

# The Australian Workplace Skills Survey for the Events Industry Sector for Meetings & Events Australia



Association  
of Australian  
Convention  
Bureaux



**EXHIBITION & EVENT**  
ASSOCIATION OF AUSTRALASIA



**Meetings & Events Australia**

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While all care and diligence has been exercised in the preparation of this report, the author assumes no responsibility for any inaccuracies or omissions. No indications were found during the investigations that information contained in this report as provided is false.

# Executive Summary

The Australian Workplace Skills Survey for the Events industry was carried out in March 2017 by Meetings & Events Australia (MEA), in collaboration with the Australian Association of Convention Bureaux (AACB) and the Exhibition & Events Association of Australasia (EEAA).

MEA led this research project as it was keen to understand if there were any skills gaps in the industry and if so, where did they exist and at what level. This was the first time that this type of research had been undertaken into the events sector.

The survey was distributed to an estimated 680 member organisations and individuals of MEA, AACB and EEAA. Some members would have received the survey more than once, as many were members of more than one of the participating industry associations.

The results indicated that 39 percent started the survey with 24 percent completing all of the questions.

The largest responses were received from event management organisations (28 percent) and venues (21 percent).

The findings indicated that there are skills shortages in the event sector. The largest shortages are in event management at the mid to senior levels. MEA will look at addressing these shortages through the delivery of education and professional development programs.

The survey also indicated that there were shortages in sales and business development. MEA will also develop sales and business development education to meet the gaps in these two critical areas.

The findings will also provide a good reference for government when developing policies that will affect the event industry workplace such as access to 467 visas.

One of the key messages in the anecdotal comments is the need for the industry to look at career paths for the younger team members and to provide training to grow their skills. There was also resounding commentary on the pay levels within the industry which strengthens the need for senior management to improve career path options and budget for training and personal development.

The industry also needs to raise its profile so that it is recognised as a career option. It is a diverse industry that is not viewed by students to be career choice.

These findings are a powerful reference tool to assist with the strategic planning of the future direction of this growing industry sector. MEA will continue to monitor the skills and promote the events industry to attract young professionals and ensure it has a strong and sustainable future.



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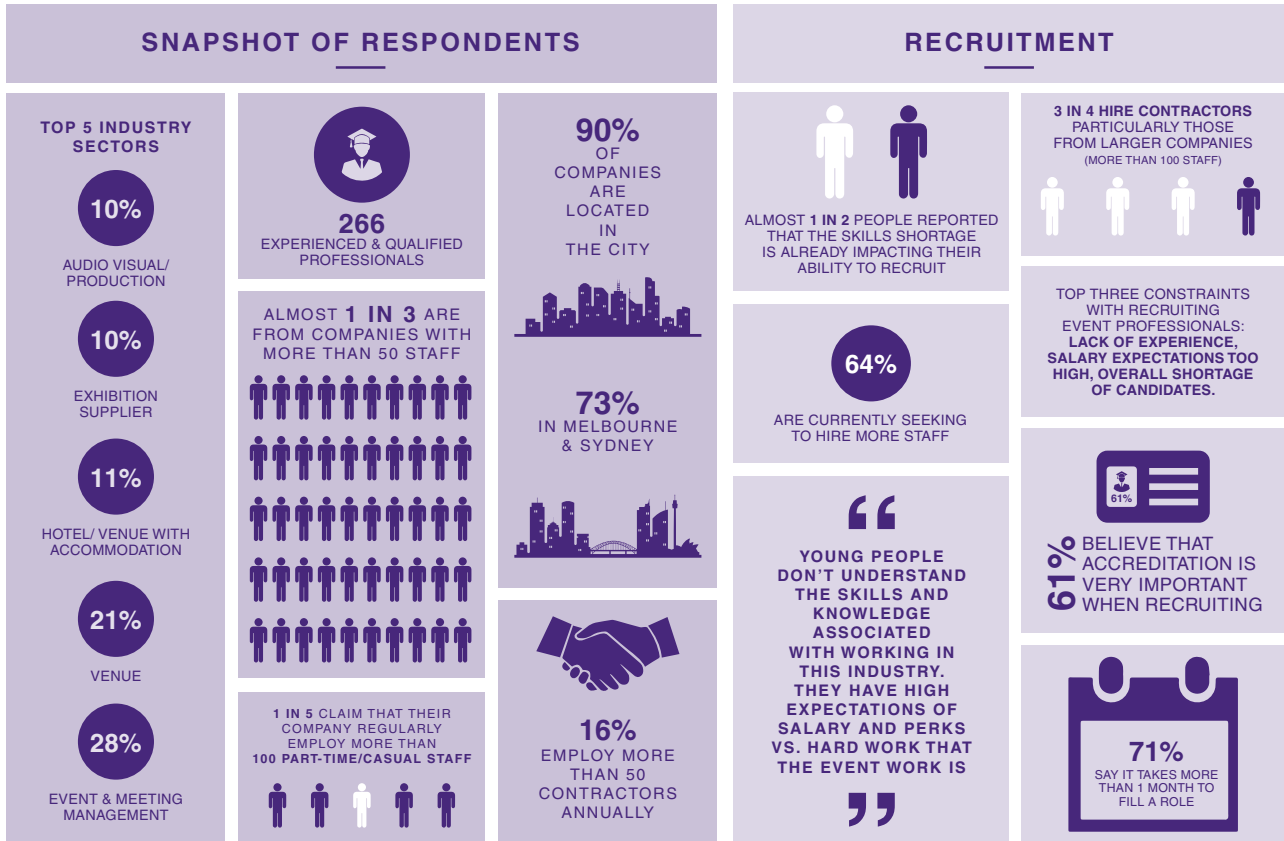
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MEA thanks both the Australian Association of Convention Bureaux and the Exhibition & Events Association of Australasia for their support in distributing the survey to their members. This has ensured that all sectors of the events industry has had the opportunity to contribute to this research.

