

# ADMINISTRATIVE SERVICES

THE INDUSTRY & WORKFORCE IN WESTERN AUSTRALIA 2019



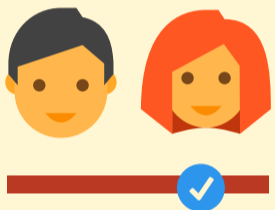
## THE INDUSTRY <sup>1</sup>

The Administrative and Support Services industry employs almost 19,000 West Australians. The sector encompasses a diverse set of occupations that support organisations across all WA industries to operate business efficiently and effectively. Those working in the administrative services sector need a range of well-developed skills to ensure the organisation runs efficiently and staff are supported to meet project objectives and growth initiatives.

Evolving work demands and skill requirements combine responsibilities from multiple traditional jobs and use technology to expand scope of work performed, resulting in blended roles relying on hybrid digital, multidisciplinary, data-driven skill sets. SMEs are increasingly relying on hybrid skill sets to support business growth and transformation.

## KEY WORKFORCE DEMOGRAPHICS <sup>2</sup>

### Gender



54% female

### Age



39% <35 years of age

### Nationality



42% born outside Australia

### Employment



63% employed full time

### Education



23% tertiary qualified  
72% vocational and secondary qualified

### Weekly Income



44% earn <\$1,000  
29% earn \$1,500+

## WORKFORCE PRIORITIES <sup>3</sup>

1

There is a growing need for a strong suite of enterprise skills particularly around complex internal and external communication, team and project-based work, leadership, customer service delivery and stakeholder management.

3

Changes to tax and super reporting requirements (Single Touch Payroll) for small businesses are requiring people performing those functions to ensure business processes are compliant with industry and legislative standards.

2

Office support professionals are increasingly in need of up-skilling to broaden their ability to respond to AI, automation and non-routine tasks. Offshoring and automation impacting routine work and roles, making digital capacity essential for administration workers.

4

Companies are revisiting hiring practices towards candidates with skills elasticity, who can add value as the need of the organisation change, including the ability to adapt, a solutions focused mind-set and resilience to ambiguity and uncertainty.

## OCCUPATIONS & CAREERS



### Office Admin

Administration  
Accounts  
Business Support  
Office Management  
Typing & Data Entry  
Recordkeeping



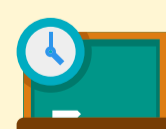
### Customer

Reception  
Client Services  
Call Centre



### Professional

Human Resources  
Executive Assisting  
Payroll Officer  
Editor  
Business Development  
Project Management



### Specialisation

Virtual Assisting  
Project Administration  
Credit  
Debt Collection  
Transcription  
Casting  
Document Control

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## INDUSTRY DEVELOPMENTS<sup>4</sup>



**TECHNOLOGY** The trend towards a mixed cloud environment, system integration and automation of routine tasks continues as companies look to improve cloud-based visitor management, streamline cross-operational processes, boost efficiency and cut costs. Use of central data management systems, application of Enterprise Resource Planning software for common business process management, automated AI customer relationship management platforms and growing reliance on social media channels to maximise client engagement and connectivity are reshaping occupations across the administrative services industry.



**HUMAN RESOURCES** Cloud-based Human Capital Management computing and advances in technology have made HR systems more engaging, personalised and data-driven, supporting the integration and automation of core HR functions such as candidate attraction, recruitment and selection. Transforming companies will need to implement new platforms, automation and AI tools for HR professionals to have the capability to support large workforce and organisational changes and improve workforce experience; drive a stronger connection between performance, learning, development and rewards; and provide greater analytical insights across the organisation.



**BALANCE OF SKILLS** Creativity, critical thinking, emotional intelligence, empathy and imagination are critical in balancing technology with person-to-person connection. People need to be able to adapt to a fast-changing work environment, be proactive in finding solutions, resilient to ambiguity and uncertainty. A rising leadership shift in hierarchy towards adopting a team model of engaging with each other is changing the traditional leadership culture. Strong digital literacy demands continue filtering across administrative roles and blended entry level roles are becoming more prevalent encompassing reception, administration, accounting support and data entry.



**PROFESSIONALISATION** The industry remains highly feminised and is dominated by an aging workforce. Industry associations (such as the Australian Institute of Office Professionals) continue to push for the professionalisation of office professionals performing administrative functions, particularly executive assistant and personal assistant roles which rely on a highly diverse and complex set of skills and capabilities which continue to evolve and rely on sophisticated technical, enterprise and leadership skills. There is a strong desire for roles that are growing in complexity to be viewed as such and an interest in promoting administration as a career pathway to leadership and management roles.

## TRAINING<sup>4,5</sup>

Focus is shifting on mobilising and developing people internally for enterprise-wide moves between functions, jobs and projects. Companies are increasingly directing efforts into innovative work-centred learning programs through a range of flexible platforms for targeted skill set acquisition and shifting to build a culture that supports lifelong learning in a modern world. Seen as a shared responsibility, effort is being concentrated on motivating people at all levels to take advantage of learning opportunities and a focus on helping individuals identify and develop new needed skills.

Although Certificates II and III in Business are highly utilised in WA schools, young people are not interested in pursuing administration and clerical roles even though these can lead to management and leadership roles. Loss of payroll tax exemptions has dis-incentivised businesses to up-skill workers via traineeships into office administration and middle management roles. Targeted skill set acquisition and modern learning is becoming more personal and more integrated with work, consumed in smaller doses through a range of flexible and easily accessible platforms.

The Business Services Training Package contains 21 traineeships ranging from Certificate II to Diploma qualifications, including business administration, customer engagement, library and information services, record keeping, leadership and management, work health and safety, human resources and marketing and communication. These provide vocational training through a combination of on-the-job and off-the-job training. Financial incentives exist for eligible employers.