

ARA SUBMISSION

DRAFT CORE SKILLS OCCUPATIONS LIST

MAY 2024

EXECUTIVE SUMMARY

The Australian Retailers Association (ARA) welcomes the opportunity to make a submission to Jobs and Skills Australia (JSA) in respect of the Draft Core Skills Occupations List (CSOL).

The ARA is the oldest, largest and most diverse national retail body, representing a \$420 billion sector that employs 1.4 million Australians – making retail the largest private sector employer in the country.

As Australia's peak retail body, representing more than 120,000 retail shop fronts and online stores, the ARA represents the full spectrum of Australian retail, from our largest national and international retailers to our small and medium sized members, who make up 95% of our membership. Our members operate in all states and across all categories - from food to fashion, hairdressing to hardware, and everything in between.

Consequently, the ARA has a vested interest in policy interventions that impact the retail sector.

The proposed CSOL developed by JSA does not currently reflect the skills needs of the retail sector. The industry is grappling with notable skill shortages in crucial leadership and operational positions, many of which are not included in the draft CSOL, posing a risk to our sector's ability to attract, retain and upskill key talent.

With the continuing evolution of the retail sector, the CSOL also needs to consider occupations that are projected to experience change or growth in coming years – for example the growth of roles in e-commerce and new roles required to accelerate the adoption of Artificial Intelligence (AI). Simultaneously, regard must be given to the current and future demands of retail-related occupations in food retail, hospitality and personal services.

For these reasons, policy interventions in the areas of skills and migration (including the intersection between skills and migration) must support the development of a strong, sustainable and skilled workforce tailored to the needs of the retail industry. Aligning with this rationale, the ARA implores JSA to incorporate all retail and retail-related occupations, listed herein, into their CSOL recommendations to the Australian Government.

INTRODUCTION

The Australian Government released its migration strategy on 11 December 2023, outlining core policy priorities and actions that will lead to the positive reformation of Australia's migration strategy. The strategy inferred a responsibility on JSA to define Australia's skills needs.

JSA has responded by drafting a Migration Labour Market Indicator Model ('Migration Model') that will be relied upon, alongside stakeholder engagement, to develop and then provide advice to the Government on the CSOL. The Migration Model builds upon the Skills Priority List by categorising skilled occupations into three lists:

- Draft CSOL Confident on List,
- Draft CSOL Confident Off List, and
- Draft CSOL Targeted for Consultation.

This submission will investigate these categories and explore the rationale behind the recommended inclusion of specific retail and retail-related occupations within the CSOL. This submission also makes the following high-level recommendations.

RECOMMENDATIONS

Recommendation 1

Include all retail and retail-related occupations

Reflective of current and emerging skill shortages, the ARA recommends that all retail and retail-related occupations listed in the below table should be reviewed in accordance with the data put forth within this submission, leading to the inclusion of these occupations within JSA's final recommendations to Government.

Code	ANZSCO Description
232312	Jewellery Designer
251513	Retail Pharmacist
639211	Retail Buyer
223112	Recruitment Consultant
362111	Florist
141111	Café or Restaurant Manager
133312	Wholesaler
142114	Hair or Beauty Salon Manager
142115	Post Office Manager
399411	Jeweller
399514	Make Up Artist

Code	ANZSCO Description
142111	Retail Manager (General)
149999	Hospitality, Retail and Services Manager nec
351111	Baker
351112	Pastrycook
351311	Chef
351411	Cook
391111	Hairdresser
451111	Beauty Therapist
411611	Massage Therapist

Recommendation 2:

Transition occupations over a two-year period

While the ARA maintains that all retail and retail-related occupations outlined herein should be incorporated into JSA recommendations on the CSOL, we note that JSA has expressed that an occupation being in skills shortage is not the sole determinant for whether an occupation should be included.

For this reason, the ARA advocates that if any of the occupations listed within this submission are not likely to be considered by JSA as an occupation requiring inclusion within the CSOL that JSA instead *prefer* a transitional approach to the removal of the occupation over a two-year period.