# Summary of Findings

## AUSTRALIAN WORKPLACE SKILLS SURVEY BY MEETINGS & EVENTS AUSTRALIA

Findings of the Australian Workplace Skills Survey coordinated by Meetings & Events Australia to identify skills shortage in the business events industry. The results from the online questionnaire highlight the perceived gaps in experiences and skills with the events industry in Australia.



## SKILLS SHORTAGE IN MEETINGS AND EVENTS



# Introduction

This report presents the findings of the Australian Workplace Skills Survey led by Meetings & Events Australia (MEA) to identify skills shortage in the events industry. It highlights the perceived gaps in experience and skills within the events industry in Australia so that training packages can be developed to help the industry appropriately address shortfalls.

The report contains four parts. The first part contains the design of the survey, data collection and sample size. The second part presents the basic information of the survey respondents' organisations, including which industry sectors the respondents are from, their number of full time and casual/part time staff as well as contractors, office location and their membership. The third part presents the findings of skills shortage. The last part reports the results of a series of cross-tabulation analyses. Only the results that are statistically significant different are reported.

## Part 1: Research Design

The online questionnaire contained two sections. The first section of the research was designed to determine the basic information of the survey respondents' organisations. The second section included questions to identify and investigate the nature of skills shortages relating to the respondents' organisations.

To ensure the research captured data from all sectors of the industry, NEA invited the AACB and EEAA to contribute to the questionnaire.

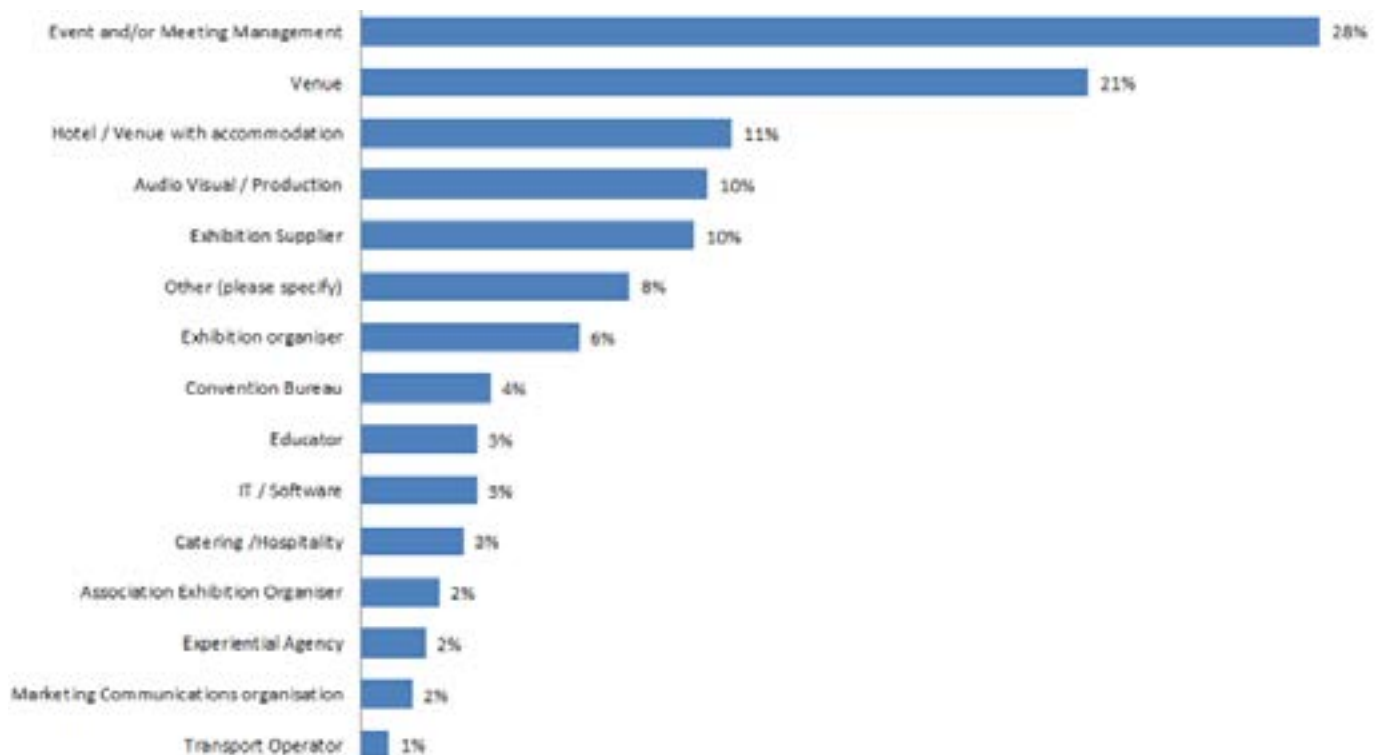
Questionnaires were designed and managed by using the SurveyMonkey platform. The respondents were recruited by sending the questionnaire link to the membership of Meetings & Events Australia, The Australian Association of Convention Bureaux and the Exhibition & Events Association of Australasia. Experience and qualified professionals within each of the organisations were asked to complete the online questionnaire which was distributed on 15 March 2017. Respondents had three weeks to submit their responses and received two communications from MEA reminding them to complete the questionnaire.

Two hundred and sixty-six respondents started the Australian Workplace Skills Survey for the Events Industry Sector resulting in 166 fully completed responses.

# Part 2: Basic information of the respondents

The top five industry sectors where respondents come from are: 1) event and/or meeting management (n=75, 28%), 2) venue (n=57, 21%), 3) hotel/venue with accommodation (n=29, 11%), 4) audio visual/production (n= 27, 10%), and 5) exhibition supplier (n=26, 10%) (Figure 1).

