obtain casual or part time work in a variety of settings including fitness centres, personal training studios, outdoor programs, community and aquatic centres, workplace programs, school based programs and sports clubs.

As your career in the fitness industry progresses, you are more likely to obtain a full time role that is more diverse and may include elements of administration, management, education, health promotion or specialised exercise training. There is an increasing range of educational opportunities in fitness that lead to a larger number of employment opportunities.

What training do you need?

There are two fitness industry registration bodies in Australia. To be recognised by either Fitness Australia or Kinect Australia generally you need a minimum of the Certificate III in Fitness. Registration as an exercise professional ensures you are covered by liability insurance.

The relevant qualifications are:

Certificate III in Fitness provides training to be qualified to work as a gym instructor, group exercise instructor or aqua instructor.

Certificate IV in Fitness provides training to be qualified to work as a personal trainer.

Diploma of Fitness provides training to be qualified to work as a specialised exercise trainer.

CAREERS IN SPORT

SPORT COACH

A sports coach teaches individuals and teams how to improve the way they play their sport by analysing their performances, instructing players in relevant skills and enhancing players' performances.

Coaches facilitate the development of athletes in order to improve performance of the individual or team. This requires the coach to:

- Plan, conduct and evaluate training
- Evaluate and analyse the sport specific performance of individual athletes and/or teams
- Design individualised training programs
- Apply a variety of teaching methods and instructional styles

Sports coaches usually specialise in a particular sport. Coaches may operate at a local or regional, state or territory, national and international level.

Coaches are employed by sporting clubs and associations, government agencies, government-funded centres (e.g. the Australian Institute of Sport), holiday resorts and centres specialising in particular sports (e.g. horse-riding schools), swimming centres, health clubs and community institutions. In some sports, coaches may be self-employed in a sports training centre that they own or lease. Some coaches are unpaid volunteers.

They may perform the following tasks:

- Observe individual's performances to determine the level of instruction required
- Teach techniques for players to acquire additional skills or improve existing skills
- Supervise practice sessions
- Plan, conduct, monitor and adjust an individualised training program
- Implement sports first aid procedures and apply sports first aid
- Supervise the physical development of athlete's by teaching or developing the skills of strength and conditioning
- Aid in the psychological preparation of athletes to meet the need of competition and training
- Organise and liaise with sports science support staff and officials
- Provide information about drugs in sport issues
- Apply the principles of eating for peak performance
- Plan and direct game strategy, sometimes in consultation with club officials
- Analyse the progress of games or competitions, and give signals and instructions to players
- Travel on with teams or individuals.

Be prepared to work long hours, usually in the evenings and on weekends. It takes a great deal of dedication to be successful, so a love of the chosen sport is a definite advantage.

What training do you need?

Certificate II in Sport Coaching aims to prepare you to assist senior coaches in the planning and instruction for a range of sports. You will be able to teach fundamental skills in your chosen area of sport and coach junior players.

Certificate III in Sport Coaching will prepare you to pursue a career as a coach at a regional or state/territory level.

Completion of either of these qualifications could give you recognition of prior learning for a sports specific National Coaching Accreditation Scheme (NCAS) qualification.

Certificate IV in Sport Coaching provides the skills and knowledge to be able to pursue a career as a coach at a regional or State/Territory level and provide in competition assistance to athletes which includes supporting their psychological preparation and conducting post competition analysis of both performance and strategy.

Certificate IV in Sport Development provides the skills and knowledge to be able to administer junior sports program or clinics within clubs and schools in specific sports, training coaches and teachers, recruiting young people, parents and volunteers to sport, and scheduling competitions.

Diploma of Sport Coaching provides the skills and knowledge to pursue a career as a coach at an international level, working with high performance athletes and planning, conducting and evaluating high performance individualised and team training programs.

Diploma of Sport Development provides the skills and knowledge in various sport development roles such as managing competitions, sports venues and facilities and talent development of athletes.

What are the career opportunities?

You may find employment with sports academies (e.g. the Australian Institute of Sport and the Queensland Academy of Sport), national and state sporting organisations, schools, tertiary institutions, sports clubs and holiday resorts which provide expert advice to their guests in a specific sport such as golf or tennis.

SPORTS TRAINER

A sport trainer provides a critical link between the coach, player and allied health professionals. The sport trainer's prime responsibility is to make sports safer. Without the appropriate immediate care provided by a sport trainer, players and athletes run the risk of suffering from an otherwise preventable injury.

What do sport trainers do?

A sports trainer may perform the following tasks:

- assist athletes prepare for competition and/or training through warm-ups, rub-downs, taping and strapping
- monitor risk situations during training and/or competition
- manage sports emergencies
- assist athletes recover from competition and/or training by assisting with or providing information regarding: stretching, rub-downs, diet, fluid replacement, ice therapy and/or recovery training
- conduct assessments and develop and implement a massage therapy plan for a national/international level sports team or individual
- develop a program of conditioning for players, which may incorporate eating for peak performance, warm-up, stretching and cool-down programs, and information about drugs in sport
- implement strategies for dealing with medical conditions in a sport setting
- write specific rehabilitation programs for injury prevention and develop specific weight programs.

What training do you need?

Certificate III in Sports Trainer provides the skills and knowledge to work as a sports trainer at a regional or State/Territory level. Skills are developed in performing pre and post event taping, developing warm up and cool down programs and assisting with the management of sports injuries under the guidance of a health professional.

CAREERS IN HOSPITALITY

Hospitality is a dynamic and fast growing industry which offers many different career opportunities including:

- Bar Attendant
- Barista
- Chef/Cook
- Concierge and Porter
- Food and Beverage Manager
- Hotel Service Supervisor
- Waiter



BAR ATTENDANT

Bar attendants prepare, mix and serve drinks to customers in hotels, bars, cafes, restaurants and clubs.

A bar attendant may perform the following tasks:

- Serve alcoholic and non-alcoholic drinks
- Draw beer from the tap or pour from bottles
- Mix ingredients to make cocktails and slice fruit to garnish drinks
- Prepare and serve a variety of coffees
- Make coffee using an espresso coffee machine or filter system
- Refill drink and cigarette dispensers
- Collect glasses from tables and place them in glass-washing machines
- Wipe down tables and empty ashtrays
- Collect payment, operate cash registers and give change
- Arrange bottles and glasses on shelves
- Clean bar service area and polish glasses
- Operate tab and keno or gaming machine terminals
- Assist in the cellar
- Assist in stock control
- Observe workplace hygiene, occupational health and safety, and security procedures.
- Bar attendants may also provide drinks to waiters or serve them to tables, depending on the type of business.