This will ensure the sustainability of the retail sector can be preserved and correspondingly balance the merits of JSAs' Migration Model.

RATIONALE

This section outlines the rationale for these recommendations, as summarised below.

RATIONALE 1	Australia's Migration Strategy
RATIONALE 2	Formulation of JSA's recommendations on the CSOL
RATIONALE 3	Improvement of domestic outcomes for migrants
RATIONALE 4	Importance of the retail sector
RATIONALE 5	Importance of alignment with skill-shortages
RATIONALE 6	Future economic and workforce projections
RATIONALE 7	Domestic workforce challenges
RATIONALE 8	Importance of a diverse workforce within retail
RATIONALE 9	Market research on the merits of each occupation

Australia's Migration Strategy

The Government's vision for the migration strategy is to 'get migration working for the nation, helping deliver a prosperous and secure Australia'.¹

There are five objectives² to support this vision which will enable a 'more prosperous and secure Australia'.³

- **Raising Living Standards for Australians:** Boosting productivity, meeting skills shortages and supporting exports.
- **Ensuring a fair go in the workplace:** Complementing the jobs, wages and conditions of all workers and preventing worker exploitation.
- **Building stronger Australian Communities:** Planning migration intake and giving migrants the opportunity to invest their lives in Australia through Permanent residence and citizenship.
- **Strengthening international relationships:** By building stronger economic and social connections with our region and international partners.
- **Making the system work:** by being fast, efficient and fair for migrants and employers.

To achieve these objectives, the Government has identified 8 key actions⁴ that need to be undertaken. The process of and development of the CSOL forms part of and underpins action 5 of 'planning migration to get the right skills in the right places'.⁵

¹ Department of Home Affairs | Migration Strategy – At a Glance (homeaffairs.gov.au)

² Department of Home Affairs | Migration Strategy – At a Glance (homeaffairs.gov.au)

³ Department of Home Affairs | Migration Strategy – At a Glance (homeaffairs.gov.au)

⁴ Department of Home Affairs | Migration Strategy – At a Glance (homeaffairs.gov.au)

⁵ Department of Home Affairs | Migration Strategy – At a Glance (homeaffairs.gov.au)

To appropriately plan migration, the CSOL must be aligned with current and projected skills needs including current skill shortages, projected skill shortages and forecasted economic growth in certain sectors which will undoubtedly create more roles.

Understanding the merits of occupations within enterprises is also imperatively important to ensure the right skills will be in the right places. Specialised roles, or enterprise operationally-dependant roles must always be able to be filled, less the adverse impacts on businesses.

For these reasons, to better align with the purpose of the migration strategy, the CSOL should be reformed in alignment with these considerations.

Formulation of JSA's recommendations on the CSOL

The JSA Migration Model considers the success of migrant workers in the labour market, reliance on sponsored skills visa holders, vacancy data, domestic labour market supply and other relevant factors.⁶ While JSA relies, in part, on this model to finalise recommendations on the CSOL, they have stated that no single factor in the model is determinative for whether an occupation should be included.⁷

JSA has also committed to engaging extensively with stakeholders via surveys, submissions, bilateral meetings and qualitative analysis specifically noting, in conjunction with the Migration Model, this engagement will inform the development of the recommendations made to the Government on the CSOL.⁸

Pursuant to JSA's commitments, the views of stakeholders should inform the development of the CSOL and be considered in all related matters, thereby ensuring the preservation of industry-based skill-needs within policy frameworks.

Improvement of domestic outcomes for migrants

The retail sector is committed to providing employees with extensive career development pathways, advocating for ethical workplace conditions, and cultivating inclusive work environments. Such initiatives bolster career prospects and job satisfaction for employees, and can simultaneously, operated to enhance domestic outcomes for migrants.