**Figure 1: Sectors where respondents are from (n=266)**



Among the 21 respondents who said others, four are from event design and two from government (Table 1).

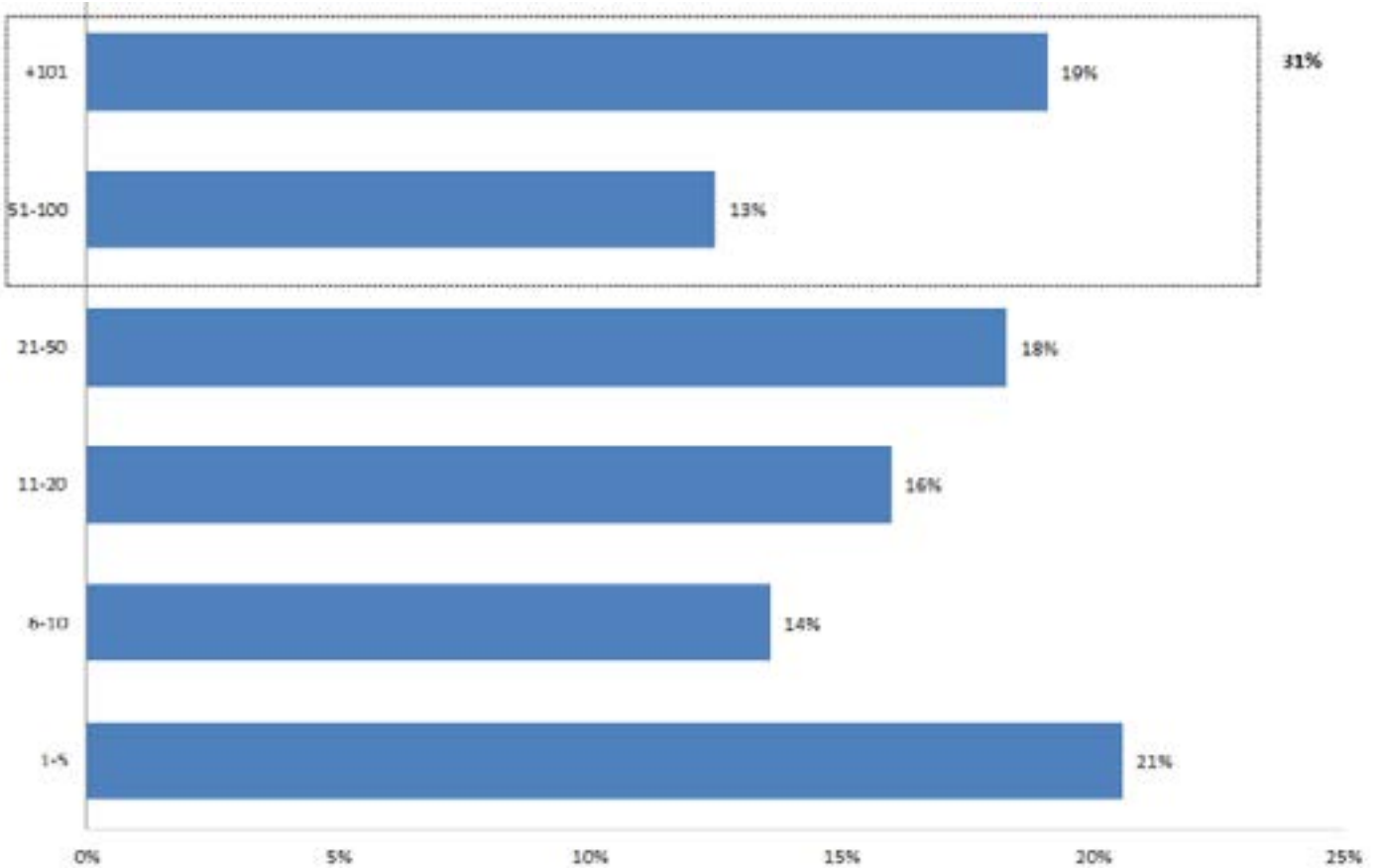
**Table 1: Other industry sectors**

Name	Number
Event Design	4
Government	2
Association Management	1
Corporate	1
Corporate events department	1
Custom manufacturer and specialist hirer	1
Entertainment	1
Entertainment Booking Agency	1
Event safety and risk consultants	1
Fireworks and Special Effects Display Provider	1
Hospitality sales consultant	1
Membership association	1
Merchandise supplier - tote bags, compendiums, pens, lanyards,	1
Not for profit	1
Speaker and Entertainment Bureau	1
Transport Consultant	1
Youth Media Brand	1



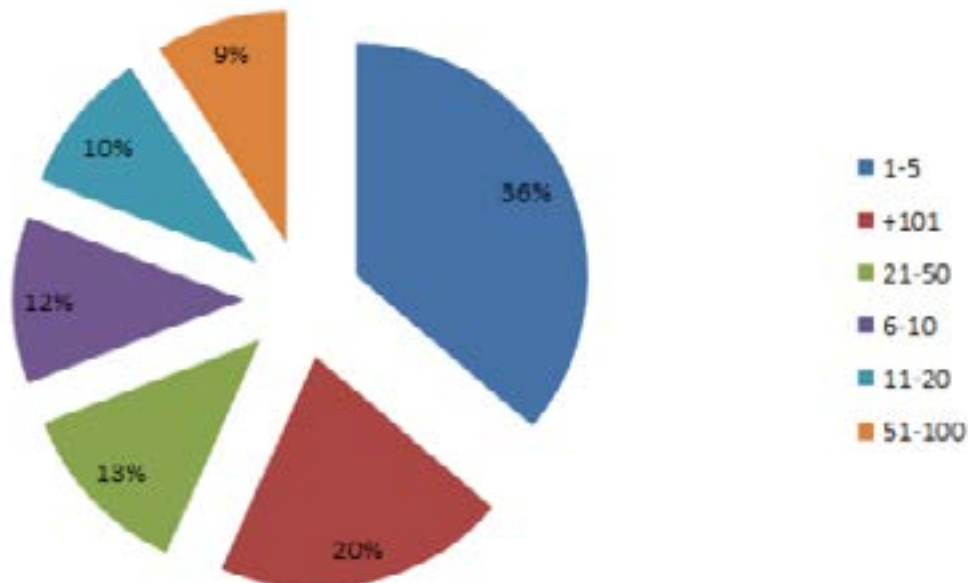
Twenty-one percent (n=53) of the respondents employ 1-5 staff and 31% of the respondents stated that they employ more than 50 staff (n=81) (Figure 2).

