

Sector: Fitness

1. Major change drivers impacting on the sectors in the industry, now and over the next five years.

Internal Industry Issues

a. Current

- Escalating obesity levels, particularly of children
- Passivity of physical activity across all demographics of the Australian population
- Increasing focus on wellbeing and wellness and new forms of exercise including yoga and pilates
- Greater awareness of health issues will lead to a growth in this area linked with both sport and recreation sectors
- Increasing dissatisfaction with the low wages, in contrast with high training delivery costs. Much training within the industry is fee for service and it is becoming difficult to fill vacancies
- There are two registration systems within Victoria and this can be confusing to new entrants
- Participants have access to a greater disposable income
- The fitness sector deals with three groups of clients: specific population (ageing), children and obese. Employees need to be trained to work within each of these areas.
- New Training Package with new qualifications has not been implemented yet and it is difficult to determine the take-up at this stage. The new Diploma for development of a career pathway will need to be assessed to see if it is reaching the appropriate audience target.
- Growing concern with the continued variability in the delivery standards of providers. Providers need to be assessed to ensure they are appropriately training industry entrants.
- Risk stratification processes that address the risk factors of an individual and the intensity of exercise they can do.

b. Future (next five years)

- As a result of low pay rates, employers will struggle to employ staff and the trend of insufficiently qualified staff will continue.
- Increasingly ageing and unfit population, which will require specific in relation to training and fitness programs.

External Industry Influences

a. Current

- Increasing regulatory environment, public liability and rising insurance costs
- The allied health professionals sector plays an important role in the fitness sector

b. Future (next five years)

- With the increasing ageing population, many workers from within the fitness sector will become involved in the aged-care industry and there will be a greater overlap with the health and sport and recreation industries.
- With the increased insurance costs, organisations will need to look at new avenues of income to pay these costs.

2. Enterprise and sector strategies to address the impact of the change drivers.

Internal Strategies

- Allocate government funding to address the issue of rising obesity and promote the benefits of increased participation in sport and fitness
- Providers need to promote the new Training Package to industry.
- Promote Package to consumers, recreation centre owners and staff
- The upcoming Commonwealth Games will increase participation levels and further promote exercise and physical activity benefits
- An assessment of providers and the quality of their training needs to be conducted to ensure that workers are appropriately trained within the industry

External Strategies

- Given the diverse clients that the fitness sector deals with, it is important that fitness experts are appropriately qualified. Working with children, instructors may also need to commit to police checks and regulatory procedures.
- Audits of the industry should be conducted regularly to ensure people are presenting safe and appropriate practices

3. Implications of these strategies for training need over the next five years, both positive and negative.

Impact on Individuals

- Multiskilling and interdisciplinary skills. Working in this sector, individuals need to be able to use customer service skills, retail skills as well as specialist gym instructing or fitness training.
- Business skills
- Project management skills

Impact on the Industry Sector

- Risk management and risk stratification
- Promotional skills
- The industry sector will have appropriately qualified trainers because they are working with at-risk populations