



CAREERS SNAPSHOT

HAIRDRESSING AND BEAUTY

Which occupations in this industry are likely to have the **largest employment growth** over the next three years?

Which **TAFE NSW courses** are popular for people looking to get into these job roles and how much can you **earn**?

NUMBER

CAREER

JOB ADS

AVERAGE SALARY AND COURSES

1



50

Job ads posted in last 3 months (NSW)

\$33,890

AVERAGE SALARY

CIII in Beauty Services (SHB30115)
CIII in Nail Technology (SHB30315)
CIV in Beauty Therapy (SHB40115)
Diploma of Beauty Therapy (SHB50115)
Graduate Certificate in Intense Pulsed Light and Laser Hair Reduction (SIB70110)

COURSES

2



50

Job ads posted in last 3 months (NSW)

\$53,190*

AVERAGE SALARY

CIV in Massage Therapy (HLT42015)
CIV in Beauty Therapy (SHB40115)
Statement of Attainment in Provide Body Massage and Stone Therapy Massages

COURSES

3



200

Job ads posted in last 3 months (NSW)

\$41,710

AVERAGE SALARY

CIII in Hairdressing (SHB30416)
CIII in Barbering (SHB30516)
CIV in Hairdressing (SHB40216)
Statement of Attainment in Barbering

COURSES

4. BODY ARTIST
5. HAIR OR BEAUTY SALON ASSISTANT

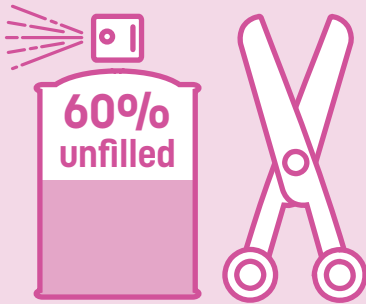
*Average salary for Massage Therapist has been sourced from PayScale as at 16 October 2018.

NATIONAL SKILLS SHORTAGE

PORTION OF ADVERTISED JOBS FILLED AND UNFILLED



TAFENSW



HAIRDRESSERS

Employers looking to fill hairdressing roles in Australia find many applicants lack the experience and technical skills required to fill vacancies.

TAFE NSW hairdressing students learn the latest hairdressing techniques from industry experts while gaining practical, hands-on experience in purpose-built learning facilities. This means TAFE NSW graduates are confident and well-equipped to pursue careers in the industry.

Note: Percentage represents the approximate portion of job vacancies that remained unfilled six weeks after being advertised.

This means that employers are unable to fill, or have considerable difficulty filling, vacancies in this job role nationally.

WHAT SKILLS ARE EMPLOYERS LOOKING FOR MOST IN THIS INDUSTRY?



**MASSAGE/
MESSAGE
THERAPY**



**TEAMWORK/
COLLABORATION**



**CUSTOMER
SERVICE**



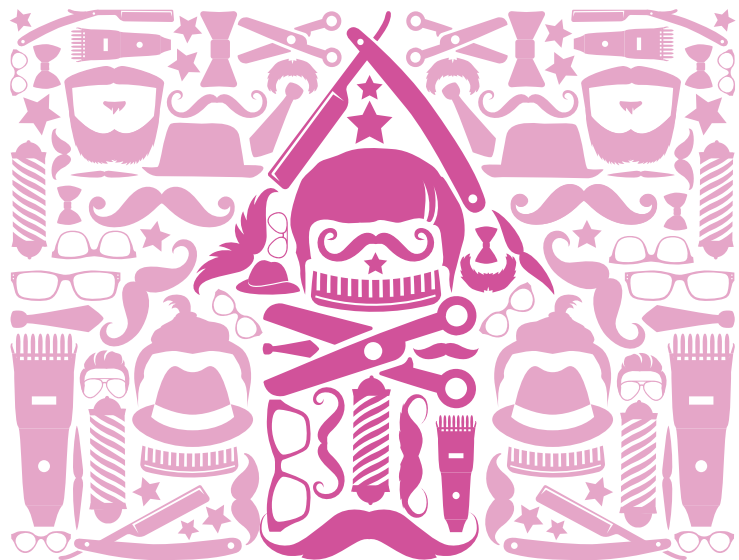
HAIR STYLING



SKIN CARE

BARBERS WANTED

MALE GROOMING INCREASING IN POPULARITY



BARBERS

Employers have reported that they find it difficult to recruit workers with specialised skills in men's hairdressing.

