



Year one Case for Change Cultural and Related Industries

CUA

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January 2017

Case for Change 1D
Review UoCs for arts access

Version 1.0 – January 2017

Administrative information

Name of IRC: Cultural and Related Industries IRC

Name of SSO: PwC's Skills for Australia

Name of Training Package: Creative Arts and Culture Training Package

Case for Change: Review UoCs for arts access

This case for change was established as a result of initial research and consultations outlined in the Four Year Work Plan for the Cultural and Related Industries IRC and subsequent endorsement by the Australian Industry Skills Committee.

The objectives of this project are to review a possible skills gap in ensuring the arts are accessible to people with a disability, and to consider what additional training may be required to meet that skills gap.

This Case for Change was agreed to by the Cultural and Related Industries IRC.

Yvonne Webb



13/1/17

CUA IRC Chair

Signature of Chair

Date

The case for change

Drivers for change

This project is proposed in response to the following industry drivers for change:

- Making the arts accessible to a diverse audience ensures the creative industries are inclusive and reach the broadest possible consumer base. However, no nationally recognised, industry-relevant training currently exists in providing accessibility to the arts for people with disability.¹ This lack of training restricts the possible consumer base of creative events, productions and venues.²
- Recent programs, such as the Arts Dementia Program run by the National Gallery of Australia and Arts Access program in Victoria, indicate that the sector has an opportunity to link with key demographic and economic challenges facing Australia and expand their service offerings to include programs that achieve social and economic benefits, rather than pure entertainment or artistic expression.³

Three key issues were identified during consultation:

1. There is a need and an opportunity to develop training in accessibility to the arts for people with disability.

- The Commonwealth Department of Communication and the Arts says that all Australians have the right to access and participate in the arts.⁴ One obstacle that prevents inclusive access and

¹ As identified in the Culture and Related Industries 4-Year Work Plan 2016.

² Australian Government Department of Communications and the Arts – *National Arts and Disability Strategy 2009*.

³ As identified in the Culture and Related Industries 4-Year Work Plan 2016.

⁴ Australian Government Department of Communications and the Arts – *National Arts and Disability Strategy 2009*.

participation is the way in which venues, events and productions are designed.⁵ Improved training in how to create accessible venues, events and productions may help to overcome this obstacle.

2. Potential training should focus on the administrative and venue management aspects of arts accessibility.

- The individuals best placed to effect change in accessibility to the arts are those in administrative and management positions, such as arts administrators, producers, event managers and venue managers.⁶

3. Potential training should consider how to better integrate access programs into creative activities and spaces.

- The intention of access programs is to create an equivalent user experience. However, access programs, such as live captions, audio descriptions, venue designs and relaxed performances, are often developed in isolation from the creative event, production or venue. This can detract from the experience for the audience members who are making use of the access program.⁷

Recommended changes

Proposed changes to address Issue 1 - An opportunity exists to develop training in arts access:

- **Develop one new unit of competency to provide training in managing arts access programs.**

Purpose of change: To address the existing skills gap in managing arts access.

Proposed new unit of competency: *Manage arts access programs.*

Proposed changes to address Issue 2 - Training should focus on the administrative and venue management aspects of arts accessibility:

- **Develop two units of competency to provide training in the administrative and venue management aspects of arts accessibility.**

Purpose of change: To address the existing identified skills gaps.

Proposed new units of competency: *Provide disability-led practice in the creative industries* and *Manage arts access funding arrangements.*

Proposed change to address Issue 3 - Training should consider how to integrate access programs into creative activities and spaces:

- **Develop one unit of competency to provide training in integrating access programs into creative activities and spaces.**

Purpose of change: To address the existing skills gap in integrating access programs into creative activities and spaces.

Proposed new unit of competency: *Integrate access programs into creative events, productions and venues.*

See also Attachment A – Training package components to change.

Industry support for change

Industry views were captured via seven targeted stakeholder interviews and nine responses to a public online survey. The method and scale of stakeholder consultation undertaken in building the case for change is outlined in Attachment B.

⁵ <http://www.artsaccessaustralia.org/resources/research-and-reports/454-art-works>.

⁶ <http://www.artsaccess.com.au/audience-and-industry-development/>

⁷ Arts Access Australia 2015 Annual Report.

Issues identified by stakeholders

An opportunity exists to develop training in arts access.

- No training exists for arts access specialists – most workers in access manager roles ‘fall into the role’.⁸ This lack of training is problematic because it leads to considerable inconsistency in how accessibility is provided throughout the industry.
- Rather than modifying an existing access-based qualification to include the arts, industry would prefer an existing arts-based qualification to be expanded to include access training.⁹

Training should focus on the administrative and venue management aspects of arts accessibility.

