



NATIONAL INDUSTRY SKILLS INITIATIVE

A Commonwealth Government Initiative

STATEMENT OF AGREEMENT

This Statement of Agreement and accompanying Industry Skills Action Plan documents the agreed actions for Industry and Government emerging from the Industry Skills Initiative. Industry and Government agree that the primary responsibility for meeting skill needs lies with Industry supported by Government. The Industry Skills Action Plan outlines in more detail the initiatives which Industry and Government have agreed to undertake to address identified barriers to skills development. All parties agree that there will be further activity and actions which will emerge as this Plan evolves and as elements are progressively implemented.

Against the Action Plan, the *Automotive Working Group* will establish a Task Force to take forward initially:

- ❖ to develop a strategy to promote and market career opportunities within the industry;
- ❖ assistance to retail motor industry employers to become empowered consumers of the training system;
- ❖ development and implementation of a national career information strategy which will be supported by the promotion of career opportunities within the industry;
- ❖ research to improve understanding of developments within the industry and their impact on training and skills needs and effective skills development; and
- ❖ provision to the Commonwealth Government of the Retail Motor Industry's views on Commonwealth Government programmes which are intended to assist employers and New Apprentices (such as incentives) to ensure that they are appropriately targeted and better understood by employers.

The *National Retail Motor Industry Task Force* agrees to report publicly on the impact of achievements to date against these five action areas at the second National Industry Skills Forum. The Task Force will then provide additional reports at six monthly intervals on achievements against the plan directly to the Minister for Education, Training and Youth Affairs until June 2002.

The *Commonwealth* undertakes to assist with implementation of action as outlined in the action plan through direct participation in the National Retail Motor Industry Task Force which will be established to oversight and manage activities to be undertaken by industry.

This Statement of Agreement recognises that a Cross-Industry Action Plan will be developed to address industry-wide issues and that this Cross-Industry Plan will complement and support the Individual Action Plans.

SIGNED:..... 10 August 2000

The Hon Dr David Kemp
Minister for Education, Training
and Youth Affairs

SIGNED:..... 10 August 2000

Brian Curmi
Chair of the National Retail
Motor Industry Task Force



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RETAIL MOTOR INDUSTRY

INDUSTRY SKILLS ACTION PLAN

OBJECTIVE 1

To establish the National Retail Motor Industry Task Force.

| Outcome | Strategies to achieve outcome | Timeline | Lead agency and responsibility for achieving the outcome | Performance Indicators for the outcome |
|---|---|---|--|--|
| <p>The National Retail Motor Industry Task Force is established with responsibility for co-ordinating and managing further research, undertaking specific initiatives and communication between the various sector representatives in the industry.</p> | <p>1. The Victorian Automobile Chamber of Commerce (VACC) to establish the National Retail Motor Industry Task Force comprising industry and government representatives and with the following terms of reference:</p> <ol style="list-style-type: none"> 1. Undertake a detailed examination of the matters included in the Action Plan and develop appropriate recommendations and related initiatives; 2. Liaise with relevant industry advisory bodies, government agencies, institutions, organisations and others as required; 3. Submit recommendations to relevant industry advisory bodies, government agencies, institutions and organisations; 4. Undertake other activities as requested by the Minister for Education, Training and Youth Affairs. | <p>1. The establishment of the Task Force is to be completed by end of July 2000, with all other agreed timelines based on a start at the end of July 2000.</p> | <p>1. Primary responsibility for the achievement of this outcome lies with the VACC to establish the Task Force and once established, with the National Retail Motor Industry Task Force itself.</p> | <p>The first meeting of the Task Force occurs by the end of July 2000.</p> <p>Action Plan endorsed and signed.</p> <p>Work plan developed.</p> |

| Outcome | Strategies to achieve outcome | Timeline | Lead agency and responsibility for achieving the outcome | Performance Indicators for the outcome |
|---------|--|----------|---|--|
| | <ul style="list-style-type: none"> 2. Endorse the Retail Motor Industry Action Plan, establish priorities for the next 12 months and set a sign off date with the Minister for Education, Training and Youth Affairs. 3. Establish a project work plan incorporating a proposal for joint funding between industry and government, recognizing industry ownership. 4. Agree to two-way information sharing between the Task Force and the National Cross-Industry Steering Committee. | | <ul style="list-style-type: none"> 2. National Retail Motor Industry Task Force. 3. National Retail Motor Industry Task Force. 4. National Retail Motor Industry Task Force. | |