Workplace laws, employee entitlements and protections are safeguarded within modern awards, enterprise agreements and the Fair Work Act 2009 (*Cth*). Retailers observe these laws and best-practice guidelines, to ensure all employees or prospective hires are treated equitably and fairly. Numerous retail workplaces also incorporate diversity and inclusion training into their operations, reflecting a commitment to creating welcoming and equitable environments that promote the seamless integration of individuals of all backgrounds into workplaces.

Many retailers also operate Registered Training Organisations (RTOs) and actively encourage employees to enhance their skill sets through the attainment of formal qualifications. Correspondingly, the nature of pursuing

⁶ Jobs and Skills Australia | [Draft Core Skills Occupations List \(CSOL\) for Consultation | Jobs and Skills Australia](#)

⁷ Jobs and Skills Australia | [Draft Core Skills Occupations List \(CSOL\) for Consultation | Jobs and Skills Australia](#)

⁸ Jobs and Skills Australia | [Draft Core Skills Occupations List | Jobs and Skills Australia](#)

a qualification in retail or retail-related occupations, provides migrants with actual hands-on experience within their training program, which heightens the likelihood of individuals securing work after the qualification.

Through these established practices, and the nature of retail training programs, the ARA is confident that the retail sector can provide great domestic outcomes for migrants within retail and retail-related occupations.

Importance of the retail sector

The retail sector is the second largest employing sector with around 9.4% of all current workers within Australia having their main job in retail.⁹ The industry connects consumers with goods and services, contributing \$180 billion a year or 7% of Gross Domestic Product to the Australian economy.¹⁰ The value of the retail sector to the greater economy and the labour market is clear.

From 2021 to 2026, employment in retail trade is projected to grow by 55,000 or 4.3%.¹¹ Co-currently, the retail industry is also experiencing skills shortages across multiple roles, nationally, statewide and in rural/regional areas.

In April 2024, of retailers surveyed, 44.4% of retailers revealed their business has ‘trouble securing skilled roles’.¹² Service and Creative Skills Australia (‘SaSCA’) has underscored the significance of this issue, emphasising the necessity for a comprehensive workforce plan to address these challenges.¹³

For retailers, many of which are small businesses, skills shortages drastically effect business viability and growth, contributing to greater market exit rates and the overall decline in economic productivity.

Ensuring that the retail sector is supported in filling skills shortages and role vacancies should be at the forefront of government policies and frameworks to ensure the continued growth of the retail sector and corresponding, labour, and economic market.

Importance of alignment with skill-shortages

Aligning national, statewide, rural and regional skill shortages with the CSOL is imperatively important. While the ARA notes that the CSOL developed by JSA does not represent the final government decision on the CSOL, we greatly anticipate that the recommendations made will have significant value and influence.

Occupations that reflect current and projected skill shortages must be included within the CSOL for several key reasons.

The inclusion of skill shortage occupations ensures that the country's workforce remains resilient and adaptable to the ever-changing demands of a globalised economy. By strategically targeting skilled migrants in industries experiencing shortages, such as retail, Australia can effectively navigate the changing labour market.

⁹ Jobs and Skills Australia | [Retail Trade](#) | [Jobs and Skills Australia](#)

¹⁰ ABS, Australian National Accounts, National Income, expenditure and product-December 2023

¹¹ Australian Government | [Retail Trade](#) | [Labour Market Insights](#)

¹² ARA Member Priorities Survey 2024.

¹³ SaSCA | [Our Work](#) | [Service and Creative Skills Australia \(SaSCA\)](#)

Aligning migration policies with skill shortages also helps mitigate the adverse effects of talent shortages on economic growth, productivity and development. Skill shortages can hinder industry expansion and impede business growth.

By facilitating the entry of skilled professionals into the Australian labour market, business sustainability can be safeguarded, consequently bolstering productivity and competitiveness in the Australian economy.

Future economic and workforce projections

Future projections for economic growth and occupational demand must be considered as part of JSA's CSOL recommendation. With retail sector growth expected, new and established employment opportunities will be created.

