Introduction

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

RESEARCH METHOD

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

- Each focus group involved a variety of industry representatives, Skills Council representatives and industry associations.
- The case study participants were:
  2 Senior Managers, 4 Teacher/Trainers
  4 Students enrolled in a hair and beauty course (1 international student)
  4 Partnering Enterprises (including two telephone interviews)

Focus Groups

Issues raised:

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

Case Study 1

TAFE Institute

Case Study 2

RTO: VIVA Academy

Salon 1
Teaching/Commercial

Salon 2

Apprentices from VIVA outlets
Other apprentices
Full Time (fee for service) Students
PPP – Productivity Placement Program Participants
Findings

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

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

Elements of effective workforce development in an RTO include:

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

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