What are the career opportunities?

Bar attendants can work in hotels, bars, restaurants, cafes, clubs, recreation and convention centres, and other licensed entertainment venues.

Most bar attendants are employed on a part-time or casual basis. As turnover is relatively high, there is generally a constant demand to replace those leaving the job. As the tourism and hospitality industry continues to grow, with a growing number of hotels, cafes and restaurants, there are likely to be increased employment opportunities for skilled bar staff.

Bar attendants who have undertaken training or are experienced are highly regarded and sought by employers. Bar attendants with experience and additional training may progress to supervisory or management positions.

Career paths are flexible and there are many associated jobs in other areas of the hospitality industry, as well as related areas such as training, marketing and events management.

What training do you need?

To be a qualified bar attendant, you should have a Certificate II in Hospitality (Operations) as a minimum, although some places will let you start with no training as they offer training on the job. A Certificate III in Hospitality (Operations) is the qualification for a waiter or bar attendant. You can specialise through electives in whatever best meets your job needs.

Certificate II in Hospitality is the entry-level qualification which provides the basic skills to work as a bar attendant.

Certificate III in Hospitality is the certificate for a qualified waiter, in both food and beverage.

Other qualifications are available to help bar attendants to move into supervisory or more specialised roles:

Certificate IV in Hospitality is designed to provide the supervisory skills to be a head waiter, sommelier or supervisor.

Diploma of Hospitality is designed to provide the management skills as well as the operational skills and knowledge needed to be a food and beverage manager.

Advanced Diploma of Hospitality provides the advanced management skills for those who are interested in managing a restaurant, heading up a large department or owning their own business.

WAITER

You may already be working in a restaurant or café or have friends who are doing so. Waiters can work in a restaurant, fast food chain, café or hotel, and can work in food or drink service, and “on the floor” or in a bar (if you are over 18).

It is busy, exciting work and requires someone with lots of energy and good communication and customer service skills. You will have to work nights and weekends, however, it gives you lots of opportunities to travel, as well as meet new people.

What do food and beverage attendants do?

They may perform the following tasks:

- Set tables with clean linen or place mats, cutlery, crockery and glasses
- Welcome and seat customers, hand them menus and drink lists and provide advice about what is being offered
- Take customer orders and hand them to kitchen staff or bar attendants
- Serve food and drinks to guests
- In some restaurants they may silver serve food, using a spoon and fork
- Open and pour wine
- Make coffee using an espresso coffee machine or filter system
- Prepare bills, handle money or credit cards
- Take restaurant reservations
- Clear tables and return dishes and cutlery to the kitchen.

If you work in a bar, you would be responsible for stocking the bar, keeping it tidy, preparing drinks and serving beer and soft drinks. You may provide drinks to waiters or serve them to tables yourself, depending on the type of business.

What training do you need?

To be a qualified food and beverage attendant, you should have a Certificate II in Hospitality (Operations) as a minimum, although some places will let you start with no training as they offer training on the job. A Certificate III in Hospitality (Operations) is the qualification for a waiter or bar attendant. You can specialise through electives in whatever best meets your job needs.

Certificate II in Hospitality provides the skills and knowledge for an individual to be competent in a range of activities and functions requiring basic operational knowledge and limited practical skills in a defined context. Work would be undertaken in various hospitality settings such as restaurants, hotels, motels, catering operations, clubs, pubs, cafes and coffee shops. Individuals may work with some autonomy or in a team but usually under close supervision.

Certificate III in Hospitality provides the skills and knowledge for an individual to be competent in skilled operations with the need to apply discretion and judgement. Work would be undertaken in various hospitality settings such as restaurants, hotels, motels, clubs, pubs, cafes and coffee shops. Individuals may have some responsibility for others and provide technical advice and support to a team.

Certificate IV in Hospitality provides the skills and knowledge for an individual to be competent in skilled operations and team leading or supervision. Work would be undertaken in various hospitality settings such as restaurants, hotels, motels, clubs, pubs, cafes and coffee shops.

Diploma of Hospitality provides the skills and knowledge for an individual to be competent as a senior manager in any hospitality functional area. This individual would analyse, design and execute judgements using wideranging technical, creative, conceptual or managerial competencies. Their knowledge base may be specialised or broad and they are often accountable for group outcomes. Work would be undertaken in various hospitality settings such as restaurants, hotels, catering operations, motels, clubs, pubs, cafes and coffee shops.

Advanced Diploma of Hospitality provides the skills and knowledge for an individual to be competent as a senior manager in any hospitality functional area. This individual would analyse, design and execute judgements using wideranging technical, creative, conceptual or managerial competencies. Their knowledge base may be specialised or broad and they are often accountable for group outcomes. Work would be undertaken in various hospitality settings such as restaurants, hotels, catering operations, motels, clubs, pubs, cafes and coffee shops.

You can undertake the training through a training program at a TAFE or other registered training organisation, plus some on-the-job experience, or you can do it through an Australian Apprenticeship.

BARISTA

Keep it fast, keep it simple and concentrate on taste: these are key to what a barista does and if you have

a dynamic and passionate focus for coffee and service then this could be the career for you.

A barista is a professional coffee maker. This is someone who has the necessary skills to prepare and serve espresso coffee in restaurants, bars and cafes using commercial espresso machines.

The term 'barista' is often used to describe someone who excels at espresso making, regardless of their training and they may also be known as a coffee bartender or coffee maker.

Baristas perform the following tasks:

- Ensure proper use and maintenance of coffee equipment
- Select and grind coffee
- Extract coffee
- Texture milk
- Serve and present espresso coffee
- Clean and maintain an espresso machine
- Greet customers
- Take orders
- Operate a cash register

What training do you need?

Formal qualifications aren't compulsory to work as a barista, but there are nationally recognised qualifications available to help prepare you for work in this industry, and to move forward in your career.

Certificate III in Hospitality is the certificate for a qualified waiter, in both food and beverage, and you can specialise as a barista through units that develop the skills to prepare and serve espresso coffee.