This will mean there more skilled roles available in the labour market that need to be filled. To manage the newly created demand, migration policies must reflect emerging skills-needs to ensure a steady supply of skilled workers are available to sustain key sectors. If this is not done, retailers will likely face workforce instability, leading to reduced operating capacities.

For this reason, emerging workforce demands must be considered by policymakers to ensure workforce changes are properly planned for, and accommodated for, providing for a robust retail sector.

Domestic workforce challenges

The decline in entry and completion rates for apprenticeships and traineeships is exacerbating skill shortages at both the national and statewide levels. With the 24-2025 federal budget removing any incentives for employers of learners in non-priority sectors, the decline of these training programs is likely to continue.

While the Government is currently reviewing the apprenticeship incentive model¹⁴ to best ensure that apprentices and trainees are comprehensively supported, this process will take considerable time before securing any improvements in participation rates for these training programs. For this reason, to accommodate current, future and emerging skills needs, the labour market must rely on migration to remain stable and dynamic.

For this reason, the CSOL should be better engineered to accommodate skill-shortages, specifically where domestic efforts fall short, enabling a resilient Australian labour market.

Importance of a diverse workforce within retail

Diversity within the retail workforce is imperatively important to foster innovation and creativity. Retailers have remarked on the value of an international perspective, specifically as it can provide businesses with an understanding of how to beneficially change operational processes, better compete with competitors and optimise client relations.

¹⁴ Department of Employment and Workplace Relations | Strategic Review of the Australian Apprenticeship Incentive System - Department of Employment and Workplace Relations, Australian Government (dewr.gov.au)

Migrants also bring a diverse skillset given they might have worked in various industries, cultures, and environments, enriching the workforce with unique perspectives and experiences. Retailers have also remarked on the value of cultural diversity when forming positive relations with colleagues and customers given a more inclusive work environment enhances engagement and rapport within a retail setting.

The value of the international perspective is of tantamount importance to the retail sector, and retailers truly appreciate the merits that a diverse and inclusive workforce provide. Thereby, the ARA advocates for the inclusion and preservation of retail & retail-related occupations within the CSOL.

Market research on the merits of each occupation

The ARA affirms its support for all retail and retail-related occupations that are currently listed on the CSOL List to remain. Simultaneously, we are disappointed that despite the significant importance of the retail industry, only very few retail and retail-related occupations are listed. Excluding retail and retail-related occupations from JSA recommendations on the CSOL would impact the ability to attract, retain and upskill key talent.

JSA Confident On-List

The ARA welcomes the inclusion of the following occupations on the JSA list of occupations.

**Retail Buyer
639211**

A retail buyer contributes to a ‘store’s profession by selecting the merchandise to boost sales¹⁵ and overseeing a large section of business operations. These roles facilitate profit growth for retailers and expand business relations with suppliers, internationally and nationally.

As of now, there are not shortages in these occupations, however data projections outline future demand will be above economy-wide average.¹⁶ In keeping with the migration strategy objectives the inclusion of this role on the JSA CSOL recommendations ensures that future demand for these roles can be met, aligning with the migration objective of ‘planned migration intake’.¹⁷

**Retail Pharmacists
251513**

The healthcare sector relies on the crucial role of retail pharmacists, who are tasked with responsibilities including receiving prescriptions, checking patient history, and the administration of medicines. This pivotal role serves to mitigate the ongoing strain on the Australian healthcare system.

