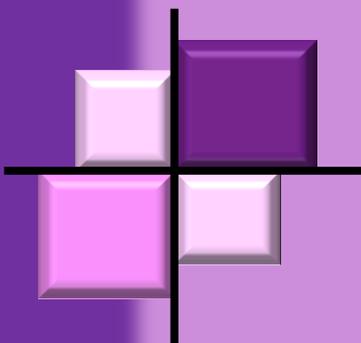




**ENVIRONMENTAL  
SCAN**

**2015**

*Beauty*



## **OVERVIEW OF INDUSTRY**

The Hairdressing Industry is captured in the Australian and New Zealand Standard Industrial Classification (ANZSIC) under Group 951 'Personal Care Services' in class 9511 'Hairdressing and Beauty Services'<sup>1</sup>.

The Beauty Industry provides a range of services, including complex skin therapies and treatments. The industry employs workers providing services that demand the highest level of skills and knowledge to support the treatments provided. Beauty therapists are employed across several industries including: Other Services; Retail Trade; Arts and Recreation Services; and Accommodation and Food Services.

The Beauty Industry is mainly made up of small and medium sized businesses, the majority employing less than 20 people, the median age of employees being 31 years. 54.6% of the beauty industry workforce is aged between 15 and 34, in comparison to 38.9% across all occupations.<sup>2</sup> The majority of businesses are owner-operated. However, there are some chains, including franchises. Most businesses are Australian owned but there is also limited international ownership.

Beauty therapists work mainly in private salons and hairdressing establishments and many are self-employed. Some beauty therapists are employed by cosmetic companies to work in large department stores which have sections specialising in skin care and cosmetics. Strong growth in the beauty industry has led to steady demand for well-trained beauty therapists.

The Beauty Industry is highly competitive and competition will remain high as a large number of salons in each local area compete for clients. In addition, the competition for sales of beauty products has increased with an increase in sales by supermarkets, department stores and community pharmacies.

As at November 2014 there were approximately 2,352 beauty therapists working in Western Australia, the majority of who work in the Perth metropolitan area, followed by a smaller number in each of the remaining regions. Almost all of the State's beauty therapists are female, but as more males become interested in skin care, they are considering this as a career.

Nationally as of November 2013, there were 28,500 beauty therapists, 99% of which are females.<sup>3</sup>

Beauty Therapy is a specialist area in the beauty industry. The major distinction between the services provided by beauty therapists and those provided by beauticians is that the former work on the entire body, including providing body massages and other treatments, such as electrical epilation. Beauticians only deal with the face, hands and feet, and remove hair by waxing.

Many beauty treatments and services provided, like eyebrow grooming and skin exfoliating, are increasingly being considered as important. Even tanning has become somewhat of a necessity to some market segments. The recent high growth of the beauty salon component of the industry is believed to be a function of this changing perception by consumers.

Beauty Therapists provide a wide range of face and body treatments. They have high level of public contact, so 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
- Perform facial or body massage and figure analysis and advise on exercise programs and nutrition
- 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.

Related jobs within the industry include beauticians, who provide a more limited range of treatments, nail technicians, make-up artists and retail cosmetic assistants.

## **Trends Analysis**

The Beauty Industry is moving from one that is perceived as the domain of the wealthy to one that is now a basic consumer service for many men and women. The growth in the industry is indicative of the increased growth in the personal services sector overall, and part of the growing consumer desire to attain “work life balance” and the growth in experiential purchasing.

The beauty industry is also competing with the health sector as procedures such as enzyme peels, micro-dermabrasion and intense pulsed light (IPL) have generated a range of discussions within industry about who is responsible for these types of procedures. These discussions have a range of implications for the skills and knowledge base required to deliver such services safely and to the highest quality to the public.

In the last few years, the number of spas defined as “a business offering spa treatments based on authentic water-based therapies which are practiced by qualified personnel in a professional and relaxing environment”) has grown over the last few years.

Australia’s estimated resident population at 30 September 2014 was 23.5 million. This constituted growth of 1.5 percent over the previous year. Among the states and territories, Western Australia had the fastest annual rate of growth of 2.1%.<sup>4</sup>

The progressive aging of the population will also support strong demand for hair colouring and beauty services, as salon visitors wish to slow or even reverse the signs of ageing through a wide range of treatments. Retirees will also have greater available leisure time to spend at day spas, enabling growth in this category.

The wide range of products and services makes the personal advice provided by professionals even more important, reinforcing the need for ongoing training and specialized services to add more value to their products and differentiate themselves from their competitors. Some

beauty therapists are developing their own product lines in skin care to give themselves leverage on the expanding needs of the health and wellbeing sectors.

Consumers are always looking for the next miracle beauty treatment, and their desire to retain their youthful appearance will sustain ongoing demand for beauty treatments.