COOK OR CHEF

If you like cooking, want to work in an energetic and dynamic environment, are creative, like doing things with your hands and don't mind working hard, you could become a commercial cook. Cooks, or chefs work in restaurants, cafes, hotels, motels, clubs, cafes, hospitals, take-away outlets, function centres, catering firms, flight catering centres and ships. It is challenging work as you have to work long hours and nights and weekends, however it is extremely rewarding and offers great career options and job satisfaction.

What do cooks/chefs do?

Cooks/Chefs perform the following tasks:

- Plan menus and estimate food requirements
- Prepare and cook different kinds of foods
- Portion, present and serve food
- Monitor food quality at all stages
- Store food safely and hygienically
- Prepare food to meet different requirements such as dietary or cultural needs
- Discuss food preparation issues with managers, dieticians and other staff
- Demonstrate techniques and advise on cooking procedures.

Chefs are in charge of the kitchen and the staff working there as well as responsible for designing the menu and selecting and ordering the food. They are often responsible for planning and organising of the food for a special event such as a wedding, dinner or conference.

What are the career opportunities?

There are excellent job opportunities for cooks. There is currently a shortage of cooks in all states and territories and high-quality cooks are always in demand. They can work in a variety of locations and can become a chef or catering manager, or can own their own restaurant or catering company. They can also be specialists in areas such as ethnic cooking, Asian cookery, baking and patisserie or dietary catering. There is lots of variety and good travel opportunities. Many young cooks get experience overseas before progressing in their chosen career area.

What training do you need?

To be a qualified cook you need a Certificate III in Commercial Cookery or Asian Cookery. You can do this through a training program plus some on-the-job experience, or through a Australian Apprenticeship. If you have a Certificate II in Commercial Cookery or Asian Cookery, you can also work as a short-order cook or in a café or restaurant.

Certificate III in Hospitality (Commercial Cookery) is the standard 'trade' qualification required to become a qualified cook.

Certificate III in Hospitality (Catering Operations) provides the skills to work as a caterer, in a catering firm.

Certificate III in Hospitality (Asian Cookery) is the trade qualification for those specialising in Asian cookery.

Certificate III in Hospitality (Patisserie) provides the skills to work as a patissier, specialising in fine pastries, cakes and desserts.

Certificate IV in Hospitality (Commercial Cookery) is designed for qualified cooks who want to develop their skills in kitchen supervision.

Certificate IV in Hospitality (Asian Cookery) is designed for qualified cooks who want to develop their skills in kitchen supervision in an Asian kitchen.

Certificate IV in Hospitality (Patisserie) is designed to provide high level patisserie skills as well as supervisory skills required for running a café or cake shop.

Certificate IV in Hospitality (Catering Operations) is designed to develop more catering skills such as managing functions or catering for hospitals, as well as supervisory skills.

Diploma of Hospitality is the qualification for chefs who wish to acquire skills in management to manage a kitchen or their own restaurant.

All these qualifications are suitable for an Australian Apprenticeship pathway.

There is now a lot of flexibility in training and you can usually find a training program to suit yourself and your employer. A group training organisation can arrange an Australian Apprenticeship with multiple employers to provide you with the experience of working in several types of kitchen.

PROFILE

NAME: James Sun

POSITION: Front of house waiter

CURRENT JOB ROLE:

Front of house waiter. This includes both A'la carte and functions service.

What do you love about your job the most?

Every day is a new day. You meet new people and don't know what to expect each shift.

MAIN CAREER HIGHLIGHT:

Being able to win a gold medal in an international competition and working at the 27th best restaurant in the world (Quay Restaurant)

STUDY/TRAINING:

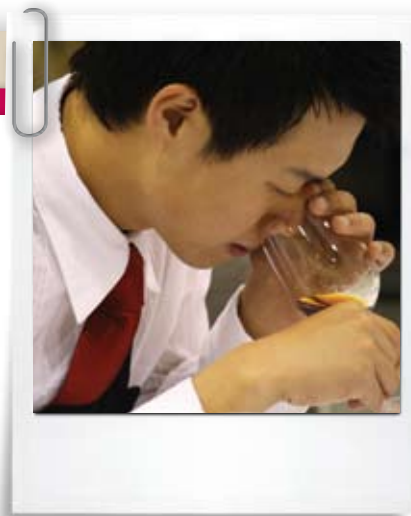
- Advanced Diploma- Hospitality Management at Ryde TAFE
- Bachelor Degree- Tourism and Hospitality Management at UTS

ADVICE TO OTHERS:

You need to have a passion in food and enjoying meeting new people to truly enjoy the industry. You can work as a waiter, bartender, sommelier and many more - you are not restricted to one job in hospitality. Try a bit of everything and find out what suits you best and you then would truly appreciate what hospitality has to offer you.

FUTURE GOALS:

Would like to own and operate several restaurants in Australia.



FOOD AND BEVERAGE MANAGER

Food and beverage managers, also called food service managers plan, organise and control the operation of establishments where food and beverages are served, such as restaurants, cafes, cafeterias and canteens.

What do food service managers do?

A food service manager may perform the following tasks:

- Talk with the chef to plan the menu
- Supervise the purchase and storage of food
- Supervise provision of all crockery, cutlery, detergents and kitchenware
- Make sure there is adequate security for food and equipment
- Keep records of payments and expenses
- Plan, coordinate and supervise the activities of workers in dining rooms, kitchens, bars and other areas
- Manage staff hiring and rostering
- Provide some staff training
- Discuss catering arrangements with clients
- Make sure that the dining rooms, kitchen, storage facilities and other work areas are kept clean and conform to sanitary regulations
- Attend to complaints concerning food and service.

What are the work conditions?

Food service managers spend most of their time in the dining and kitchen areas. Most of the time is spent on their feet. They often work in the evenings, weekends and on public holidays.

The work can be tiring, stressful and can involve long hours.

This job involves a high level of customer contact and may involve dealing with difficult customers and complaints. It is busy work and requires someone with lots of energy, and good communication and customer service skills.

What training do you need?

There are several formal qualifications available, which can assist you in gaining employment and advancing within the industry.

Diploma of Hospitality provides the skills required to work as a manager in the hospitality industry.

Advanced Diploma of Hospitality provides the skills required to work as a senior manager in the hospitality industry.