Nationally and state-wide across Australia, these roles are experiencing a shortage despite demand being at an economy wide average.¹⁸ These roles need to be filled to mitigate the burden and corresponding impact on the Australian health care system. The inclusion of these occupations within the migration strategy would align with the stated objectives of the migration plan to ‘meet skills shortages’.¹⁹

¹⁵ Indeed.com | What Does a Retail Buyer Do? (With Duties and Skills) | Indeed.com Australia
¹⁶ Jobs and Skills Australia | Skills Priority List | Jobs and Skills Australia.
¹⁷ Department of Home Affairs | Migration Strategy – At a Glance (homeaffairs.gov.au)
¹⁸ Jobs and Skills Australia | Skills Priority List | Jobs and Skills Australia
¹⁹ Department of Home Affairs | Migration Strategy – At a Glance (homeaffairs.gov.au)

<p>Recruitment Consultant 223112</p>	<p>The function of a recruitment consultant is pivotal as it serves as the conduit between job seekers and available employment opportunities. However, across all states and nationwide,²⁰ there exists a scarcity of recruitment consultants, constraining employees' mobility between roles and impeding employers' ability to fill vacancies promptly.</p> <p>From a retailer perspective, these roles play a critical role in ameliorating staff shortages and expediting the recruitment process while relieving administrative burdens. This function not only fosters employability by bridging the gap between employees and employers but also plays a vital role in navigating workforce challenges effectively.</p>
<p>Jewellery Designer 232312</p>	<p>Jewellery designers play a vital and highly specialised role in sustaining jewellery businesses by overseeing the entire process of jewellery creation, from initial planning to final production.²¹</p> <p>This occupation is crucial for jewellers to operate efficiently and innovate in their product development endeavours.²²</p> <p>Planning migration to include this occupation is advantageous, as it empowers jewellery retailers to handle domestic operations internally instead of outsourcing to suppliers, contributing to a more robust economy for Australia.</p>

JSA Confident Off-List
The ARA rejects the exclusion of these roles within JSA draft CSOL recommendations given that many of these roles are experiencing skills shortages in certain geographical areas, the roles are crucial to business operations and/or data projections forecast strong economic growth within these retail categories forecasting an increase in demand for these roles.

<p>Florist 362111</p>	<p>A florist is a highly niche creative role that designs and arranges bouquets for either retail sale or wholesale.²³ This role is of significance for florist and grocery retailers, enabling these businesses to offer diverse products.</p> <p>Despite no current shortages being reported for the industry, the Australian Floriculture market size is expected to grow 4.1% during 2024-2029 as international demand for Australian cut flowers grows.²⁴</p>
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²⁰ Jobs and Skills Australia | Skills Priority List | Jobs and Skills Australia
²¹ QREPORT | <https://www.bing.com/search?q=what+do+jewelery+designers+do+australia&qs=n&form=QBRE&sp=1&lq=0&pq=what+do+jewelery+designers+do+australi&sc=6-38&sk=&cvid=194730FB0F96454D9996F8E19166E188&ghsh=0&ghacc=0&ghpl=australia#:~:text=As%20a%20jewellery%20designer%2C%20you%20will%3A%201%20Create,your%20company%20vision%20and%20deliver%20high-quality%20jewellery%20products.>
²² QREPORT | <https://www.qreport.com.au/blog/how-to-become-a-jewellery-designer-in-australia#:~:text=As%20a%20jewellery%20designer%2C%20you%20will%3A%201%20Create,your%20company%20vision%20and%20deliver%20high-quality%20jewellery%20products.>
²³ Indeed.com | What Does a Florist Do? (With Salary and Career Path) | Indeed.com Australia
²⁴ Modor Intelligence | Australia Floriculture Market - Statistics & Trends (mordorintelligence.com)