The Beauty Industry continues to draw upon the ‘visitor economy’ as a source of clientele due to the societal shift towards health, fitness and relaxation as a component of travel. This is evident in the continued increase in the number of day spas, health resorts and salon services within hotels to provide beauty treatments to guests. Facilities in hotels and health resorts are an area of rapid growth and provide extensive employment opportunities for beauty professionals.<sup>5</sup>

The indoor tanning and spray tan services segment has declined as a share of revenue due to a combination of regulatory changes and media coverage of the dangers involved in solarium tanning.<sup>6</sup>

## **Regulatory Requirements**

The Beauty Industry is subject to the Hairdressing Establishment Regulations, 1972 of the Health Act 1911-1970 as well as the Health (Skin Penetration Procedure) Regulations 1998.

Salons are required to comply with the requirements of the Code of Practice for Skin Penetration Procedures. The current Code of Practice for Skin Penetration Procedures is currently undergoing a review and will contain a recommendation that training be undertaken in infection control.

There are a number of health risks associated with the beauty therapy industry, including; viral infections (hepatitis B and C, HIV/AIDS); bacterial infections (*Staphylococcus aureus*, *Staphylococcus epidermidis*); fungal infections (*Candida albicans*).

Concerns have been raised that there is a risk of passing micro-organisms from one client to the next if waxing is not performed properly. Even though the risk is believed to be low, steps can be taken to reduce the risk further. It is also important that beauty therapists can demonstrate their practices are safe, so that should a client develop an infection, the beauty therapist can demonstrate that they have taken adequate precautions. Beauty therapists are therefore encouraged to employ a risk management approach to their procedures.<sup>7</sup>

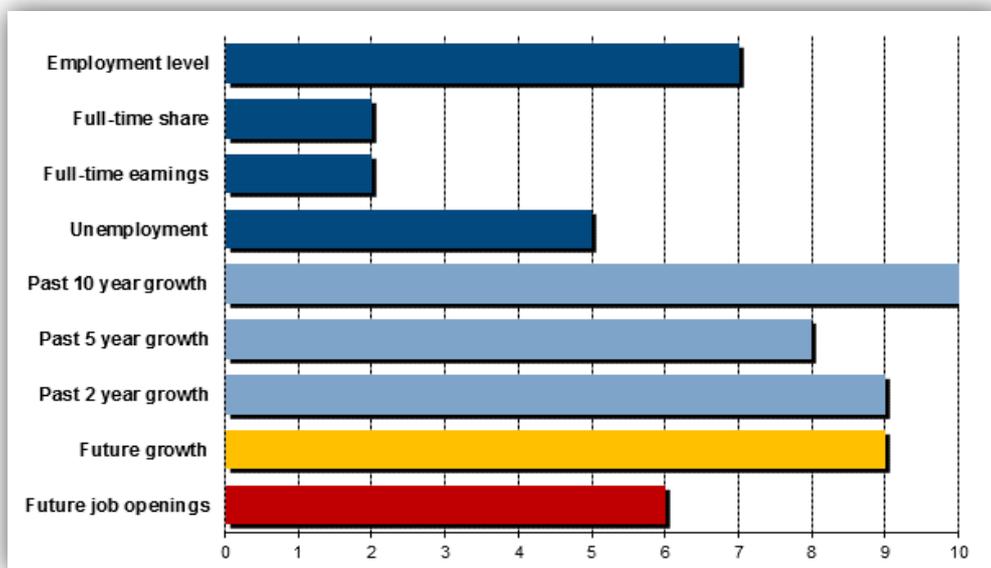
## **Licensing, legislative, regulatory or certification considerations for the use of IPL or Laser Treatments**

The Western Australian Radiation Act 1975 imposes conditions, limitations and restrictions on the use of Class 4 lasers. The Act does not cover the use of IPL or laser treatments in Western Australia so it at present unregulated with no training, licensing or certification required to use these machines.

## **Demographics of Workforce**

- Employment for this occupation rose strongly in the past five years and rose very strongly in the long-term (ten years). Looking forward, employment for Beauty Therapists to November 2018 is expected to grow very strongly.
- Beauty Therapists have a relatively low proportion of full-time jobs (49%). For Beauty Therapists working full-time, average weekly hours are 37 (compared to 41.3 for all occupations) and earnings are low - in the first decile. Unemployment for Beauty Therapists is average.
- Beauty Therapists are employed across several industries including: Other Services; Retail Trade; Health Care and Social Assistance; and Accommodation and Food Services.
- Over the five years to November 2018, the number of job openings for Beauty Therapists is expected to be average (between 10,001 and 25,000). Job openings can arise from employment growth and people leaving the occupation.<sup>8</sup>