Most restaurant or catering managers are also expected to have a significant level of experience in the hospitality industry, and many people work their way up through the industry.

CONCIERGE AND PORTER

Concierges provide additional services to guests, such as organising and booking tickets for tours and entertainment for guests, and advising them on the services and attractions available in the local area.

Luggage porters carry luggage for guests in hotels and passengers in transport terminals, show them to their rooms, berths or cabins, and provide other guest services.

What do concierge and porters do?

A luggage porter may perform the following tasks:

- Take baggage, tag it and give identification slips to guests or passengers
- Load or unload luggage and take it to the receiving area
- Carry luggage and show incoming guests to rooms
- Explain details of hotel room services and facilities to guests as they arrive
- Carry the luggage of departing guests to cars, buses or taxis
- Talk with transport carriers to make travel arrangements and retrieve lost luggage
- Page guests and run errands
- Park guests' vehicles.

A concierge may perform the tasks of the porter and the following additional tasks:

- Provide guests with information on the local area, attractions and events
- Organise and book tours, transport and entertainment for guests
- Assist guests and staff with safety and emergency procedures

What training do you need?

You can work as a porter or concierge without formal qualifications. You will probably get some informal training on the job.

However, there are formal qualifications available, and these may assist you in gaining employment and advancing within the industry.

Concierge and porters should have a good command of the English language, and the ability to speak a second language may be an advantage.

To be a qualified porter, you should have a Certificate II in Hospitality (Operations) as a minimum, although some places will let you start with no training. A Certificate III in Hospitality (Operations) is the qualification for a concierge. You can specialise through electives in whatever best meets your job needs. A current driver's licence is often required.

Certificate II in Hospitality is the entry-level qualification which provides the basic skills to work as a porter.

Certificate III in Hospitality is the certificate for a qualified concierge.

HOTEL SERVICE SUPERVISOR

Hotel service supervisors coordinate and supervise the activities of hotel service workers including domestic staff, luggage porters and door-persons.

What do hotel service supervisors do?

Hotel service supervisors may perform the following tasks:

- Determine work requirements and allocate duties to domestic housekeepers, luggage porters and doorpersons
- Talk to managers to coordinate activities with other organisational units
- Maintain attendance records and rosters
- Explain and enforce safety regulations
- Oversee the work of the unit and suggest improvements and changes
- Talk to workers to resolve problems
- Perform front office and reception duties
- Perform the tasks of a domestic housekeeper, luggage porter or doorperson.

What training do you need?

Hotel service supervisors would generally be expected to be experienced employees with a strong background in front office operations. There is no specific requirement to have formal qualifications to work as a hotel service supervisor, but there are formal qualifications available that may assist you in gaining employment and advancing within the industry. Work would be undertaken in various hospitality settings such as restaurants, hotels, motels, clubs, pubs, cafes and coffee shops.

To be a qualified hotel service supervisor, you should have a minimum of a Certificate IV in Hospitality (Supervision). You can specialise through electives in whatever best meets your job needs.

Certificate IV in Hospitality provides the skills and knowledge for an individual to be competent in skilled operations and team leading or supervision.

Diploma of Hospitality provides the skills and knowledge for an individual to be competent as a manager in any hospitality functional area. This individual would analyse, design and execute judgements using wideranging technical, creative, conceptual or managerial competencies. Their knowledge base may be specialised or broad and they are often accountable for group outcomes.

Other qualifications are available to help service supervisors move forward into further management positions:

Advanced Diploma of Hospitality provides the skills and knowledge for an individual to be competent as a senior manager in any hospitality functional area. This individual would analyse, design and execute judgements using wideranging technical, creative, conceptual or managerial competencies. Their knowledge base may be specialised or broad and they are often accountable for group outcomes.

All these qualifications can be completed through a training program plus some on-the-job experience, or through an Australian Apprenticeship.

More information

The Discover Hospitality is a comprehensive website about careers in hospitality including in catering, clubs, restaurants, cafes, hotels, pubs and taverns. More information can be found at:

<http://www.discoverhospitality.com/>

CAREERS IN HOLIDAY PARKS

Do you want to work in tourism and hospitality? Do you like working with people and doing a variety of tasks? Or like working mostly outside? Then consider working in a caravan park. Holiday parks these days offer much in the way of accommodation with park cabins, swimming pools, sporting facilities, shops, restaurants and conference facilities as well as the traditional sites for caravanning and camping.

An ever increasing and popular industry within the tourism sector - the caravan industry is a rapidly increasing area for tourism employment. A varied and people orientated work environment the modern holiday or resort park offers a wide and assorted mix of career opportunities.

Those working in caravan parks, or holiday or tourist parks as they may be called, usually work in either parks and grounds maintenance or the park office. Parks with cabins and chalets offer work in housekeeping. In the smaller parks, you may need to be multi-skilled and work in all areas. The larger parks may also offer employment as activities officers or tour guides!

Two basic streams of employment are offered:

Operations The grounds keeping, maintenance and upkeep of the property's accommodation, facilities and equipment.

Administration: The reception, administration, marketing and record keeping of the individual departments as well as the overall business operation.

- | | | |
|--------------------|---|---|
| • PARK ATTENDANTS | Housekeeping staff
Maintenance staff
Reservation staff | Grounds staff
Receptionists
Kiosk staff |
| • PARK SUPERVISORS | Housekeeping supervisor
Assistant managers
Relief management
Activities coordinators | Grounds Supervisor
Caretakers
Tour guides |
| • PARK MANAGERS | Resort managers | Park managers |

What do those working in caravan parks do?

Some of the tasks and job descriptions are varied. A few of the more standard positions and the associated duties are:

HOUSEKEEPER

- Provide housekeeping services to guests
- Prepare rooms for guests
- Clean premises and equipment
- Plan and organise daily work
- Follow health, safety and security procedures
- Perform office procedures
- Provide visitor information
- Deal with conflict situations
- Receive and store stock
- Control reservations or operations using a computerised system

RECEPTIONIST

- Plan and organise daily work
- Work with colleagues and customers
- Develop and update tourism industry knowledge
- Provide accommodation reception services
- Perform office procedures
- Source and present information
- Provide visitor information
- Provide quality customer service
- Create and use spreadsheets
- Control reservations or operations using a computerised system

MAINTENANCE PERSON

- Plan and organise daily work
- Follow health, safety and security procedures
- Identify hazards, and assess and control safety risks
- Operate small plant and equipment
- Provide general grounds care
- Carry out general maintenance activities
- Monitor pool water quality
- Coach others in job skills
- Control and order stock
- Fill gas cylinders

RESORT MANAGERS

- Work in a socially diverse environment
- Participate in environmentally sustainable work practices
- Conduct online research
- Source and present information
- Deal with conflict situations
- Create electronic presentations
- Use business technology
- Review and maintain a website
- Process accounts payable and receivable
- Organise in-house recreational activities

What are the career opportunities?