**Figure 2: Number of staff company employs (n=257)**



Regarding the number of part-time/casual staff the respondents' companies routinely employ (Figure 3), 87 (36%) respondents employ 1-5, followed by 49 (20%) respondents who employ more than 100.

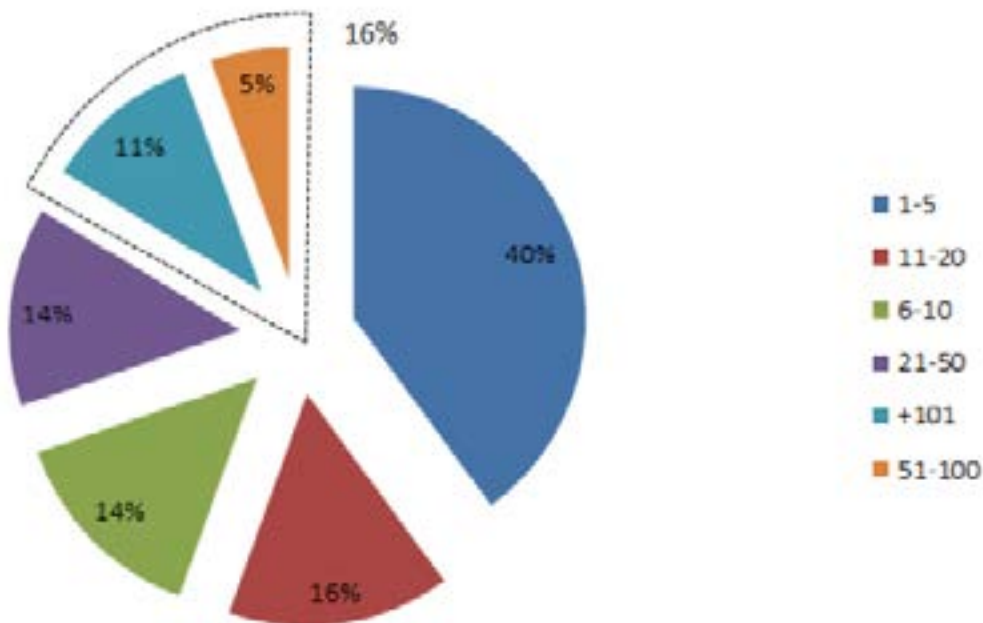
**Figure 3: Number of part-time/casual staff company routinely employs (n=240)**



## Part 2: Basic information of the respondents

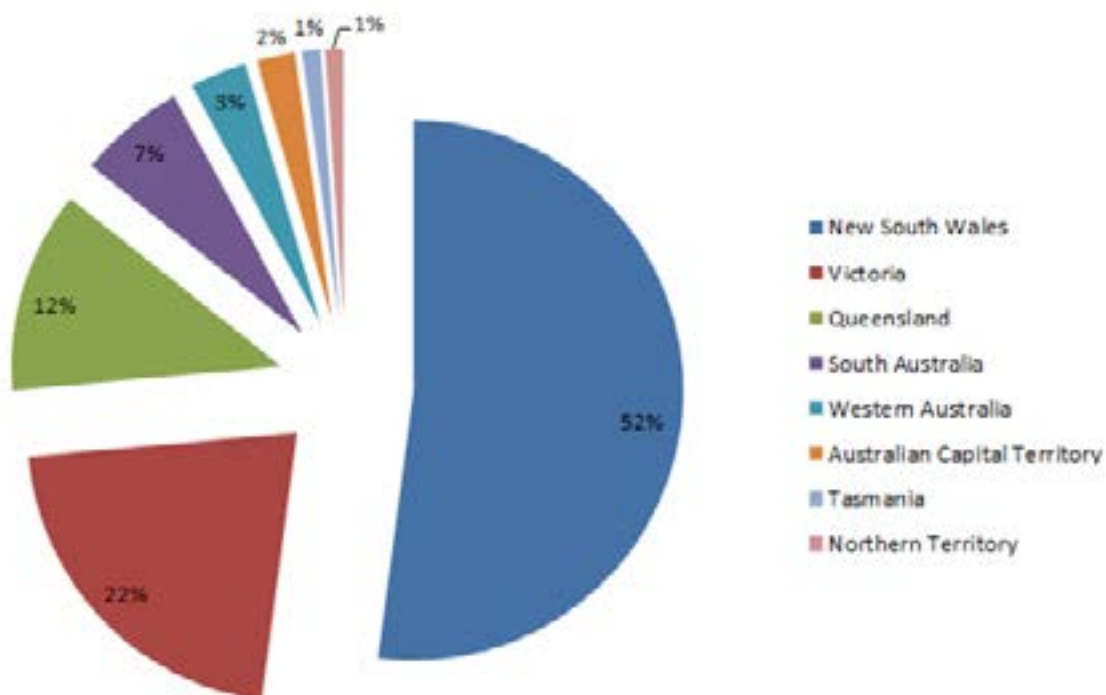
Out of 238 respondents, 95 (40%) reported that they employ 1-5 contractors over a 12 month period, while only 39 (16%) reported that they employ more than 50 contractors (Figure 4).