### Key Indicators

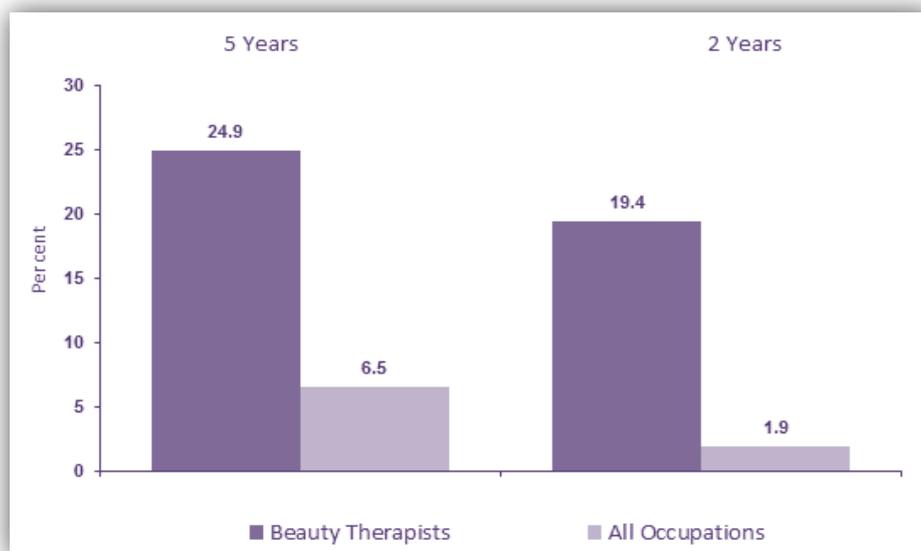


*The graph shows 9 key indicators for this occupation - employment size, full-time share of employment, earnings, unemployment, historical employment growth (long-term, medium term and short-term), future employment growth, mix of industries, job openings.<sup>9</sup>*

The graph indicates the following significant changes in Beauty Therapy from 2012 to 2013:

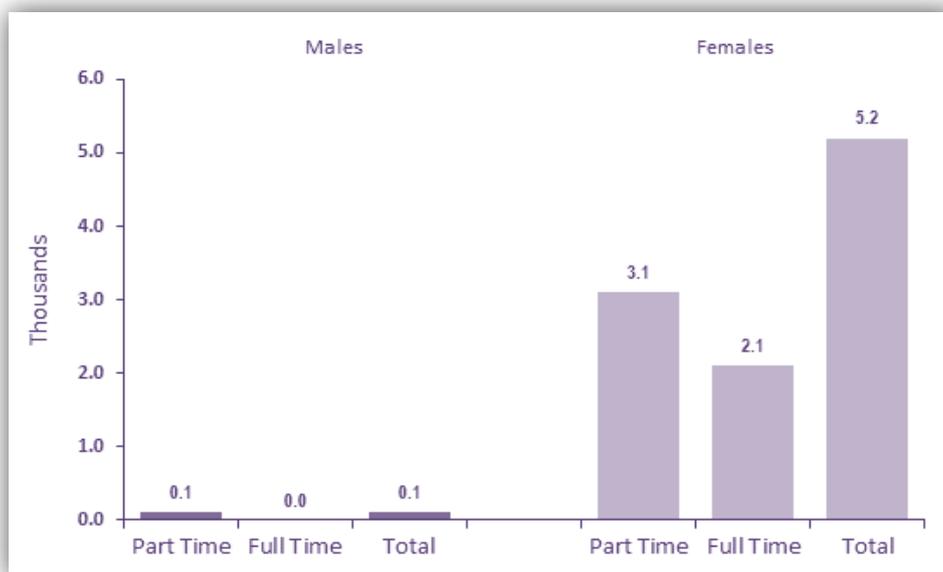
- Employment level increased by 1 decile point
- Past 10 year growth increased by 4 decile points
- Past 5 year growth increased by 3 decile points
- Past 2 year growth increased by 8 decile points

## Recent Job Growth (per cent)



The graph shows employment growth (per cent) over the past five years and two years for this occupation, compared with all occupations. Source: ABS LFS, Department of Employment trend data to November 2013.<sup>10</sup>