The caravan industry offers regular work and the opportunity to gain a range of tourism and hospitality skills. This means that you can continue to work in a park, maybe as a supervisor or manager, or may move into other related tourism or hospitality areas. Those working in grounds maintenance may also move into horticulture.

What training do you need?

To gain the skills required to work in a caravan park you can undertake the Certificate III or IV in Holiday Parks and Resorts and Diploma in Holiday Parks and Resorts. You can specialise in the area you require or 'multi-skill' if you wish.

Certificate III in Holiday Parks and Resorts is designed to reflect the role of a person working in a holiday park. The role may be that of a holiday park administrator or receptionist working in the front office of a holiday park, a person maintaining the appearance and presentation of a holiday park, or a multi-skilled person working in a small park.

Certificate IV in Holiday Parks and Resorts is designed to reflect the role of holiday park employees who operate with supervisory or management responsibilities, such as Assistant Park Manager, or Park Grounds Supervisor. This course is designed for those who wish to acquire supervisory skills in addition to operational skills.

Diploma in Holiday Parks and Resorts is designed for qualified employees who wish to be managers and/or owners of holiday parks.

Most training is done through an Australian traineeship, although it is possible to undertake short courses and achieve work experience on the job. Sometimes holiday park work can be seasonal, you may be interested in a part-time Australian Apprenticeship whilst at school, or one through group training organisations (limited supply) who may be able to offer work with several parks.

More information

The Caravan, RV & Accommodation Industry of Australia (CRVA) is the peak body for caravan parks, manufacturers and retailers of industry products, suppliers of goods and services and service providers within the Caravan Industry. Their website at <http://www.welovethiscountry.com.au/> provides information on industry products, events, online shop, media information, holiday parks and accreditation information.



TOURISM

CAREERS IN TOURISM

TOUR GUIDE OR OUTDOOR RECREATION GUIDE

There are lots of types of guides. You can be a tourist guide showing international visitors around a city or famous tourist spot, or you can be an outdoor recreation guide taking people on exciting activities such as SCUBA diving, rock climbing, horseback riding, mountaineering, kayaking, rafting, abseiling or canoeing. Many guides specialise in a particular area such as heritage and cultural tourism, ecotourism or skiing, snowboarding or caving.

It is interesting work and suits those who like to be out in the open air. Generally, instructors and guides specialise in one or more outdoor activities requiring a high level of skill, experience, appropriate fitness, a first aid qualification and good teaching and organisational skills.

What do guides do?

They may perform the following tasks:

- Research and develop information for their tour
- Maintain and update their knowledge for the guiding activities
- Assist in planning and organising tours
- Provide arrival and departure assistance to visitors
- Provide commentary and interpretation on sights and surroundings
- Co-ordinate group movement
- Lead and coach people in recreational activities
- Look after the visitors safety and well-being
- Present the tour in a language other than English, if they are guiding international visitors
- Independently guide outdoor recreation activities within defined contexts.

Guiding is different every day - weather conditions change, so does the physical makeup of your tour group (e.g. nationality and your ability to communicate with them). An effective guide should be able to understand and interpret communication barriers to be able to bring people together and get them to work as a team.

What are the career opportunities?

You can get involved in the type of activity you are interested in eventually guiding. The more skills you have, the more quickly you'll start earning money. You can take up activities that develop your communication and public speaking skills. You have to be nice to people everyday and not blame them for your mistakes (or theirs). If you don't think you can be enthusiastic, even when situations are difficult, guiding isn't the right career for you. You'll also need to be prepared to volunteer your time to become an accredited guide and to pay for your own training.

What training do you need?

To be a qualified guide, you need a Certificate III or Certificate IV in Tourism (Guiding). Alternatively, if you wish to be an outdoor recreational guide, you need a Certificate in Outdoor Recreation with activity specialisations, to guide others in that activity (eg bushwalking).

Certificate I in Tourism (Australian Indigenous Culture) provides the skills and knowledge for an individual to be competent in basic practical tourism skills. This qualification is entry level and may provide a pathway to a range of job roles in the Tourism and Hospitality industry and in particular, in enterprises with an indigenous focus. Work would be undertaken in an office environment where the planning of tourism products and services takes place, in the field where tourism products are delivered or a combination of both. The field includes any destination, any local or regional area, any tourist precinct, any site, attraction or onboard any form of transportation. This qualification reflects the role of individuals who perform a defined range of mostly routine and predictable work activities. They work under clear direction and may participate in a team.

Certificate III in Tourism (Guiding) provides the skills and knowledge for an individual to be competent in a range of well-developed Guiding skills. Work would be undertaken in the field where tourism products are delivered. The field includes any destination, any local or regional area, any tourist precinct, any site or attraction. This qualification reflects the role of a skilled operator who applies a broad range of competencies in a varied work context, using some discretion and judgement and relevant theoretical knowledge. They may provide technical advice and support to a team.

Certificate IV in Tourism (Guiding) provides the skills and knowledge for an individual to be competent in a broad range of highly developed technical guiding skills or specialisation in a narrower range of skills and knowledge. Work would be undertaken in the field where tourism products are delivered. The field includes any destination, any local or regional area, any tourist precinct, any site, attraction or onboard any form of transportation. This qualification reflects the role of individuals who use well-developed skills and a broad knowledge base in a wide variety of contexts. They apply solutions to a defined range of unpredictable problems, and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others.

All these qualifications are suitable for an Australian Apprenticeship pathway.

Certificate III in Outdoor Recreation is designed to give you the skills to participate and/or guide in several outdoor activities.

Certificate III in Outdoor Recreation (Multiple activities) enables you to participate and guide in multiple outdoor activities.

