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Internal industry brief - ICP

May 2016

Defining the sector

Training Package name:

Printing and Graphic Arts (code ICP)

Industry name:

Printing and graphic arts sector

Training Package includes:

- 8 qualifications
- 281 native and 166 imported UoCs
- 4 skills sets

Recent updates:

ICP (current release 2.0) was released on 15 January 2016. Major changes (since ICP10 – all done in 2015 and 2016)) were:

- 11 specialised Certificate IIs were replaced with a single generalist qualification
- 11 specialised Certificate IIIs were replaced 3 new and more general qualifications in Printing, Print Manufacturing and Print Communications
- 7 specialised Certificate IVs were replaced by one general, one Mail House specialisation and a new ePublishing qualification
- 5 specialised Diplomas were replaced by one general qualification
- 3D Printing UoCs and a skill set were added

Occupations served by Training Package:

The Printing and Graphic Arts Training Package prepares learners to enter two general occupations: printer and pre-print graphic artist. Due to the generalist nature and limited number of qualifications in the Training Package, each qualification cannot be said to be leading to a single specific occupation, but rather all the qualifications can be used to prepare for either occupation.

Each of these occupations may be at different levels of seniority or responsibility. Occupations may also be specialised in a particular part of the sector. Specialisation areas have historically included:

- cardboards, cartons and corrugations
- converting binding and finishing
- desktop publishing
- digital printing
- digital production
- graphic pre-press
- ink manufacture
- mail house
- multi-channel communications
- print finishing
- process improvement
- print production support
- printing
- sacks and bags
- screen printing

Sector wide trends

1. Market adjustment

Job demand:

- Potential redistribution between traditional print media to other printing services.

Skills needs:

- As the kind of printing and graphic arts products and services demanded changes and redistributes, workers will need agility to move between different kinds of printing or technology and different organisations.

3. Customisation and multi-channel marketing

Job demand:

- It is expected that new service offerings such as customisation and multi-channel marketing will create new jobs, outside the traditional core printing and graphic arts occupations. However, a core set of printing occupations within these organisations will still remain.

Skills needs:

- Traditional print and design workers need to be able to operate in a multi-channel environment, including awareness of industry trends and data availability, collaboration and creative and critical thinking.

2. Reputation and workforce transition

Job demand:

- Low turnover and static workforce means that employer demand for workers is low.
- Reputation and perception of poor employment prospects means that supply of potential employees is also low.
- Potential emerging talent gap as current workforce nears retirement.

Skills needs:

- Adaptability and creative thinking skills to combat a static and tradition driven workforce.
- Leadership, teamwork and mentoring skills to develop new workers entering the sector.

4. Technological change

Job demand:

- Shifting jobs within the printing industry, as focus shifts towards digital printing and new printing market segments.
- Increased jobs to support growing 3D printing industry.

Skills needs:

- Up to date digital printing skills will increasingly become a requirement for all graduates.
- Workers in the printing industry need to be flexible and able to adapt to change and upskilling of current employees in new technologies may also be required.
- Understanding of 3D printing technology and services.

Priority skill needs

The printing environment is changing and organisations which traditionally sat in the printing and graphic arts sector are expanding and now employ a greater proportion of non-printing roles. However, they are likely to retain printing as a core service offering and will still employ workers in core printing and design occupations. These printing technician occupations will not be transformed in to data analysts or marketing specialists, however, to operate in these broader organisations, printing and graphic arts workers will need to understand the more diversified businesses in which they sit and their alignment to the organisation.

Skill	Definition
Industry awareness	Understanding of the broad industry and trends, as well as the ability to research and absorb new information to keep up to date with industry trends.
Creative and critical thinking	Ability to be creative and use problem solving skills in difficult situations.
Collaboration and relationship building	Ability to build working relationships and collaborate within an organisation that may be broad ranging in its service offerings, but required different parts of the business to work together. This includes communication techniques for identifying and working with different personalities.
Agility and flexibility	The ability to respond well to change and embrace new roles and technologies.

Stage 1 projects endorsed by IRC

Additional activities

- | | |
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| 1a | Discussion paper on brand and perception of the sector and training |
| 1b | Scoping paper investigating broader industry 3D printing training needs |

Note: The IRCs view was that given that a lot of changes occurred in the Training Package so recently, they did not want to engage in projects straight away, but would rather wait and see how industry and trainers adapt to the new training. This means activity is likely to be a lot less than in other industries.

Add closing statement here...

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