Male grooming has experienced a significant increase in popularity over recent years, driving the growth of barber shops and the demand for barbers. Beard maintenance services have been in high demand with more men sporting facial hair, and with men continuing to place a greater focus on their presentation.

Examples of TAFE NSW courses aligned to:

- Hairdresser: CIII in Hairdressing (SHB30416), CIV in Hairdressing (SHB40216)
- Barber: CIII in Barbering (SHB30516), Statement of Attainment in Fade like a Barber, Statement of Attainment in Barbering for Hairdressers

PHOTOGRAPHY AND SOCIAL MEDIA



Demand for **PHOTOGRAPHY SKILLS** in the hairdressing and beauty industry has grown significantly in recent years with the posting of product and service photos on social media becoming a key marketing activity.

Online job postings in this industry that asked for photography skills **INCREASED BY ALMOST 60%** in the last year.*

Looking at job ads for make-up artists, photography, photo shoot, and social media skills are all among the most frequently requested skills for this job role.

Examples of TAFE NSW courses in this skill area:

- Statement of Attainment in Social Media Engagement, TAFE Plus Statement in Digital Photography Essentials

*Based on online job postings in Australia over the 12-months to September 2018 and the prior 12-month period.

BEAUTY APPS

New mobile applications are making waves in the hairdressing and beauty industry. These apps are changing the way clients access services, allowing clients to not only book beauty professionals on-demand, but to have a beauty professional (or a whole team!) service them in their own homes. The number and popularity of beauty apps is growing, creating new opportunities for professionals in the hair and beauty industry.

Examples of TAFE NSW courses aligned to:

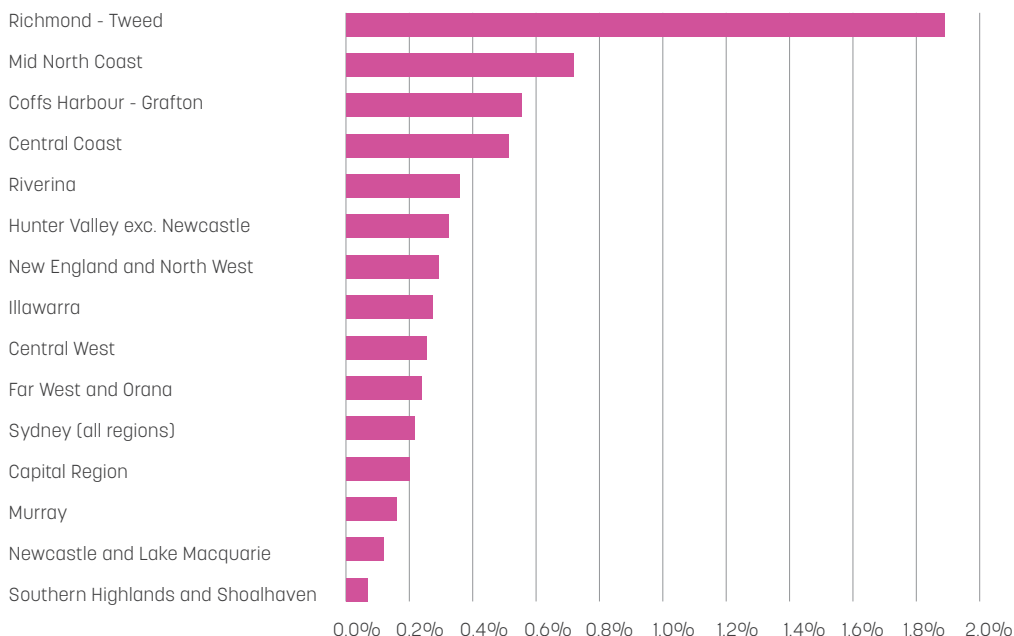
- Make-up artist: CIII in Make-Up (SHB30215), CIV in Beauty Therapy (SHB40115), Statement of Attainment in Make-up for Special Occasions
- Beauty therapist: CIV in Beauty Therapy (SHB40115), Diploma of Beauty Therapy (SHB50115)
- Nail technician: CIII in Nail Technology (SHB30315)
- Hairdresser: CIV in Hairdressing (SHB40216), Statement of Attainment in Advanced Up-Styling and Makeup

CLIENTS CAN HAVE A BEAUTY PROFESSIONAL (OR A WHOLE TEAM!) SERVICE THEM IN THEIR OWN HOMES.



DO JOB ADS IN THE HAIRDRESSING AND BEAUTY INDUSTRY ACCOUNT FOR MANY OF THE JOBS ADVERTISED IN MY REGION?