Certificate IV in Outdoor Recreation enables you to enhance your skills and to guide and instruct in them.

Diploma of Outdoor Recreation provides the complex, technical skills to become an instructor in outdoor recreation activities.

TRAVEL CONSULTANT

Working in a travel agency! It conjures up images of travel to distant and exotic places with camel rides and climbing up snow-topped peaks or basking in the sun on a tropical beach. Unfortunately, the reality is not quite like that. Travel agents work in offices usually at computers and most of the travel they do is in the mind, although they do get access to cheap fares and sometimes go on a 'educational' which is checking out a destination.

However, the work is fun as you get to plan people's holidays, and you do meet lots of people.

You need to be organised and have good customer service and communication skills. As well, you need good computer and IT skills as most work is done on-line these days.

What do travel consultants do?

They may perform the following tasks:

- Research and develop information on tours and destinations
- Provide advice and information to customers on travel options, destinations, tours and services offered
- Provide advice on visas, health issues etc
- Assist in planning and organising trips and holidays
- Prepare quotations
- Construct airfares, either domestic or international
- Process documentation
- Sell and book things such as flights, hotels, tours and hire cars for customers
- Receive payment and issue tickets.

What are the career opportunities?

You can specialise in domestic or international travel, or in some companies you can do both. You may work for a small private company, or be part of a large chain. Most airlines also have travel agencies. Some agents specialise in corporate or group bookings. Others conduct all their business via the Web. As things are becoming computerised and many customers now book their own tickets, the role is changing to one of providing advice and customer service. Opportunities include having your agency or working in a large airline. Some related jobs include working in a tour company, a government tourist body, or working in a visitor information centre.

What training do you need?

To be a qualified travel agent, you need to have a Certificate III in Tourism (Retail Travel Sales). If you wish to have your own agency, you need to be licensed which includes having the appropriate certificate as well as on-the-job experience.

Certificate III in Tourism (Retail Travel Sales) provides the skills and knowledge for an individual to be competent in a range of well-developed retail travel sales and operational skills. Work would be undertaken in a retail office or shopfront environment where the planning of customer's travel and touring arrangements takes place. This qualification reflects the role of a skilled operator who applies a broad range of competencies in a varied work context, using some discretion and judgement and relevant theoretical knowledge. They may provide technical advice and support to a team.

Certificate III in Tourism (Tour Wholesaling) provides the skills and knowledge for an individual to be competent in a range of well-developed tourism sales and, operational skills. Work would be undertaken in an office environment where the planning and sale of wholesale tourism products and services takes place. Some tour wholesaling personnel undertake guiding functions which would be undertaken in the field where tourism products are delivered. This qualification reflects the role of a skilled operator who applies a broad range of competencies in a varied work context, using some discretion and judgement and relevant theoretical knowledge. They may provide technical advice and support to a team.

Certificate III in Tourism (Visitor Information Services) provides the skills and knowledge for an individual to be competent in a range of well-developed tourism sales and operational skills. Work would be undertaken in a Visitor Information Centre where information is provided and where some planning of customer's travel and touring arrangements may take place. Centres can be stand alone shop front and office environments or can be attached to another facility such as a winery or coffee shop. This qualification reflects the role of a skilled operator who applies a broad range of competencies in a varied work context, using some discretion and judgement and relevant theoretical knowledge.

You can do these courses through a training course at a TAFE or other Registered Training Organisation, Some training providers offer an Australian Apprenticeship in Certificate III in Tourism (Retail Travel) in which you undertake formal training whilst working.

More information

The Travel Industry Careers Association website is also useful website. The website provides information on career paths in the travel industry, how to get into the industry and education and training. More information can be found at: <http://www.travelindustry careers.org/>



EVENTS



CAREERS IN EVENTS

EVENTS MANAGER

Event managers plan, organise, promote and run events, conferences and functions for various organisations, communities and groups. Planning and preparation is critical to the success of all events so as an event manager you have to be able to manage time efficiently and effectively. Communication is important too because the job involves dealing with a wide range of interested parties: sponsors, television networks, venues, state associations, reporters and marketing organisations.

They are also known as event co-ordinators, conference managers, professional conference managers, event producers or event organisers.

What do events managers do?

Event Managers:

- Develop concepts for an event
- Create plans and documentation for the event
- Create a budget for the event
- Find and organise event contractors, staff and volunteers
- Book the venue or venues, and event equipment
- Promote and market the event to media and relevant groups
- Oversee the running of the event
- Deal with enquiries about the event
- Organise funding, sponsorship and ticketing for the event
- Follow occupational health and safety and security procedures
- Process financial transactions
- Prepare quotations
- Perform office procedures and produce word processed documents
- Sell tourism products and services
- Coordinate guest and delegate registrations at venue.

What training do you need?

Certificate III in Events provides the skills and knowledge for an individual to be competent in an administrative or operational events support role. Event organisation and management takes place across the full spectrum of business and community activity. This qualification has particularly relevance in the community, cultural, hospitality, sporting and tourism sectors. Work would be undertaken in an office environment where event planning and organisation takes place, at an event site or a combination. This qualification reflects the role of a skilled operator who applies a broad range of competencies in a varied work context, using some discretion and judgement and relevant theoretical knowledge.

Diploma of Event provides the skills and knowledge for an individual to be competent in a broad range of event management skills including significant communication, planning and organisational skills. This is underpinned by a detailed knowledge of the event management process. Event organisation and management takes place across the full spectrum of business and community activity. This qualification has particularly relevance in the community, cultural, hospitality, sporting and tourism sectors. Work would be undertaken in both an office environment where event planning and organisation takes place, and at the event site. This qualification reflects the role of individuals who possess a sound theoretical knowledge base and use a range of specialised, technical or managerial competencies to plan, carry out and evaluate the work of self and or team.

Advanced Diploma of Events provides the skills and knowledge for an individual to be competent in wide-ranging, highly specialised technical event management skills with a strategic research, planning and communication focus. Event organisation and management takes place across the full spectrum of business and community activity. This qualification has particularly relevance in the community, cultural, hospitality, sporting and tourism sectors. Work would be undertaken in both an office environment where event planning and organisation takes place, and at the event site. This qualification reflects the role of individuals who analyse, design and execute judgements using wide-ranging technical, creative, conceptual or managerial competencies. Their knowledge base may be specialised or broad. These individuals are often accountable for group outcomes.