## Employment Growth by Gender (thousands)

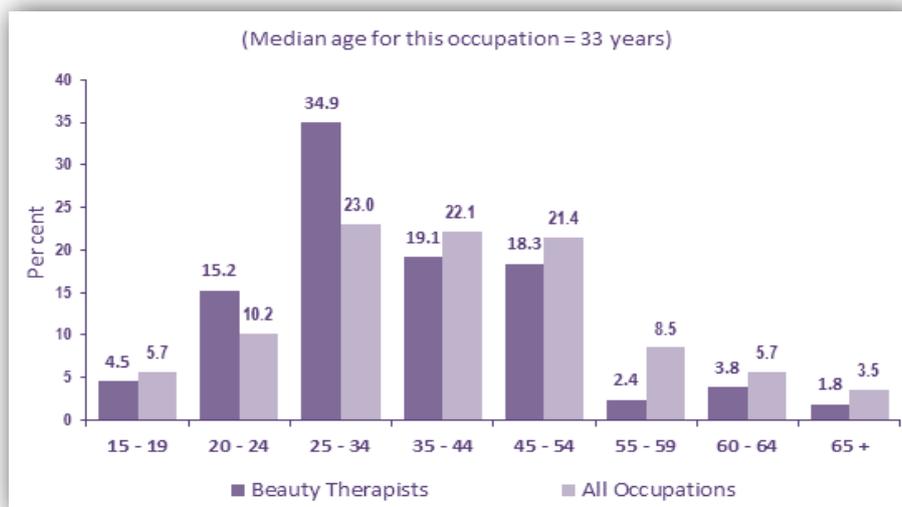


The graph shows employment growth ('000) over the past five years for male and female, employed part-time and full-time. Source: ABS Labour Force Survey, annual average 2013, 2008.<sup>11</sup>

The graph indicates the following significant changes to the industry by gender from 2012 to 2013:

- Total Males increased from -0.1% to 0.1%
- Total Females increased from 4.1% to 5.2%
- Full time Females increased from 0.1% to 2.1%

## Age Profile (per cent share)



The graph shows the share of employment (per cent) by age group for this occupation, compared with all occupations. Source: ABS Labour Force Survey, annual average 2013.<sup>12</sup>

The graph indicates significant changes to the industry according to age between 2012 and 2013:

- Beauty Therapists 15 – 19yrs decreased from 12.2% to 4.5%
- Beauty Therapists 20 – 24 years decreased from 22.9% to 15.2%
- Beauty Therapists 25 – 34 years increased from 29.5% to 34.9%
- Beauty Therapists 35 – 44 years increased from 16.6% to 19.1%
- Beauty Therapists 60-64 years increased from 0.3% to 3.8%

## Impact of Globalization

The level of Globalisation is low. The trend of Globalisation is increasing. The majority of operators in this industry are Australian owned and earn most of their revenue from domestic activity. There are no Australian-owned hairdressing or beauty salons that operate internationally.

While there are some large global operators in the US, these companies have not as yet moved into Australia. IBISWorld analysis suggests that this industry will be subject to increasing globalisation in the future, as more international operators, probably from the US, enter Australia.

Rising incomes and greater access to international markets, increases spending on discretionary items such as perfumes and cosmetics. Not as surprising as it once was, one of the fastest growing segments of the beauty industry is products and services aimed at men. Men are being targeted for body sprays, specialty hair products, lotions and even nail care.<sup>13</sup>

## Impact of Government Policy/Decisions

The Beauty Therapy and Nail Bar industry has come under fire with some business owners saying they're undercut by those who aren't always following the rules on hygiene, training and wages. It is hoped that the authorities will take a closer look at the practices of some nail

bars and impose tough fines and regular spot checks to ensure Occupational Safety and Health (OS&H) requirements are in place.

There is also serious concern that many operators using IPL and laser treatments do not have the qualifications to do so in safety. Recent disclosures by the media have revealed that permanent scarring can result with the wrong use of the machines. Enquiries to the Department of Health reveal that the government has been looking at introducing regulation surrounding the use of IPL and laser ensuring that only suitably qualified operators are able to give these treatments.

In 2008 the Australian Industrial Relation Commission determined the Beauty Industry would be covered under the Hair and Beauty Industry Award 2010. The award came into effect on 1 January 2010.

### **Deregulated trading hours**

The Australian National Retailers Association (ANRA) has called for unrestricted retail trading hours which would allow all shops to have the option of trading 24 hours a day, seven days a week with the exception of Christmas Day, Good Friday and the morning of Anzac day.<sup>14</sup>

Coles and Woolworths support the call for national consistency of retail trading hours stating that it would improve economic growth, reduce cost-of-living pressures on consumers and help stores compete against online retailers.<sup>15</sup>

The Australian Retailers Association (ARA) Executive Director Russell Zimmerman said although the ARA supports the retail industry trading hours, caution must be taken to keep smaller independent businesses alive. Mr Zimmerman stated that the call for uniform trading hours may assist in economic growth in the short term, however smaller businesses will be unsustainable with the pressures it will involve, and long term it may not prove to give positive economic growth. If consumers want longer trading hours, then employment cost and penalty rates must also be part of the discussion, without penalty rates being reviewed, wages and on costs will be unsustainable for the independent retailers in Australia.<sup>16</sup>

The main union representing retail workers, the Shop Distributive and Allied Employees' Association argues the main challenge facing industry is online sales by overseas retailers, not labour costs and "sees no justification in any further extension of retail trading hours".<sup>17</sup>

The western Australian Government has indicated that there will not be any further changes to trading hours until after the next election in 2017.

### **Western Australia**

A study conducted in by Patterson Research Group for independent grocers revealed that almost nine out of ten (88%) of metropolitan shoppers believe that current shopping hours are adequate for their needs.