Hairdressing and beauty job ads as % of all job ads posted in the region*



*Based on online job postings in Australia over 12-month period to September 2018.

RICHMOND - TWEED



In the **RICHMOND - TWEED** region (the region with the highest proportion of job ads in this industry area), hairdresser was the most advertised position in this industry, followed by massage therapist.

MID NORTH COAST



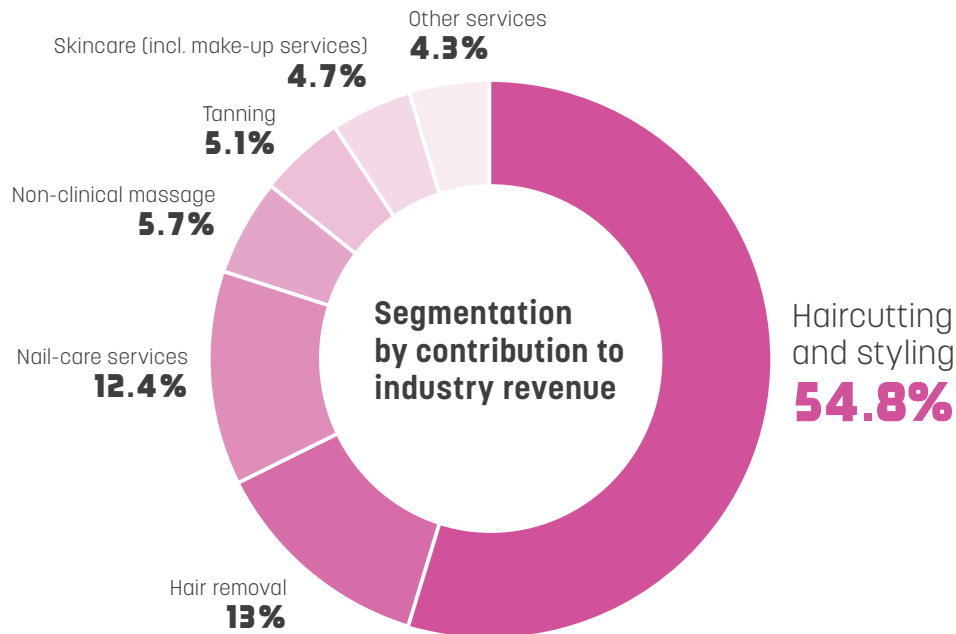
In the **MID NORTH COAST** region (the region with the second highest proportion of job ads in this industry area), massage therapist was the most advertised position in this industry, followed closely by beauty therapist.

SELECT EMPLOYERS IN THE INDUSTRY*

Echo Entertainment *Hyatt*
Group *ITZ ALL ABOUT HAIR* *Hotels*
InterContinental Hotels Group
JUSTCUTS INC.
ESTEE LAUDER INC. *TONI GUY*
The Star *Wild Life* Jupiters

*These employers have been selected based on their job advertisement activity in Australia over a 12-month period to September 2018.

HOW BIG ARE THE DIFFERENT SECTORS OF THE HAIRDRESSING AND BEAUTY INDUSTRY?



KEY GROWTH SEGMENTS

HAIRCUTTING, STYLING AND COLOURING

TRENDS

- Growing male market
- Increasing demand for organic haircare products
- Growing popularity of relatively new treatment options such as keratin treatments
- Style trends driven by social media

HAIR REMOVAL

- Uptake of new "blend method" that combines electrolysis with short-wave current
- Growing preference for more permanent treatments such as laser hair removal

NON-CLINICAL MASSAGE

- Increasing rates of exercise driving demand for massage services

Note: Industry segmentation figures sourced from IBISWorld. Percentages represent estimated revenue share for each segment of the Australian Hairdressing and Beauty industry.

Sources: Industry employment forecast, job advertisement, top skills and qualifications, and employer data have been provided by TAFE Strategy. Employment forecast data was sourced from Deloitte Access Economics in February 2017. All job advertisement data was sourced from the Burning Glass Technologies' Labor Insight™ Real-time Labor Market Information tool and is based on online job postings over the three-month period to September 2018 unless stated otherwise. Average salary data has been sourced from the Commonwealth Government's JobOutlook website. National skills shortage data has been sourced from the Commonwealth Department of Jobs and Small Business and the percentage of jobs filled represents 2017 national survey results. Information on the demand for hairdressers and barbers, key growth segments and industry trends have been sourced from IBISWorld and SkillsIQ.