- Accessibility is usually the responsibility of workers in administrative and managerial positions. Training should therefore be appropriate for workers in these occupations.
- The three most important aspects of access from an administrative perspective are:
 - i. Disability-led practice and organisational leadership in the arts
 - ii. Accessibility as it relates to relevant state legislation
 - iii. Funding options to support arts access.¹⁰

Training should consider how to integrate access programs into creative activities and spaces.

- Access programs can be seamlessly incorporated into arts events, productions and venues. However, access programs are sometimes ‘tacked on’ as an after-thought, which may detract from the experience for the audience members making use of those programs.¹¹ Training should focus on how access programs can be better integrated into creative activities and events.

Outstanding issues and dissenting views

All stakeholders agreed with the need for additional training in arts access. Stakeholders also broadly agreed that this training would be most effective if it was targeted at individuals in administrative or management positions, such as arts administrators or venue managers. However, at times it was suggested that training in the creation of arts access programs could also be considered as part of this review. While this case for change recommends that training should begin with a focus on the administrative aspects of arts access, during our ongoing consultations we will explore further any possible training gaps in the creation of arts access programs.

Impact of change

The table below outlines how stakeholder groups may be impacted by the changes recommended in this case for change.

Stakeholder	Impact
Industry / Employers	<ul style="list-style-type: none"> ● Greater accessibility to the arts for more people ● Widened target audiences and increased market share ● More efficient venue and arts access management ● Improved options in upskilling employees in arts access management

⁸ Discussions with industry representatives, September 2016.

⁹ Discussions with industry representatives, September 2016. See for example the qualifications CPP40811 and CUA40815.

¹⁰ Discussions with industry representatives, September 2016.

¹¹ Discussions with industry representatives, September 2016.

Registered Training Organisations	<ul style="list-style-type: none"> • Widened training product offerings • Potential increases in enrolment and completion rates
Learners	<ul style="list-style-type: none"> • Improved training product offerings • Improved relevance of training available • Widened career paths

Risks of not implementing proposed changes

The base case (the ‘do nothing’) option must be considered as an alternative to the proposed changes in order to enable effective comparison between the two scenarios. This option negates the need for investment in training products, however does not address the current state issues identified. The likely impacts of this option are outlined below:

Existing issue	Likely impact(s) if not addressed
<i>An opportunity exists to develop training in arts access.</i>	Without new training in arts access, people with a disability will continue to be preventing from seamlessly accessing and participating in the creative industries.
<i>Training should focus on the administrative and venue management aspects of arts accessibility.</i>	Choosing not to provide arts administrators and venue managers with improved training in arts access means that the creative industries will unnecessarily limit the reach of their outputs and the potential size of their audience, ultimately limiting the success of the industry.
<i>Training should consider how to integrate access programs into creative activities and spaces.</i>	Without training in how to integrate access programs more effectively into creative activities and spaces, access will continue to be only partially implemented. This will mean that people with a disability will continue to miss out on the full impact of a cultural space or experience.

Timeframes

PwC’s Skills for Australia anticipates that a Case for Endorsement for the CUA Training Package will be submitted to the Australian Industry and Skills Committee (AISC) by September 2017.

Implementing the COAG Industry and Skills Council (CISC) reforms for Training Packages

The table below outlines how the changes recommended in this case for change will help to implement the CISC reforms for Training Packages:

Reform	Evidence of reform being addressed
<i>Removing obsolete and superfluous qualifications from the training system</i>	The proposed new training package components will meet skills needs for which no appropriate training currently exists. No obsolete or superfluous training package components exist.
<i>Making more information available about industry’s expectations of training delivery</i>	Training package components will be written so they align with industry expectations for training delivery, and will be released with a CUA Companion Volume that provides additional information.

<i>Ensuring the training system better supports individuals to move easily from one related occupation to another</i>	The proposed new training package components will be focused on the creative industries but will also provide learners with broader skills in creating environments and events which are accessible to people with disabilities.
<i>Improving the efficiency of the training system by creating units that can be owned and used by multiple industry sectors and housing these units in a work and participation bank</i>	The proposed new training package components will be focused on the creative industries, but will be written in a way that enables them to be contextualized to multiple industry sectors as appropriate.
<i>Fostering greater recognition of skill sets</i>	Ongoing project work will consider options to bundle arts access training into a skill set.
<i>Ensuring that accredited courses 'fill the gap' in training packages and provide for training courses to be developed as quickly as industry needs them and support niche skill needs</i>	UoCs which are non-specific to sectors in the CUA industry can be imported into accredited courses and contextualised.