	<p>For this reason, a failure to plan migration in connection with this occupation would detrimentally restrict business and economic growth. Importantly, the inclusion of these roles within the CSOL would actually align with the migration strategies objectives of ‘...supporting exports’.²⁵</p>
<p>Café Manager or Restaurant Manager 141111</p>	<p>The role of a café or restaurant manager is significant in managing the day-to-day business operations of an enterprise.²⁶ Many hospitality venues regard their operations as dependent upon managers to ensure operational and service functionality.</p> <p>From the year 2021, and still ongoing, staff shortages in these roles have been experienced in Tasmania and the Northern Territory consistently. Contrary to JSA data, employers in regional Victoria, also report extreme recruitment challenges for these roles.²⁷</p> <p>The hospitality sector heavily relies on migration to source workers for regional or remote work. For this reason, Government migration policies need to be aligned with these business realities.</p> <p>Relative to the stated objective of the migration strategy to ‘meet skills shortages’,²⁸ these occupations should be included on JSA CSOL recommendations.</p>
<p>Post Office Manager 142115</p>	<p>Post Office Managers are exclusively responsible for overseeing the operations of post-offices and/or postal facilities and are correspondingly essential for the smooth, effective operations of these establishments.</p> <p>If these roles were unable to recruit viable candidates, there would be extensive adverse consequences for post-offices including operational and services disruption. With post-office retailers already reporting issues with sustainability due to inflationary pressures, these businesses should not be further affected by detrimental or non-supportive government policies.</p>

²⁵ Department of Home Affairs | Migration Strategy – At a Glance (homeaffairs.gov.au)

²⁶ Australian Government, Your career | <https://www.yourcareer.gov.au/occupations/1411/cafes-and-restaurant-manager>

²⁷ ABC NEWS | Worker shortage plagues hospitality industry. 'low wages', insecure casual work cited as factors - ABC News

²⁸ Department of Home Affairs | Migration Strategy – At a Glance (homeaffairs.gov.au)

<p>Hair or Beauty Salon Manager & Make Up Artist 142114 & 399514</p>	<p>A hair or beauty salon manager oversees and manages ‘the daily operation of hair and beauty salons’,²⁹ a role of clear importance that supports retailers to manage customer needs and demands.</p> <p>The role of a make-up artist is a highly specialised set of skills that offers core services integral to the operation of beauty salons. During the 2024-2029 period, the Hair Care market size is projected to grow 3.6%³⁰ while the beauty and personal care market will grow by 2.4% in the 2024-2028 period inclusive.³¹</p> <p>The on-going and developing demand for these types of products and services will require systematic employment growth, leading to additional roles being created. For this reason, the on-going mitigation of the risk of skills shortages is required, ensuring these industries do not experience the same challenges experienced in the 2022 period and remain sustainable long-term.³²</p>
<p>Jeweller I 399411</p>	<p>A jeweller supports the operations of a jewellery company through the specialised role of ‘making and repairing jewellery’. This pivotal role enhances the multifaceted operations of a jewellery establishment substantially.</p> <p>In the 2024-2032 period, the Australian jewellery market size is projected to exhibit a growth rate of 5.2%. Jewellery establishments also report an aging workforce and call for younger employees to sustain the longevity of the workforce.</p> <p>These key considerations underscore the necessity of this occupation in maintaining a sustainable labour market capable of meeting evolving workforce demands.</p>
<p>Wholesaler I 133312</p>	<p>The role of a wholesaler is to be the ‘middle step between manufacturers and retailers’.³³ These roles are imperatively important to ensure that retail businesses have on-going access to supplies and, can effectively meet customer demand.</p> <p>As the retail sector experiences growth and greater demand, this growth will require that intermediaries employ a larger workforce.</p> <p>Failure to account for this relationship will lead to eventual staff shortages in these roles, further circulating business instability for these business types and their business-counterparts. This would also hinder economic productivity and exportation, contrary to the migration strategies stated objectives.</p>

²⁹ Australian Government, Your Career | [Hair and Beauty Salon Manager | Your Career](#).

³⁰ Mordor Intelligence | [Hair Care Market - Trends, Analysis, Segmentation & Share \(mordorintelligence.com\)](#).

³¹ Statista | [Beauty & Personal Care - Australia | Market Forecast \(statista.com\)](#)

³² Hair and Beauty Industry Association | [Skills Shortages in the Hair and Beauty Industry - Hair and Beauty Australia \(askhaba.com.au\)](#).

