

ARA SUBMISSION

AUSTRALIAN AND NEW ZEALAND STANDARD CLASSIFICATION OF OCCUPATIONS COMPREHENSIVE REVIEW

11 DECEMBER 2023

The Australian Retailers Association (ARA) welcomes the opportunity to provide comments for the Australian and New Zealand Standard Classification of Occupations (ANZSCO) Comprehensive Review of 'Retail Trade'.

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 informs, advocates, educates, protects and unifies our independent, national and international retail community.

We represent 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.

EXECUTIVE SUMMARY

The ARA supports the comprehensive review of the ANZSCO as there is a clear need for it to better reflect the contemporary labour market and better meet stakeholders' needs.

While ANZSCO has previously had some modest updates, it largely describes the original 2006 version, which was based on the 2001 labour market.

This submission brings together input from our members and various stakeholders. The ARA has also worked in consultation with the Logistics and Defence Skills Council and SkillsEQuipped, and we broadly support the positions put forward in their submissions.

Based on advice we have received through our consultations and surveys, our members expressed concerns about the existing ANZSCO structure for grouping occupations, highlighting substantial challenges faced by individual sectors in accurately identifying all relevant occupations within their sector.

There are several reasons for this:

- **Lack of Specificity:** The ANZSCO structure often does not provide enough specificity. Some sectors have rapidly evolving or specialized occupations that are not adequately captured in the existing classification.
- **Rapid Technological Changes:** The industry is undergoing rapid technological advancements and is finding it challenging to fit emerging occupations into the existing ANZSCO categories. New job roles are often not as clear in the current classification.
- **Cross-Disciplinary Roles:** Some occupations may involve tasks that span multiple traditional industry boundaries. In such cases, it may be difficult to determine where these occupations fit within the ANZSCO structure.

Occupations associated with retail trade functions are currently dispersed across various unit groups. Specifically, the substantial shift towards online distribution of goods has led to a significant increase in the employment of E-Commerce professionals, including Software Developers and Data Analysts, within the Retail Sector.

The trend of customers ordering online and opting to collect their purchases from stores has resulted in a rise in the demand for in-store pick packers. However, this occupation is presently classified as 741111 Storeman within Warehousing, placing it outside of 'Retail Trades'.

Due to the timing of this consultation, it was difficult to gather evidence from our members and other stakeholders. Holiday trading is the most significant trading period of the year in the Retail sector, which meant that many stakeholders did not have sufficient time to dedicate to the review. However, we would be very pleased to be involved with future discussions and provide industry-specific case studies if required.

Our submission is focused on the occupations which our members and stakeholders spoke about during our consultations, and which focused on:

- Occupations that exist but are not currently captured within the ANZSCO occupation codes and are instead grouped with other occupations
- Emerging Occupations
- Existing occupations codes that require updating to reflect current industry practices, standards and regulations

OCCUPATIONS THAT EXIST BUT ARE NOT CURRENTLY CAPTURED IN THE ANZSCO CODES

The sector has witnessed incredible expansion in omni-channel product access, giving rise to new occupations required for the analysis of the customer journey from online browsing to product delivery. We recommend that further time be dedicated by the ABS to the exploration of this area given the change that has occurred to business operations.

Quality and Compliance Management

This was a key area noted through industry consultation, with 11 occupations identified by SkillsEquipped, currently employing in excess of 40 people. These occupations span *Product Quality Managers*, *Food Safety Specialists* and *Knowledge Specialists* who gather and monitor trends and customer reactions. Based on this evidence, the numbers employed do not meet the ABS thresholds for unique task identification, however a more prescriptive discussion paper for deeper analysis and input may identify the prevalence of such roles, and industry totals could see thresholds exceeded. We recommend further time is dedicated to this exploration.

Merchandise Planner

Based on our consultations, we recommend that this occupation is identified with its own unique code. The occupation title would be *Merchandise Planner* at Skill Level 2. The unique tasks performed would be:

- Management of open to buy budgets.
- Defining and managing assortment plans.

- Management of financial planning, forecasting, analysis, open to buy as it relates to relevant merchandise departments.
- Daily stock management/balancing across stores.
- Monitoring of sales through daily, weekly, and monthly reporting and analysis.
- Management of promotional and markdown cycles.
- Identification of merchandise trends and opportunities for relevant departments.
- Managing demand and sales forecasts based on the relevant replenishment model.

Digital Product Manager

The occupation title would be *Digital Product Manager* at recommended Skill Level 1. The unique tasks performed would be:

- Understanding and representing user or customer needs.
- Monitoring the market and developing competitive analysis.
- Defining a vision and strategy for a product.
- Aligning stakeholders around the vision and strategy for the product.
- Prioritising product initiatives and forming a product roadmap.