The study showed satisfaction with the current system was not influenced by gender, with 88% of men and the same number of women saying they were satisfied. Three quarters of those in the 18 to 39 age group were satisfied with current hours.

The WA Independent Grocers Association president, John Cummings, said results were a damning indictment of unsupported claims by major national retailers and big shopping centre owners that consumers were demanding more shopping hours.

As we have seen elsewhere, deregulation will result in national and multinational retailers weakening and/or destroying their smaller competitors. The negative effects of deregulation would be amplified in WA as a consequence of the state's rapidly cooling economy.<sup>18</sup>

Since the introduction of Extended Trading Hours a significant change in the employment structure has been identified within small business. A dramatic swing from full-time employees in favour of part-time and casual status has occurred broadly across the industry. This trend also applies to large retail operations.

A survey conducted by RAPS into the extended Christmas Trading hours of 2014/15 revealed that micro and small business had no direct business benefit from the additional trading hours and most stated that they fell short due to lack of support from consumers. It appears that supermarkets and major shopping centres that are national brand dominated were the main beneficiaries.

### **Penalty rates**

Penalty rates continue to be an issue for small business and many have stated that they are unable afford to trade the extended hours. Most believe that the introduction of Extended Trading Hours has caused staffing problems in getting staff willing to work; and the cost of staffing. This has been confirmed by most micro and small retailers RAPS have consulted with. In all cases the initial staffing requirements for Sundays are generally filled by the Proprietors of the businesses.

Over 70% of the retailers consulted believe that penalty rates for weekend trading should be reviewed, removed or at least reduced.

Following a decision by the Fair Work Commission (FWC) on the Restaurant and Catering award to reduce penalty rates by 25% on Sundays for casual employees, the Australian Retailers Association (ARA) is hopeful they will see a common sense outcome in this year's Retail Award Review due later this year.<sup>19</sup> Discussions on this issue are currently on going.

### **Technological**

Companies spend millions of dollars researching skin treatments, anti-ageing and rejuvenating products. The treatment of hair and skin has become a scientific study, with ongoing new technological advancements in treatment processes being developed.<sup>20</sup>

The ongoing introduction and increasing use of new technologies such as micro-dermabrasion, IPL and "needling" which involves the puncturing of the skin, drive the need for training of employers and employees. In many cases the training is insufficient to guarantee client safety and the media has recently exposed the dangers of semi-skilled operators using IPL equipment. Primary skills such as customer service, sales techniques, make up and facial applications tend not to change at their core. The ability of employees to adapt to the constantly changing environment, and to engage in ongoing professional development to remain a specialist in the field, is a constant challenge for the beauty sector.

Other services which can be provided are ear piercing, aromatherapy and lymphatic drainage. The types of equipment commonly used to provide these services include vapourzone, high frequency, galvanic, brush machine, vacuum suction, faradic and to a lesser extent laser equipment. Many of these are used to either improve existing skin or encourage new skin

growth and enhance facial appearance. One of the specialist techniques used by some beauty therapists is the use of galvanic equipment to maintain the condition of the skin and hasten new skin cell production which normally occurs every 26 to 28 days. It is usual in the initial treatment phase to offer services once a week or fortnight and then reduce this to once every one to two months. The application of skin conditioning creams by the client between visits is an integral part of the treatment process. Body massage and muscle toning is also used for relaxation purposes.

Salons are increasingly incorporating technology within their business processes. This includes the use of appointment management software and text messages for appointment confirmation. To effectively engage with these technologies, workers within the industry will require sufficient digital literacy skills.<sup>21</sup>

## **Economic Drivers**

The beauty and hairdressing industries are largely benefitting from a broader structural shift in the economy away from goods and towards services. This is reflected in the forecast growth in employment in these industries, particularly in the beauty industry. This supplements longer standing trends of an ageing and more affluent population that values the appearance of youth, as well as substantial improvements in technology that are improving the effectiveness of beauty treatments. The health spa concept is a segment that is growing strongly, assisted by the expansion in health resorts.

As a result of a stronger societal culture of the importance of personal grooming, beauty therapy salons have seen significant growth. Services such as manicures, pedicures, eyebrow grooming, body hair removal and facials are seen as a basic and regular requirement. This has been attributed to an ageing population, the normalisation of male grooming and the growing societal focus of health and appearance.<sup>22</sup>

Additionally, the last two years has seen numerous growth in specialised nail salons, teeth whitening services and IPL treatments.