OBJECTIVE 2

To develop a national strategy to promote and market career opportunities within the industry to:

- ❖ better inform the community about available employment and career opportunities;
- ❖ improve the status of the industry among young people;
- ❖ improve knowledge and understanding of secondary schools and careers guidance personnel about the industry;
- ❖ encourage young people to consider employment within the industry.

| Outcome | Strategies to achieve outcome | Timeline | Lead agency and responsibility for achieving the outcome | Performance Indicators for the outcome |
|---|--|---|--|--|
| Improved awareness of career opportunities available in the retail motor industries | <ol style="list-style-type: none"> 1. Research existing attitudes among young people, parents, secondary school staff and careers guidance personnel to careers in the retail motor industry. Identify messages that will encourage greater entry into the retail motor industry. 2. Undertake a gap analysis of what products are currently available with a view to developing appropriate marketing and promotional strategies with appropriate product material. 3. Develop an appropriate marketing and promotional strategy and products. | <ol style="list-style-type: none"> 1. To be completed by 30 June 2001. 2. To be completed by July 2001. 3. To be completed by December 2001. | <ol style="list-style-type: none"> 1. National Steering Committee for the Skills Initiative and the National Retail Motor Industry Task Force will work together; although primary responsibility lies with the National Retail Motor Industry Task Force. 2. Primary responsibility for the achievement of this outcome lies with MTAA which is undertaking the development of careers material. 3. The National Retail Motor Industry Task Force explores opportunities in collaboration with other agencies and industry groups. | <p>Survey and research results indicate improved awareness of career opportunities within the retail motor industry.</p> <p>Increase in the take up of New Apprenticeship opportunities in the Retail Motor Industry.</p> <p>Development of appropriate products for use by industry and key stakeholders.</p> |

OBJECTIVE 3

To assist the retail motor industry employers to become empowered consumers of the training system.

| Outcome | Strategies to achieve outcome | Timeline | Lead agency and responsibility for achieving the outcome | Performance Indicators for the outcome |
|--|---|---|---|--|
| <p>Expanded range and uptake of New Apprenticeships and other training pathways to meet existing and future needs.</p> | <ol style="list-style-type: none"> 1. Develop a kit for employers by collating relevant information on: <ol style="list-style-type: none"> 1. Structured training, flexible pathways and infrastructure arrangements for New Apprenticeships, with a particular focus on the needs of small business; 2. Sources of information, websites and support services facilitating the uptake of contracts of training, with a particular focus on the needs of small business; 3. Case studies of good practice. 2. Research and publicise case studies and good practice models demonstrating the benefits of training and flexibility of training and career pathways in the industry. 3. Trial the use of an intensive face-to-face program of visits to all relevant retail motor industry businesses in three regions region to inform them of opportunities which exist under the current training system. 4. Evaluate the effectiveness of the face to face approach and of the materials developed for the purpose. | <ol style="list-style-type: none"> 1. To be completed by December 2000. 2. To be completed by December 2000. 3. One trial region to be completed by June 2001. 4. To be completed by June 2002. | <ol style="list-style-type: none"> 1. Industry through the National Retail Motor Industry Task Force with assistance and input from the ITABS. 2. Industry through the National Retail Motor Industry Task. 3. The National Retail Motor Industry Task Force. 4. The National Retail Motor Industry Task Force. | <p>Increased enquiries and use of infrastructure and information services by employers.</p> <p>Information kit developed for employers.</p> <p>Employer feedback demonstrates an improved understanding of the current training framework.</p> |