E-Commerce Specialist

The occupation title would be *E-Commerce Specialist* at recommended Skill Level 1. The unique tasks performed would be:

- Development and implementation of e-commerce strategies that align with the organisation's objectives. Including market research, target audience analysis, and competitor benchmarking.
- Overseeing the design, functionality, and performance of an e-commerce website. Ensuring it is user-friendly, mobile-responsive, and Search Engine Optimized (SEO).
- Managing and updating the online product catalogue, including product descriptions, images, and pricing. Encompassing the implementation of merchandising strategies to promote featured products.
- Planning and implementing marketing campaigns to drive website traffic, engage and retain customers, and increase conversion rates. Utilising pay-per-click advertising, social media marketing, email marketing, and content creation.
- Enhancement of the online shopping experience through optimizing website navigation, implementation of user-friendly features, and by ensuring a smooth checkout process.
- Analysis of e-commerce performance data, including sales, traffic, and customer behaviour. Using insights gained to make data-driven decisions and improve the online shopping experience.
- Ensuring compliance with legislation pertaining to the supply of goods, products, or services over the Internet. Focusing on the monitoring and addressing of security vulnerabilities to protect customer data, ensure secure payment processing and compliance with data protection regulations.
- Coordination of e-commerce systems integration with inventory management and distribution systems to ensure accurate stock levels, and timely order fulfillment utilizing multiple fulfillment strategies.

- Setting and maintaining the organisation's e-commerce customer service standards to ensure responsive customer support for online shoppers, addressing inquiries, issues, and returns quickly and efficiently.
- Research new technologies and tools to improve the organisation's e-commerce offer, such as integrating with third-party platforms, optimizing payment gateways, and incorporating analytics tools.

EMERGING OCCUPATIONS

Diversity Inclusion Specialist

Occupation title would be Diversity Inclusion Specialist (or a variation of this)

It is noted that there is an emergence of the above role and although from our perspective, the numbers would not likely reach the threshold, this may be an occupation that requires further exploration across the sector.

AI & Technology Specialist

Occupation title would be AI & Technology Specialist (or a variation of this)

With the significant and swift advancements in AI Technologies, especially in its utilisation by business, the ARA believe that there is an emergence of the above role and although from our perspective, the numbers would not likely reach the threshold at the moment, it is an area that is advancing with speed and may be an occupation that requires further exploration across the sector.

Cyber Security Specialist

Occupation title would be Cyber Security Specialist (or a variation of this)

With the threat of cyber-crime continuing to grow, there is a growing need for businesses to employ Cyber Security Specialist to combat this. It is unlikely that the numbers would reach the threshold at the moment, however it is an area that is advancing at speed and may be an occupation that requires further exploration across the sector.

Sustainability Specialist

Occupation title would be Sustainability Manager (or a variation of this)

It is noted that there has been a steady growth of the above role, and we believe that the numbers would likely reach the threshold, however we are basing this on global trends and statistics. We recommend that this is an occupation that requires further exploration across the sector.

EXISTING OCCUPATIONS THAT REQUIRE UPDATES

We believe the following occupation codes are not accurately described and need amending:

142111 Retail Managers (General)

Update tasks to reflect the impact of E-Commerce and Omni Channel Distribution.

142112 Antique Dealer

Update tasks to reflect the impact of E-Commerce and online auctions.

142114 Hair or Beauty Salon Manager

Update tasks to reflect the impact of E-Commerce and digital marketing.

142115 Post Office Manager

Update task to include digital parcel tracking and use of online systems.

142116 Travel Agency Manager

Update tasks to reflect the impact of E-Commerce and Omni Channel Distribution and Digital Marketing.

149999 Hospitality, Retail and Service Managers nec

Some regulatory update is required.

611311 Sales Representative (Building and Plumbing Supplies)

Reference to “compiling client lists” could be replaced by updating a CRM.

611312 Sales Representative (Business Services)

Reference to “compiling client lists” and “making contact” could be replaced by updating a CRM.

611314 Sales Representative (Personal and Household Goods)

Reference to “compiling client lists” and “making contact” could be replaced by updating a CRM.

611399 Sales Representatives nec

Reference to “compiling client lists” and “making contact” could be replaced by updating a CRM.

621911 Materials Recycler, 621912 Rental Salesperson, 621999 Sales Assistants and Salespersons nec

Update additional task regarding the use of software/business systems to check pricing, stock locations and delivery timing.

639211 Retail Buyer, 639212 Wool Buyer

Both buyer roles above need additional task re use of software/business systems to check pricing or stock locations, delivery timing.

639411 Ticket Seller

Requires an update to include referencing software/organisation systems to check locations, timing of services and capacity for bookings. Also issuing digital tickets.

639511 Visual Merchandiser

Update to reference digital displays and 3D models. Currently speaks to fabricated displays.

639911 Other Sales Support Worker

Update tasks to reflect e-commerce impact.

899711 Vending Machine Attendant

Update tasks to reflect increasing proportion of digital payments and EFTPOS

Thank you again for the opportunity to provide comments to the ANZSCO Comprehensive Review of ‘Retail Trade’. Any queries in relation to this submission can be directed to our policy team at policy@retail.org.au.