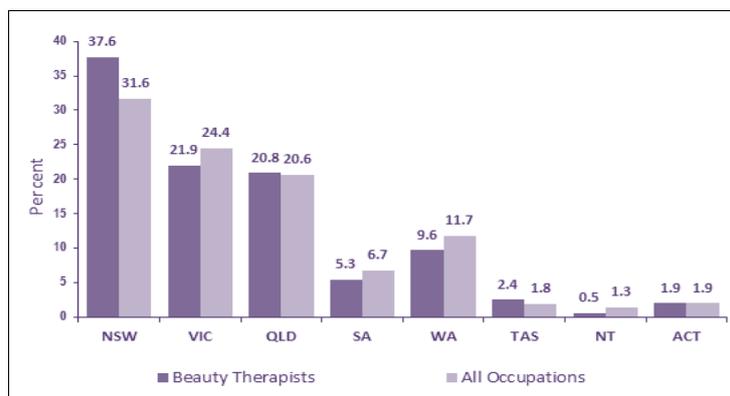
According to IBISWorld industry revenue is expected to generate revenue of \$3.9 billion in 2014-15, a 1.8% increase on the previous year. Revenue fell in 2011-12, due in part to a large decline in consumer confidence.<sup>23</sup>

Feedback has indicated that where many companies adopted a cautious, conservative business approach, there are continuing to maintain a level of prosperity while other due to poor management in the current economic climate closed. The current downturn consumer confidence has the effect on customers cutting back on purchasing products in salons and increasing the time between appointments. There is a strong belief in industry that consumers are more likely to cut discretionary spending on 'luxury' items such as hair and beauty treatments.

However future domestic, social and economic changes will have multiple effects on the beauty industry. Indications are that increasingly time-poor Australians with higher disposable incomes will turn to the beauty industry to not only receive services such as facials, IPL and waxing, but also to receive a sense of well-being associated with ideas of personal indulgence and time-out.

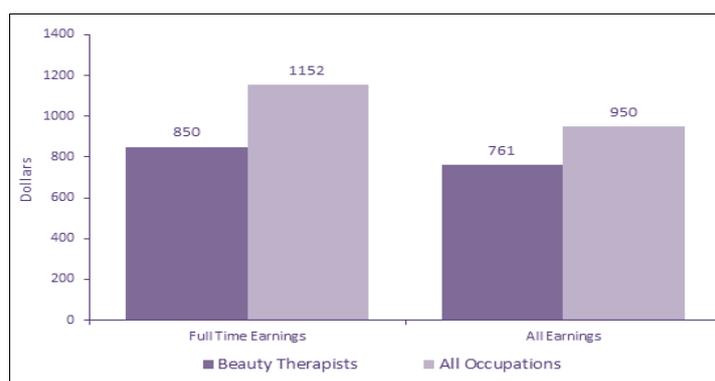
## Size and Distribution

### Employment by State and Territory (per cent share)



The above table shows the State share of employment (per cent) for this occupation, compared with all occupations. Estimates have been rounded and consequently some discrepancies may occur between sums of the component items and totals.<sup>24</sup>

### Weekly Earnings (before tax)



The above table show median weekly earnings for the occupation compared with the median across all occupations, for total employment and for full-time workers. Earnings are before tax and do not include employer superannuation contributions. (The median is the middle value in a distribution when the values are arranged in ascending or descending order.) These figures are indicative and cannot be used to determine a particular wage rate. Estimates have been rounded and consequently some discrepancies may occur between sums of the component items and totals.<sup>25</sup>

As at November 2013 indications were that 28,500 Beauty Therapist were employed and projected employment levels would grow to 32,300 by 2018. Women represented 95.0% of employees.

One significant change in employment by region between 2012 and 2013 for Beauty Therapists is that employment in Western Australia decreased from 19.7% to 9.6%.

Hairdressing and beauty salons are generally located in direct proportion to population size and spread. There tends to be a higher concentration in central business districts. Queensland and Western Australia have a larger share of locations than their population share, due to their geographic size, and having a more dispersed population. Beauty salons, however, tend to be concentrated in central city areas and suburbs of relatively higher household income.

Health and wellness spa operators have reason to be relaxed. Demand for the industry's services has soared over the past five years due to an increasing focus on health and appearance. Growth proved relatively resilient despite ongoing economic uncertainty over the past five years, with consumers viewing spas as an inexpensive luxury and a relaxing escape from their stressful lives.

The industry benefited as spas became popular with a wider client base, including men, corporate users, young couples and families. Industry revenue is forecast to increase by an annualised 4.7% over the five years through 2014-15, to total \$387 million. This increase includes forecast revenue growth of 4.5% in 2010-15.<sup>26</sup>

## **Regional Aspects**

There are no identified shortages of Beauty Therapists in Western Australia however there is a lack of career opportunities for females in regional areas, particularly the Esperance, Gascoyne and Kimberly regions.

## **Sustainability**

One of the vital workforce development needs for the services industries is the requirement for training packages to incorporate and adopt the principles of sustainability. Although the service industries are not seen as a major contributor to high carbon levels and a polluted environment, it is one of the industries with the most customer contact and therefore presents possibilities to build awareness to the community.