OBJECTIVE 4

To develop and implement a national career information strategy and products aimed at increasing the number of people seeking to commence entry level training in the retail motor industry trades.

| Outcome | Strategies to achieve outcome | Timeline | Lead agency and responsibility for achieving the outcome | Performance Indicators for the outcome |
|---|---|---|---|--|
| Improved awareness of career opportunities available in the retail motor industries | <ol style="list-style-type: none"> 1. Review existing career information products and devise a national career information strategy for the development, production and distribution of print products, including costs and optimum timing. 2. Update, reprint and distribute nationally a range of career information products. 3. Print and distribute new products as recommended in 1 above. 4. Prepare and distribute new job profile information on those occupations which have been identified as being in shortage on a national basis (eg automotive electrician, panel beater). 5. Launch a web site which will include links to a variety of other relevant sites, a range of job profiles and link to the national career information system. | <ol style="list-style-type: none"> 1. To be completed by August 2000. 2. To be completed by August 2000. 3. To be completed by August 2000. 4. To be completed by Sept. 2000. 5. To be completed by August 2000. | <p>1 – 6. Primary responsibility for the achievement of this outcome lies with Industry through the Motor Trades Association of Australia (MTAA) which has received funding from DETYA through its Careers Industry Partnerships Programme.</p> <p>Other industry and government bodies may be involved as follows:</p> <ol style="list-style-type: none"> 1. the National Retail Motor Industry Task Force will be available to provide expert advice and input. 2. ANTA in the development of career information material | <p>Market research/surveys establish the target community's knowledge of occupations in the retail motor industry before and after the pilot.</p> <p>Demonstrated changes over time in the target community's knowledge of the Retail Motor Industry.</p> <p>The extent of the increase in the volume and quality of career information about the nominated industries targeted at entry level education, training and employment.</p> <p>The extent of the increase in knowledge about entry level opportunities in nominated industries for young people, by young people, career educators, other career professionals and other key intermediaries especially parents.</p> |

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| | <p>6. Appoint four part time project officers in regional locations to run automotive career community development pilots, which will encourage and support the development of local activities including:</p> <ol style="list-style-type: none"> 1. organising media promotion, 2. providing automotive career information, 3. industry visits, 4. website accessibility, 5. displays etc in schools, educational institutions, shopping centres and with local automotive employers. <p>The officers will also maintain links with the Automotive Employers Associations, registered training providers and also maintain a range of automotive career information which can be made available to schools, for information of students, teachers, parents and other interested parties.</p> | <p>6. To be completed by June 2001.</p> | <p>c. DETYA through its marketing strategy for New Apprenticeships is developing new advertisements which will be screened on TV during July, September and October 2000. At least one advertisement will feature the automotive trade.</p> <p>d. DEWRSB has included relevant information on its career web site.</p> <p>e. State/Territory motor associations and ITAB networks will also assist with the distribution of up-to-date careers information material.</p> | <p>The extent to which industry has adopted and implemented its own career information strategies.</p> <p>Increase in enquiries and applications for New Apprenticeship opportunities, especially in those regions with most intensive activity (ie the four pilot regions).</p> <p>Increased volume of training of existing workforce.</p> <p>Evidence of co-ordinated action by stakeholders to facilitate entry into training in the industry and flexible training pathways.</p> <p>Number of "hits" on the website.</p> <p>Number of visits and calls made by the project officers responsible for the implementation of the regional pilots.</p> <p>Media coverage of regional event/s.</p> |

OBJECTIVE 6

To provide to the Commonwealth Government the Retail Motor Industry's view on existing incentive arrangement.

| Outcome | Strategies to achieve outcome | Timeline | Lead agency and responsibility for achieving the outcome | Performance Indicators for the outcome |
|--|--|--------------------------------------|---|---|
| Consideration by the National Retail Motor Industry Task Force of issues relating to the utilisation of incentives by employers. | 1. To identify issues critical to the Retail Motor Industry in relation to incentives. | 1. To be completed by December 2000. | 1. National Retail Motor Industry Task Force. | Advice provided to the Commonwealth. |