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To: Committee Secretary
Senate Education, Employment and Workplace Relations Committee
PO Box 6100
Parliament House
Canberra ACT 2600

Senate Inquiry into Industry Skills Councils

I am writing to you as Chair of the Cultural and Creative Industries Sector Advisory Committee of Innovation and Business Skills Australia (IBSA), and on behalf of my fellow Committee members. This SAC covers an unusually broad range of industry disciplines: entertainment, screen and media, visual arts, music, museums and libraries. It's a challenging area to cover, with unique employment arrangements, and with a culture that does not naturally drive participants towards formal education. Certainly, it is an employment segment which has operated for a long time without an established tradition of embracing VET qualifications.

The creation of IBSA and, specifically, the related collection of vocational training areas that it represents, has been advantageous to our industries. For instance, as much of the media moves towards tools based in the IT world, IBSA's portfolio provides significant synergies for the cultural industries. The work that IBSA is doing to develop an environment scan which is cognizant of the unusual culture and needs of the creative industries is leading to collection of data which is more robust than in the past, and therefore to better planning outcomes. IBSA has now completed three escan cycles, with each one giving a more clear picture of the cultural industries. In fact, the Advisory Committee has observed that IBSA's experience with the sector is becoming an asset of itself.

Industry has invested considerably in ensuring that IBSA (and its Sector Advisory Committee) works effectively to both represent industry skill needs and to guide the industry's approach to workforce development.

Practitioners in cultural industries have not always gravitated towards vocational training. I am confident that IBSA is working to develop coordinated training products, continuous improvement cycles, and marketing plans which will lead to takeup within the creative and cultural industries. As a result, the qualifications that IBSA develops and manages are becoming more widely accepted by practitioners in the cultural industry, and IBSA's work is contributing to the upskilling of a critically important workforce.

John P Maizels

Chair, IBSA Cultural and Creative Industries Sector Advisory Committee