HOW DO I GET THE QUALIFICATION?

CHOOSING A COURSE

There are many training organisations in Australia, offering a wide range of courses.

If you are completing a course to gain employment in a particular industry, training that is nationally-recognised is very important.

The first issue to consider is whether a course has any formal recognition. If a course has formal recognition it means it has been approved by government, and it will be recognised by government, training organisations and industry.

There are three main types of course offered by training organisations:

- Courses based on an industry training package
- Accredited courses
- Courses without formal recognition

Courses based on an industry training package

Training packages are sets of nationally-endorsed standards and qualifications for recognising and assessing people's skills. They set a national industry standard for skills, and are used as the basis for most of the programs delivered in the vocational education and training system, including Australian Apprenticeships, training courses, VET in schools programs, recognition of existing skills, and occupational licensing.

Courses based on training packages are generally the best option because these are recognised across Australia. These courses can be done through a number of different training organisations around Australia, and offer you the best chance of employment.

Courses based on a training package will normally lead to either:

- **A Statement of Attainment:** a formal statement that proves that you are competent in one or more skills, but do not meet the full requirements for a qualification. Short courses often lead to Statements of Attainment. Statements of Attainment can also be used as credit toward completion of a full qualification in the future.
- **A Qualification such as a Certificate or Diploma:** These are usually longer courses, and are designed to give you the skills to work in a particular occupation, or at a particular occupational level.

Both Qualifications and Statements of Attainment are nationally-recognised and verify that the student is competent in the skills listed.

Training package qualifications and statements of attainment can only be issued by registered training organisations (RTOs).

To become an RTO, training providers need to go through a government registration process which includes some checks on the quality of their facilities, staff, financial management and services - this also gives you additional protection.

Accredited courses

'Accredited courses' are courses that have been developed by a specific training provider and submitted for approval by a state or territory training authority.

Generally, courses are accredited only where a training package does not exist to meet a specific need. Accredited courses are normally phased out once a relevant training package becomes available.

If there is no training package to cover the skills you need an accredited course is your next best option.

Courses without formal recognition

Some courses hold no formal recognition at all. In these cases, the student may receive a certificate from the training provider, but this certificate carries no formal status within the vocational education and training system.

These courses may be useful, but should be treated with caution if you are undertaking training in order to seek work in a particular industry. People completing these courses may find that they need to repeat their training under a formally-recognised program before they can obtain employment. This usually involves paying fees again to a different organisation.

Checking on courses

Some courses are clearly promoted as being based on a training package, but others are not. To find out whether a course is based on a training package, you can contact the training provider and ask.

Obtain any written course information you can from the training provider. You could contact them to request an information pack, and/or check their website. Check this information to see if it makes it clear that the course will lead to a nationally-recognised Qualification or Statement of Attainment.

Make sure that the organisation is a registered training organisation for the relevant qualifications or units of competency.

TRAINING OPTIONS

There are many ways that you or your staff can gain the training for nationally recognised qualifications including:

- Australian Apprenticeships
- Training courses
- Recognition of current skills, experience and prior learning

Australian Apprenticeships

Australian Apprenticeships cover both traineeships and apprenticeships. They are a way of combining paid work in the industry with training to lead to a nationally recognised qualification.

An Australian Apprenticeship usually involves a longer time commitment than a standard training course - Australian Apprenticeships can last from one year to four years, depending on the qualification.

An Australian Apprenticeship will be the right option if:

- You want to gain practical experience
- You would like to earn money while you do your training
- You are willing and able to make the commitment to complete the Australian Apprenticeship
- The qualification you want to do is available to complete through an Australian Apprenticeship
- You are having trouble getting a job without experience
- You cannot afford to pay commercial course fees

You can find more information on Australian Apprenticeships at:

www.australianapprenticeships.com.au

Training courses

Some of the nationally-recognised qualifications may be available as part of a full-time or part-time course.

These courses are offered by many TAFEs, private training organisations, industry associations, community organisations and secondary schools (as part of VET in schools programs).

There will be course fees and these can vary depending upon the training organisation. It is important that any course includes a significant component of structured, practical experience, to develop and apply practical workplace skills. This can be done through paid employment or structured work placement in the industry, or through the use of a properly set up industry training facility.

A training course may be the right option if:

- You cannot find an Australian Apprenticeship position, or your chosen qualification is not offered as an Australian Apprenticeship
- You can only complete your training part-time because of existing work or family commitments
- You are in a remote area and can only complete your training through online learning or distance education
- You want to 'fast track' your training.

If you decide to complete a training course, you will need to find a registered training organisation to enrol in your chosen course. There will usually be many registered training organisations that offer the same qualifications, so it is up to you to shop around to find the best one for your particular needs.

RECOGNITION OF EXPERIENCE AND PRIOR LEARNING

Where you or your employees already have skills in relevant areas, you can apply for recognition of skills against the training package. This is usually known as recognition of current competency (RCC) or recognition of prior learning (RPL).

Depending upon the range of skills can be demonstrated, this can lead the award of Statements of Attainment for individual units of competency, or a full qualification. In some cases, no further training will be required.

Recognition is a good option if you:

- Have employment experience and skills developed through work, but don't have a formal qualification proving that you have these skills.
- Have evidence of your skills and experience
- The best way to begin the process is to find a registered training organisation (RTO) to manage the process. They will be able to advise you on their fees and assist you in working through the process.

More information is available at www.skillsrecognition.gov.au

FIND A REGISTERED TRAINING ORGANISATION

Training for nationally recognised qualifications and units can only be delivered by registered training organisations (RTOs). An RTO is a training provider that has been through a registration process managed by its state/territory government to make sure that it meets basic quality requirements to deliver training.

The National Training Information Service (www.ntis.gov.au), is a database on vocational education and training in Australia. NTIS is the official national register of information on training packages, qualifications, courses, units of competency and registered training organisations (RTOs).

At ntis.gov.au you'll be able to find an RTO that delivers the course you want to complete.

What to look for

- How will the course help you to develop practical skills?

The national qualifications are designed to help you to develop real skills that you can apply in the workplace, so no course should be based entirely on theoretical learning. Find out how the course will make sure you develop practical, hands-on skills.