³³ Jobs and Skills Australia Wholesale Trade | [Jobs and Skills Australia](#)

JSA Targeted for Consultation List

The ARA strongly asserts that the following occupations must be included within the CSOL. These roles are paramount to retail operations, and a significant number of them are currently experiencing severe skills shortages that demand immediate attention.

Retail Manager
142111

The role of a Retail Manager (General) is to ‘manage retail trading establishments’ which can include a diverse range of duties including training and supervising staff, stock management and business-legislative compliance.

This role is of high importance to business performance with retailers reporting they are ‘essential to the smooth functioning of their business operations and play a crucial role in fostering business growth and driving innovation within their organisation’.

Many retailers have faced hardship and difficulty in recruiting individuals for these roles due to skill shortages and the fact this occupation can often require regional and remote placements.

This occupation continues to face a skill shortage in Tasmania and the Northern Territory.

Retailers have shared concerns that without the inclusion of the Retail Manager role as part of the government’s migration strategy, the future outlook for businesses would be uncertain and business growth would be restricted.

For these compelling reasons, it is imperative that this occupation be included in the JSA’s CSOL.

Other Hospitality, Retail and Service Manager
149999

This occupation can include cinema managers, theatre managers, or facilities managers, among other managerial roles. These types of roles are typically responsible for the day-to-day operations of establishments³⁴ and thereby, are of significance to the smooth function of business operations. These roles currently are experiencing skill shortages within Victoria, Tasmania, and the Northern territory.³⁵

Considering the significance of these occupations and their integral role in business operations, it is imperative to address these shortages promptly. Failing to do so will perpetuate the ongoing challenges businesses already face due to labour shortages, thereby compromising business sustainability and impeding growth prospects.

³⁴Jobs and Skills Australia | [Other Hospitality, Retail and Service Managers](#) | Jobs and Skills Australia

³⁵Jobs and skills Australia | [Skills Priority List](#) | Jobs and Skills Australia

<p>Hairdresser 391111</p>	<p>The role of a hairdresser encompasses supporting, implementing and administering the services of a hair or beauty salon business.³⁶ Without hairdressers, such establishments would be unable to deliver core services which would massively impede business operations.</p> <p>Presently, this occupation is experiencing a nationwide shortage, a trend that has persisted for the past three years.³⁷ Correspondingly, establishments have reported severe challenges in recruiting staff for these occupations and adverse consequences if challenges to filling these roles persevere.³⁸</p> <p>During the 2024-2029 period, the Hair Care market size is projected to grow 3.6%.³⁹ As the industry is currently facing skill shortages, and projections forecast growth for the sector will continue, coupled with the importance of these roles, these occupations must form part of the CSOL.</p>
<p>Beauty Therapist 451111</p>	<p>These roles are facing shortages statewide and nationally⁴⁰ which has led to beauty establishments being unable to find suitable candidates for roles.⁴¹</p> <p>The role of a beauty therapist is crucial to a beauty salon as these businesses rely on these occupations to administer core business services. Establishments have reported that these roles are instrumental to business growth.⁴² Without integration of this occupation into the migration strategy, business owners reportedly feel there may be adverse impacts for their business.⁴³</p> <p>The beauty and personal care market will grow by 2.4% in the 2024-2028 period inclusive⁴⁴ undoubtably creating more roles. To support this growth, and current business viability, aligning with government objectives of planned migration and meeting skill shortages,⁴⁵ this occupation must be included within the CSOL.</p>
<p>Massage therapist 411611</p>	<p>The role of a massage therapists involves performing and administering therapeutic massage for purposes of remedial health and fitness. These roles currently can assist alleviate demands on the Australian healthcare system and play a pivotal role in administering services for some retail establishments.</p> <p>Despite the occupations stated importance, in Tasmania and NT there is an occupations skill shortage.</p>

³⁶ Jobs and skills Australia | [Hairdressers | Jobs and Skills Australia](#)

³⁷ Jobs and skills Australia | [Skills Priority List | Jobs and Skills Australia](#)

³⁸ ARA Member Survey May 2024 | Draft Core Skills Occupations List (CSOL)

³⁹ Mordor Intelligence | [Hair Care Market - Trends, Analysis, Segmentation & Share \(mordorintelligence.com\)](#).