**Figure 4: Number of contractors over a 12 month period (n=238)**



Among the 265 respondents, more than half (52%, n=138) stated that their Australian head offices are located in New South Wales, followed by Victoria (22%, n=57) and Queensland (12%, n=32) (Figure 5).

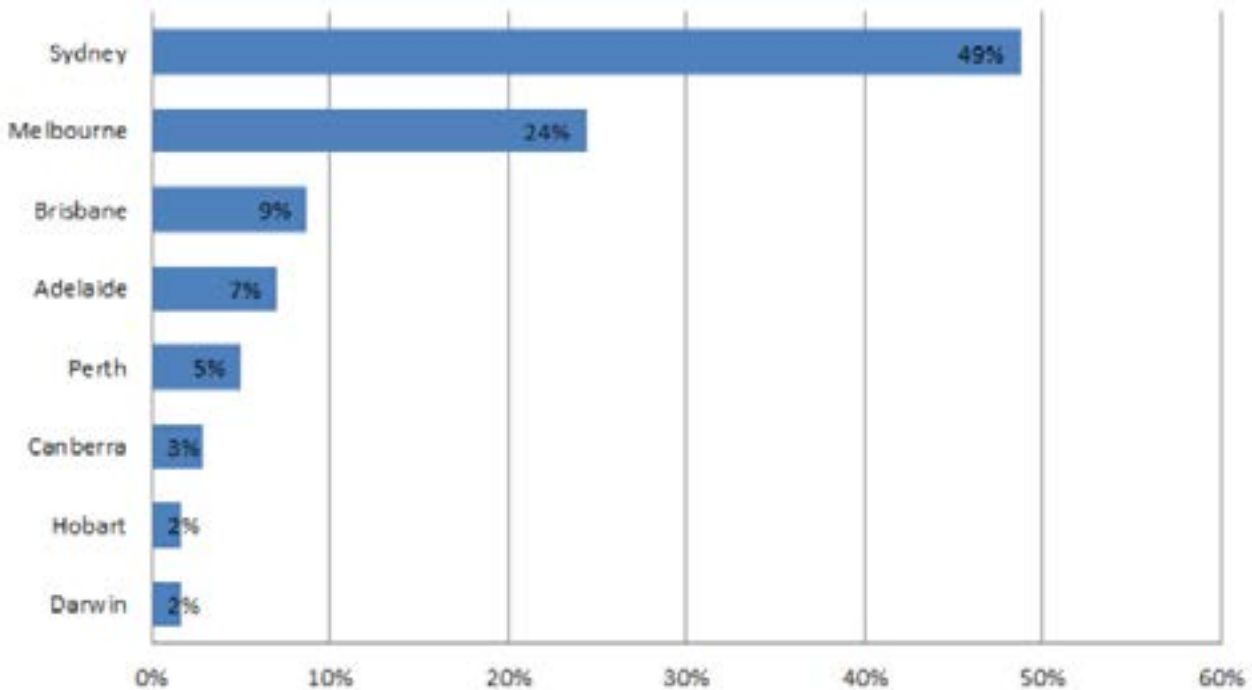
**Figure 5: The location of Australian head office (n=265)**





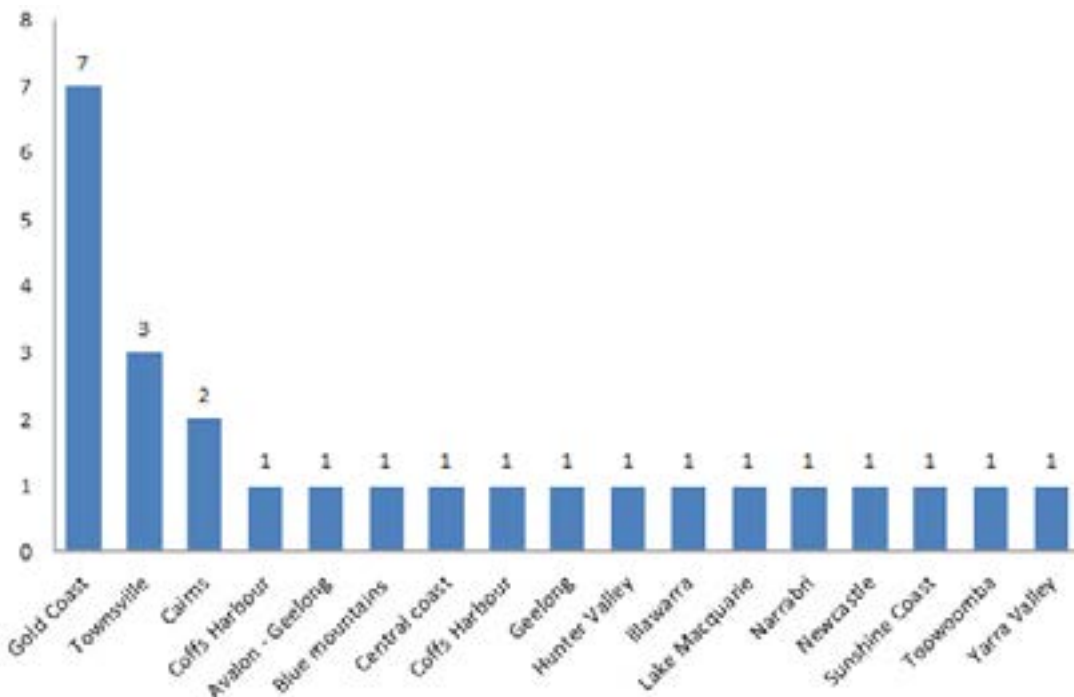
Ninety percent (n=235) of the respondents reported that their companies are based in city. Among the 235 respondents, 73% of the respondents stated that their companies are based in Sydney (49%) and Melbourne (24%) (Figure 6).