Some RTOs may help you to find a work placement as part of the course. Others may run a 'model workplace,' such as a store, salon or restaurant, within their training organisation, so that you can get practice there.

Other courses may require that you are already working in the industry so that you can apply your skills in the workplace.

- How will assessment be conducted?

Assessment under training packages is designed to ensure that an individual has attained workplace competence. This means that a formal assessment procedure is required, and this assessment should be designed to measure skills as well as knowledge.

- Will the training suit your personal needs?

Registered training organisations (RTOs) may offer courses full-time and/or part-time. If you have other work or family commitments, you may choose to complete the course on a part-time basis, or perhaps through online or distance education.

If you plan to attend face-to-face training it needs to be held in a convenient place, at a time that you can attend. Find an RTO with the timetable and location that suits you.

If you can't attend training face to face some training organisations may offer the course online or through distance education. These methods can mean you don't have the interaction with other students and trainers so find out how the RTO supports students learning in this way. Do they offer phone or email support, online help or discussion forums?

Make sure that you feel you will have enough support and help to complete the training successfully.

Getting value for money

Shop around to see if the course represents value for money. As well as enrolment fees check if there are any additional charges for books, tools, materials and equipment.

Find out as much as you can about the organisation's facilities. Ask about the types of equipment, for example computers and tools that students use for training and find out what supplies and tools you must provide for yourself. Visit the training premises; ask to see the classrooms and workshops.

Ask about the trainers' qualifications and the size of classes. You could ask for testimonials or referees - these could include past students, or employers of past students.

Find out about their policies for things like refunds, or appealing if you disagree with an assessment decision.

You can ask to view their facilities or attend an Open Day to get more information.

Once you decide on an RTO, review the materials they give you carefully. Avoid signing up until you've read the documents carefully.

Check to see whether you can cancel within a few days of signing up and if so, how to go about it, and how much of your course fee will be refunded.

General questions to ask:

- How long the course takes to complete
- How much does it cost
- Where is the course is run
- Dates and times when the course is run
- Whether they offer distance/online learning
- How to apply or enrol.

RESOURCES

www.myfuture.edu.au - A career information and exploration service - an excellent career planning site. It has information regarding the career path of jobs in each industry sector.

www.workplace.gov.au - Australian Workplace provides job seekers, employees and employers with information about finding a job, starting work and workplace issues.

www.australianapprenticeships.gov.au - A government website for information on Australian Apprenticeships - provides info for employers, job seekers, school students and careers advisers.

www.aajobpathways.com.au - The site provides students, careers advisers, job candidates, parents and employers with easy-to-access information on Australian Apprenticeships.

www.skillsandtraininginfo.com.au - This website aims to provide employers, employees, job seekers and their support organisations with skills and training information and contacts. This site is one support element for the Australian Government's Skilling Australia for the future initiative. On this site you can search for examples of occupations and qualifications that may be used under initiatives such as Australian Apprenticeships and the Productivity Places Program. You will also find links to organisations that provide practical assistance.

www.skillsinfo.gov.au - SkillsInfo is designed to provide skills-related information for industries and regions, as well on education and training and skills issues. The website is built around five themes: Education and Training, Industries, Regions, Skills Issues and Skills Links.

www.careeradviceaustralia.gov.au - This site helps young people, aged 13 to 19, to connect to their future. As part of this, they help:

- young people to move through school and into further, study, training or work
- parents to support and guide their children in career decision-making
- schools to strengthen and increase their career education activities and services
- businesses and industry to shape and prepare their future workforce

www.jobguide.dest.gov.au/ - The Job Guide is written and produced for a year 10 audience. The Job Guide 2009 site includes hundreds of occupational profiles.

www.skillsone.com.au - Skills One is a website with hundreds of videos about getting a trade or a skill.

www.studynow.com.au - provides a searchable database of courses that can be studied in Australia or from around the world.

www.ntis.gov.au - Is the database on vocational education and training in Australia. NTIS is the official national register of information on training packages, qualifications, courses, units of competency and registered training organisations (RTOs) and has been developed for experienced training sector users.

www.ncdw.com.au - National Career Development Week - A resource to learn more about career development and careers events.

www.youthpathways.dest.gov.au - Youth Pathways has been set up to help young people who are at risk of leaving school, to make it through school to the end of year 12 (or its equivalent), and beyond that to further education, training or employment, and an active community life.

www.year12whatnext.gov.au - A website designed to assist you to: plan your post-school education and training; learn about future work opportunities; find out where to get help and information.

www.careersconnected.com.au - Provides advice for a career in Australian industry. Connects employers with future workforce, connects young people to future career opportunities and connects teachers and advisers to their students.

www.training.com.au - Single point of access to the vast range of vocational education and training information, products and services in Australia.

www.mhscareers.com.au - for high school students, parents and careers advisers in NSW & ACT, Australia.

www.australiantechnicalcolleges.gov.au - Australian Technical Colleges provide both academic and vocational education for students in Years 11 and 12 based on local industry needs.

www.jobjuice.gov.au - JobJuice is run by the Australian Government Department of Education, Employment and Workplace Relations. It helps young Australians who are looking for work and thinking about their future.

www.jobwise.gov.au - A site dedicated to promoting mature age employment.

www.jobaccess.gov.au - Help and workplace solutions for the employment and skill development of people with disability.

Hospitality

www.discoverhospitality.com - Discover Hospitality is a comprehensive website about careers in hospitality including in catering, clubs, restaurants, cafes, hotels, pubs and taverns.

ABOUT SERVICE SKILLS AUSTRALIA

Service Skills Australia is an Industry Skills Council. There are eleven industry skills councils across Australia, and all funded by the Australian Government.

We're here to help people in the industry obtain the skills they need to do their job. We also provide advice to the government, industry and individuals.

Service Skills Australia represents the following sectors:

- Retail Services: Community Pharmacy, Retail, Floristry and Wholesale
- Sport and Recreation: Sport, Fitness, Outdoor Recreation and Community Recreation
- Tourism and Hospitality: Accommodation, Restaurants, Travel, Tours, Meetings and Events
- Hairdressing and Beauty
- Funeral Services

One of our main roles is to develop and maintain national qualifications for our sectors. We work with industry and training providers to make sure the qualifications are delivered in the right way, and to ensure students have the right skills and are ready for work.

NOTES



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published by Service Skills Australia 2010