⁴⁰ Jobs and skills Australia | [Skills Priority List | Jobs and Skills Australia](#)

⁴¹ ARA Member Survey May 2024 | Draft Core Skills Occupations List (CSOL)

⁴² ARA Member Survey May 2024 | Draft Core Skills Occupations List (CSOL)

⁴³ ARA Member Survey May 2024 | Draft Core Skills Occupations List (CSOL)

⁴⁴ Statista | [Beauty & Personal Care - Australia | Market Forecast \(statista.com\)](#).

⁴⁵ Department of Home Affairs | [Migration Strategy – At a Glance \(homeaffairs.gov.au\)](#)

<p>Baker & Pastry Cook 351111 & 351112</p>	<p>The role of a Baker traditionally involves the preparation and baking of various bread, loaves, rolls, and pastries integral to bakery food production. Similarly, the duties of a pastry cook can encompass baking bread loaves, rolls, buns, as well as crafting cakes, biscuits, and pastry goods. Simply put, these roles are fundamental to the functioning of bakery operations.</p> <p>Despite their pivotal value, both occupations face significant skills shortages at both national and statewide levels.⁴⁶ For this reason, this role must be included on the CSOL to ensure that business viability is not impeded, and these core occupations can be filled with skilled staff, less the adverse impact on retailers.</p>
<p>Chef & Cook 351311 & 351411</p>	<p>The role of a chef is to ‘plan and organise the preparation and cooking of food in dining and catering establishments’.⁴⁷ While the role of a cook is to ‘prepare, season and cook food in dining and catering establishments’.⁴⁸ These roles can sometimes overlap or be synonymous. Presently, these roles are experiencing shortages both nationally.⁴⁹</p> <p>The hospitality industry has identified significant obstacles in local recruitment for these roles, particularly as they are frequently located in regional or remote areas. Consequently, restaurants and cafes often depend on migrants to meet their workforce requirements.</p> <p>Considering these realities, it becomes evident that implementing a migration strategy tailored to workforce needs and labour market realities is crucial to safeguard business sustainability. The inclusion of this occupation would also align with the objectives of the migration strategy to ‘meet skill shortages’.⁵⁰</p>

In accordance with the objectives outlined in the migration strategy and with recognition to the evident significance of this role, it is imperative to include this occupation within the CSOL. Neglecting to address these skill shortages could yield significant repercussions for retail businesses and the healthcare system, both of which heavily rely on these occupations to sustain their operations and service delivery.

CONCLUSION

The retail sector continues to face significant challenges stemming from skill shortages in critical leadership and operational roles. Amidst these challenges, the sector anticipates substantial growth across key markets in the coming years, underscoring the necessity for strategic workforce planning.

Government policies must therefore foster a robust and skilled workforce tailored to the specific needs of the retail industry to ensure business viability, economic growth and productivity is preserved.

⁴⁶ [Jobs and skills Australia | Skills Priority List | Jobs and Skills Australia](#)

⁴⁷ [Jobs and Skills Australia | Chefs | Jobs and Skills Australia](#)

⁴⁸ [Jobs and Skills Australia | Cooks | Jobs and Skills Australia](#)

⁴⁹ [Jobs and Skills Australia | Skills Priority List | Jobs and Skills Australia](#)

⁵⁰ [Department of Home Affairs | Migration Strategy – At a Glance \(homeaffairs.gov.au\)](#)

For this reason, the ARA urges JSA to include the retail and retail-related occupations outlined within this submission into their CSOL recommendations to government, thereby securing the on-going sustainability of the retail sector.

The ARA thanks JSA for the opportunity to make a submission in response to the draft CSOL. Any queries can be directed to policy@retail.org.au.