**Figure 6: Cities where the companies are located (n=242)**



Out of 26 respondents who reported that their companies are located outside city, seven (27%) are located in Gold Coast, followed by Townsville (n=3) and Cairns (n=2) (Figure 7).

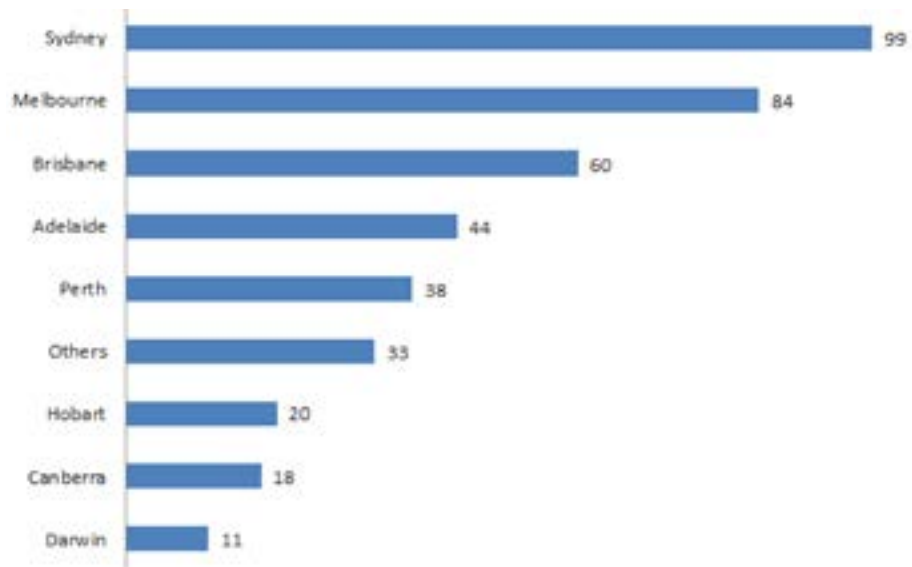
**Figure 7: Regional areas where the companies are located (n=26)**



One hundred and fifty-three respondents reported that they have multiple sites/offices. The top three cities are Sydney (n=99), Melbourne (n=84) and Brisbane (n=60) (Figure 8).

## Part 2: Basic information of the respondents

**Figure 8: Location of multiple offices (n=153)**



Among the 33 respondents from others, seven reported to have overseas offices while twenty-three reported to have regional offices (Table 2).

**Table 2: Offices outside major Australian cities**

Overseas/ regionals	Location	Overseas/ regionals	Location
International	Auckland	Regional	Gold Coast
International	Cairns + many other hotels worldwide	Regional	Gold Coast & Sunshine Coast
International	China	Regional	Gold Coast, Sunshine coast, Regional Victoria
International	Dubai, Istanbul, Hong Kong, Shanghai	Regional	Hamilton Island
International	overseas	Regional	Hamilton Island
International	Singapore	Regional	Hunter Valley
International	UK, Europe, Asia, North America	Regional	Hunter Valley
Regional	Alice Springs, Cairns, Wollongong, Port Douglas, Barossa, Gold Coast,	Regional	Illawarra
Regional	Byron Bay	Regional	Launceston
Regional	Cairns	Regional	Palm Cove
Regional	Central Coast	Regional	Pottsville
Regional	Gold Coast	Regional	Regional Vic, Qld, and NSW
Regional	Gold Coast	Regional	Ulura
Regional	Gold Coast	Regional	Whitsundays
Regional	Gold Coast	Others	Home based office

Among the 251 respondents, 86% (n=215) are members of Meetings & Evens Australia (MEA), followed by Exhibition & Events Association of Australasia (EEAA) (n=80, 32%), Professional Conference Organisers Association (PCOA) (n=62, 25%), and local Business Chamber of Commerce (n=54, 22%) (Figure 9).

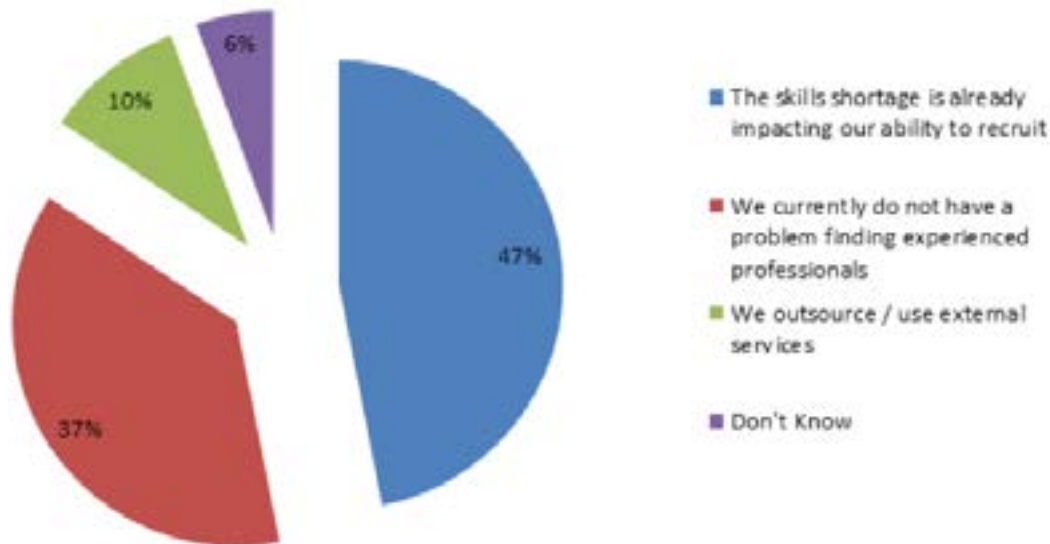
**Figure 9: Association of Membership (n=251)**



# Part 3: Findings on Skills Shortage

Out of the 179 respondents, 84 (47%) reported that the skills shortage is already impacting their ability to recruit, while 67 (37%) reported that they currently do not have a problem finding experienced professionals (Figure 10).