Environmental sustainability, such as reducing water and energy use and buying locally grown or produced products, is on the rise among Australians. Companies are being urged to become more environmentally friendly, because customers are looking for companies that incorporate sustainable practices and provide 'green' products and services. Beauty therapists are making steps to improve the environmental sustainability of their industries. Many beauty salons have begun to adopt sustainable practices in relation to their water and waste management as well as specializing in the use of organic and natural beauty products.

## **Qualification Profile of Workforce**

Certificates currently being delivered include:

- Certificate II in Retail Make-up and Skin Care
- Certificate II in Nail Technology
- Certificate III in Beauty Services
- Certificate IV in Beauty Therapy
- Diploma of Beauty Therapy
- Diploma of Salon Management
- Vocational Graduate Certificate in Intense Pulsed Light and Laser Hair Reduction

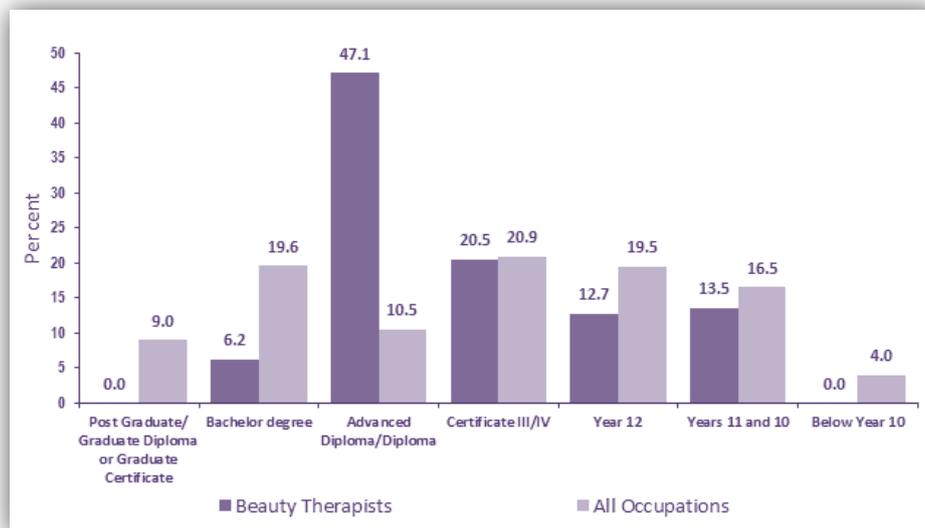
## **Continuous Improvement**

As a result of national industry consultations conducted by Service Skills Australia, the Hairdressing and Beauty qualifications will now be combined into the one SHB Hairdressing and Beauty Services Training Package.

SIB20210 Certificate II in Nail Technology has been deleted from the new SHB qualifications and replaced with SHB30315 Certificate III in Nail Technology

It is anticipated that the SHB Hairdressing and Beauty Training Package (beauty qualifications) will be submitted for endorsement in June 2015.

### Educational Attainment (per cent of employment)



The graph shows the highest educational attainment (per cent share of employment) for this occupation compared with all occupations. Source: ABS 2013 Survey of Education and Work (SEW).<sup>27</sup>

### Social Impact

Demand for Beauty Therapists from hotels and resorts continue to grow at a rapid pace. Many salons in Perth have invested heavily to upgrade their beauty/spa facilities and to train and employ beauty practitioners to world class standards. This is driven by the health and wellness trend - holidaymakers, tourists and even business travellers want to really pamper themselves when they go to these places.

Future domestic, social and economic changes will have multiple effects on the beauty industry. Indications are that increasingly time-poor Australians with higher disposable incomes will turn to the beauty industry to not only receive services such as facials, IPL and waxing, but also to receive a sense of well-being associated with ideas of personal indulgence and time-out. However due to a downturn of consumer confidence, many sectors of the community are not accessing what they term as ‘luxury’ services and the industry has in many cases seen a need to reduce the costs of services in order to maintain clients.

Leadership and management skills are particularly important for handling changes in Australian society and growth in cultural diversity of employees. In some industry sectors, employers are likely to increasingly favour employees who can work and interact with people from different cultural backgrounds. The importance of cultural self-awareness to students is on a similar ranking to the importance of workplace relationships, communication skills, compliance with policies and laws and customer service.

Similar to raising the participation of older workers which would better align their workforce with an ageing customer base, employers can look at their customer demographics and employ from those demographics leading to loyalty and retention of staff.

## **INDUSTRY OCCUPATIONAL OVERVIEW**

### **Supply and Demand of Training**

The demand for beauty and massage therapists has been partially stimulated by the increase in day spas and health resorts in Australia, although recent figures show that demand and employment for this sector is slowing. The most common beauty services provided include eyelash and eyebrow tinting, hair removal, manicure, facials and body massage. IPL is also seen as a service in increasing demand.