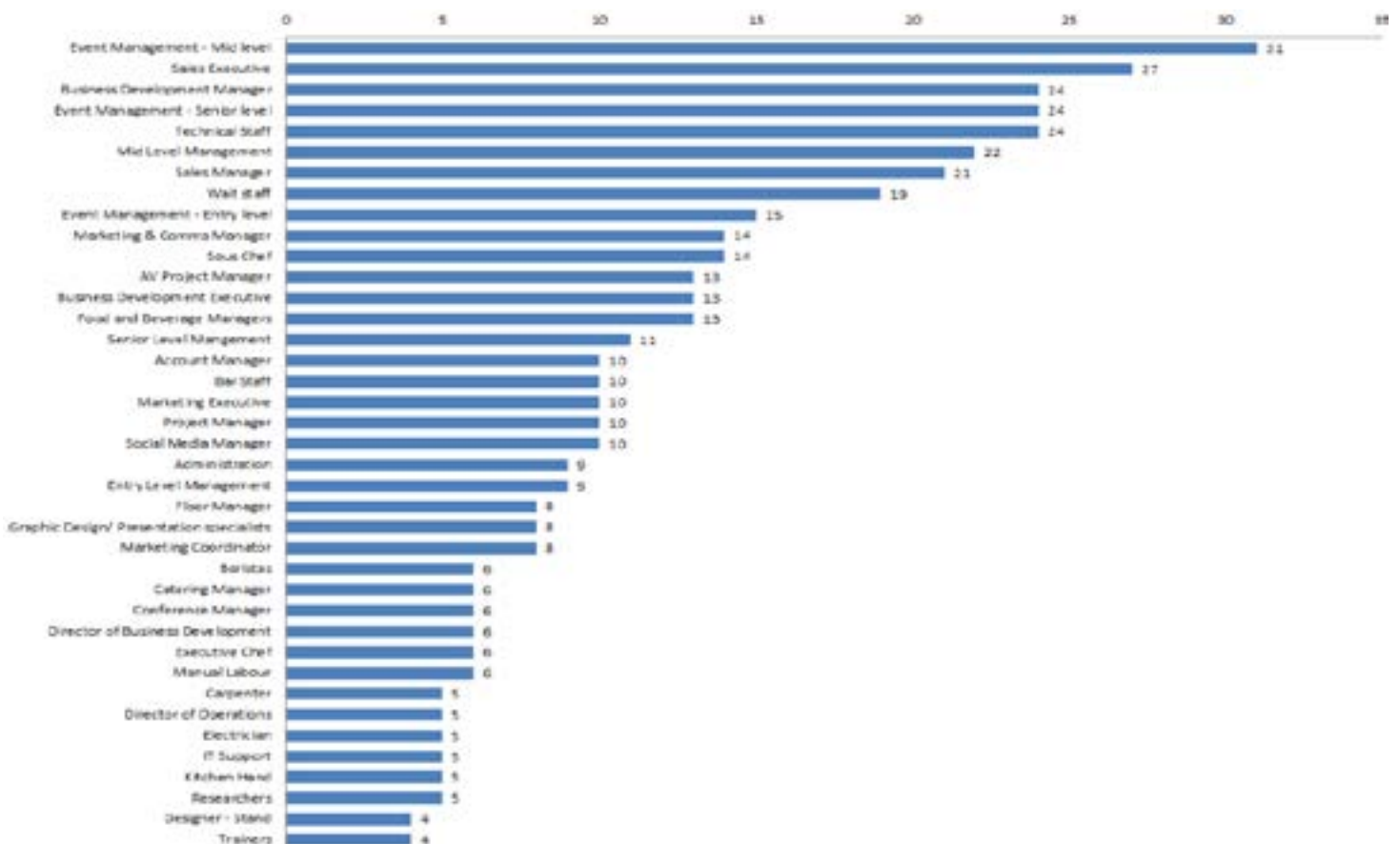
**Figure 10: Skills shortage in meetings and events (n=179)**



Event Management – Mid Level (n=31, 23%) is the most needed skills area among 138 respondents, followed by Sales Executive (n=27, 20%), Business Development Manager (n=24, 17%), Event Management – Senior Level (n=24, 17%) and Technical staff (n=24, 17%) (Figure 11).

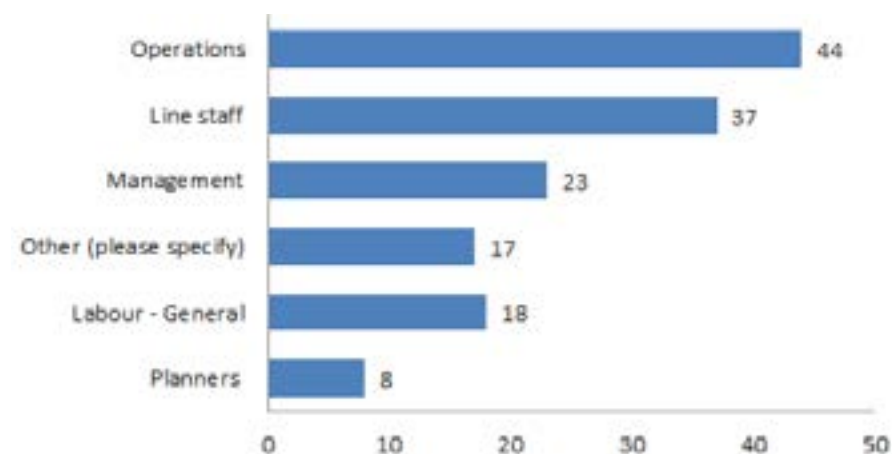
\* Due to limited space, only top 39 areas for skills shortage are provided in Figure 11. Details about all skills areas can be found in Appendix 1.