Many businesses within the service industries have had to face shortages of labour in the last few years. The poor perception by sections of the public to industries like the beauty industry as viable career choices hinders entry into these sectors by young people. Feedback has indicated that information sessions regarding training in this industry need to be improved and those delivering the information need to have greater skills in communicating the potential job outcomes.

There is increasing concern regarding the varying levels of proficiency of graduates in administering common treatments in the salon. Employers in the beauty industry have mixed experiences regarding the quality of vocational training, assessment and the level of experience and competence of trainers and assessors. In order to be effective in reducing labour shortages and to produce an adaptable workforce, training has to be appropriate and meet accepted industry requirements. New employees at an entry level have to be skilled enough for full employment responsibilities through qualitative (using up-to-date technology) and quantitative (having enough time to practice new skills) training.

Apart from vocational education, the development of core skills (language, literacy and numeracy skills) is important for the productivity and efficiency of businesses.

### **Current and Emerging Skill/Labour Gaps**

The industries firmly believe that building a highly skilled workforce will deliver a highly productive economy. Continuous lifelong learning is crucial for ongoing improvements in productivity and participation.

New beauty products are also being developed at a rapid rate, as research provides more and more information about issues and treatments for such areas as anti-ageing and sustainable 'green' products. Industry's knowledge base is changing to reflect the developments, and as a result there is an ongoing professional development imperative for individuals working in the beauty industry.

The Hairdressing and Beauty industries share similar challenges in establishing and running a personal services business. The majority of salons are small businesses which tend to compete heavily on price, even though many of the more successful businesses compete on the basis of consistent quality service and high client satisfaction and return rates. Owners and managers are expected to fulfill many roles in an increasingly competitive market.

Many businesses have failed due to significant financial problems caused by a general lack of owner/manager management and marketing skills. Management skills include financial areas such as pricing, cash flow management and cost control, as well as keeping abreast of industry technical developments. Marketing skills include service packaging, merchandising and promotional strategies.

In response to the needs of the beauty industry, the Diploma for Beauty Salon Management includes imported units that address soft skills in human resource related issues. Additionally the introduction of the Vocational Graduate Certificate in Intense Pulsed Light and Laser Hair Reduction has been developed in response to national Occupational Health and Safety concerns and client demand for a safe and effective process of hair reduction and IPL. Unfortunately the Vocational Graduate Certificate in Intense Pulsed Light and Laser Hair Reduction nationwide has seen a very small numbers of enrolments and since 2012 only two graduates.<sup>28</sup>

While compromising only a small proportion of the services offered by the sector, the emergence of advanced beauty treatments for skin rejuvenation and hair reduction has encouraged an expansion of services within traditional beauty salons and the growth of specialised clinics. In some instances, specialised clinics will see practitioners from a range of fields and disciplines working as a team. These industry developments require a range of advanced skills to work effectively.

The growth of the industries is also dependent on innovative qualified professionals who are constantly developing their design, technical and training skills. The industries seek many ways of further developing skills, which include in-salon training, participation in industry events or through training seminars provided by product manufacturers which are not only limited to product knowledge and technical training, but extend to areas such as business management, leadership and customer service. Over the last few years, there have been a growing number of salon owners who engage consultants to act as a 'salon management coach' or 'business coach' as a way of improving their businesses.

## **Emerging Occupations**

Links between beauty therapists and health professionals, such as plastic surgeons and dermal therapists, are becoming stronger with more employment opportunities in a medical and paramedical context.

Intense Pulsed Light (IPL) treatment is an emerging industry trend along other cosmetic practices such as teeth whitening and cosmetic tattooing. The use of IPL and the training of practitioners to use this treatment need to be carefully monitored due to the high risk of permanent damage to the skin. There are some in the beauty industry who believe this treatment should not be undertaken by practitioners unless they hold a qualification to use IPL or Laser machines.

Further development of complementary health skills in areas such as massage, aromatherapy and reflexology are also potential opportunities to be considered.

## **Declining occupations**

No declining occupations have been identified.

## ENDNOTES

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- <sup>1</sup> Australian Bureau of Statistics. (2014). *Australian and New Zealand Standard Industrial Classification (ANZSIC). February 2014* (Cat. No. 1292.0).
- <sup>2</sup> AUSTRALIAN GOVERNMENT. (2015). Job Outlook – Beauty Therapists <http://joboutlook.gov.au/occupation.aspx?search=alpha&tab=stats&cluster=&code=4511&graph=AG>
- <sup>3</sup> Department of Education, Employment and Workplace Relations. (2014). Australian Jobs Matrix 2014. [https://docs.employment.gov.au/system/files/doc/other/australian\\_jobs\\_2014\\_-\\_occupation\\_matrix.pdf](https://docs.employment.gov.au/system/files/doc/other/australian_jobs_2014_-_occupation_matrix.pdf)
- <sup>4</sup> Australian Bureau of Statistics. (2015). *Australian Demographic Statistics, September 2014* (Cat. No. 3101.0).
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