**Figure 11: Top 39 areas for Skills Shortage (n=138)**



Among the 147 respondents, 44 found that operations level is the most acute in their organisations for skills shortage, followed by line staff (n=37) and Management (n=23). Among other acute areas, 5 mentioned sales (Table 3)

**Figure 12: The most acute areas for skills shortage (n=148)**



**Table 3: The most acute other areas that have skills shortage**

Areas	Number
Sales	5
AV technicians	1
Decorative stylists	1
Experienced Technical Consultants	1
Finding staff at any level with experience in the Exhibition Industry is difficult in Perth as the operators tend to be small.	1
Logistics	1
qualified kitchen staff	1
Specific skill sets such as Risk or PR - which we just outsource if we need	1
Trainees and apprentices	1

139 out of 180 respondents (77%) stated that they hire contractors and 114 out of 179 respondents (64%) reported that they are currently seeking to hire more staff

Among 179 respondents, 47% (n=84) reported that over the next 12 months, their headcount is most likely to remain the same while 46% (n=82) reported to increase. Only 7% reported to reduce.

The top three factors are most likely to reduce respondents' organisations' ability (or desire) to hire more staff are 1) availability of appropriately skilled staff (n=94, 60%), 2) cost of labour (n=59, 39%), and 3) market demand (n=47, 34%). Bureaucracy and red tape (n=19, 14%), pending regulations (n=6, 4%), and government changes (n=4, 3%) are considered less likely to do so.

**Table 4: Importance of factors related to organisation's ability (or desire) to hire more staff(n=168)**

Factors	Responses (N)	To a large extent	%	To a small extent	%	Not at all	%
Availability of appropriately skilled staff	156	94	60%	49	31%	13	8%
Cost of Labour	151	59	39%	73	48%	19	13%
Market Demand	138	47	34%	61	44%	30	22%
Bureaucracy and red tape	133	19	14%	29	22%	85	64%
Pending Regulations	134	6	4%	28	21%	100	75%
Government Charges	135	4	3%	31	23%	100	74%

## Part 3: Findings on Skills Shortage

60% (n=106) of the 177 respondents believed that business events which includes meetings, conventions, incentives and exhibitions are sufficiently attracting young talent into the sector.

Sixty-three out of the 71 respondents who said no have listed 6 main reasons. The six reasons include:

- 1) Nature of the work in the events industry (i.e. low pay (n=16), undefined career path (n=12), long hour (n=6), hard to retain young people (n=1) and stress (n=1))
- 2) Young talent themselves (i.e. they are unclear of the events industry (n=14), not enough skills/knowledge (n=5) and lack of work experience (n=2))
- 3) Education/training (n=13). This is mainly concerned with insufficient and/or unstandardised event management related training at tertiary level.
- 4) Events Industry (n=13) including 1) nature of events (n=6, e.g some events can be one-off), 2) events industry images (n=5, e.g. not recognized as a real industry), 3) unclear role (n=1, the role of events management is unclear) and 4) no qualification requirement for working in events industry (n=1).
- 5) Other industry sectors (n=3) that offer better and more competitive career path.
- 6) Location (n=2). Companies located in regional areas find it harder to find young talents

**Table 5: Reasons why business events are NOT sufficiently attracting young talent into the sector**

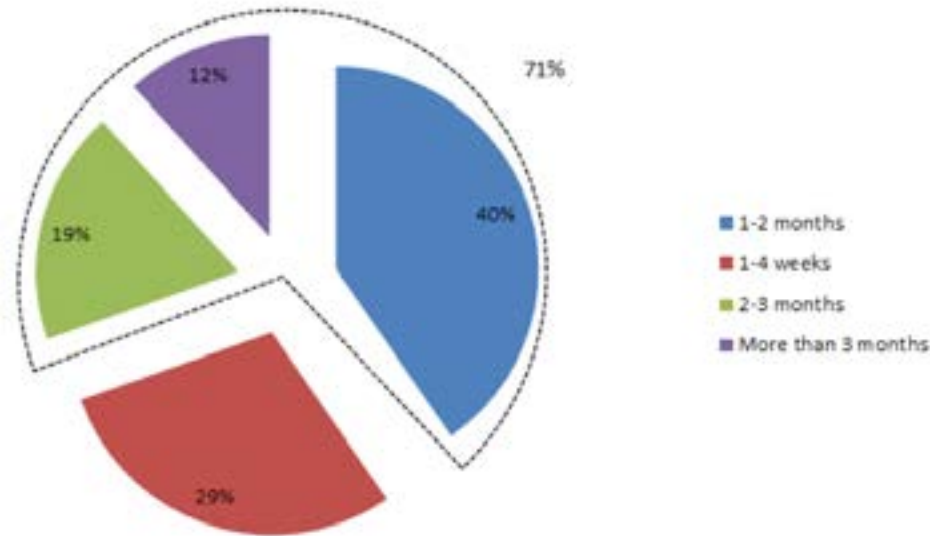
Main reasons	Sub-categories	Number
Nature of the work in events industry (n=36)	Low Pay	16
	Career Path	12
	Long hours	6
	Retention	1
	Stress	1
Young people themselves (n=21)	Unclear about the events industry	14
	Not enough skills/knowledge	5
	Work experience	2
Education/training (n=13)		13
Events Industry (n=13)	Nature of events	6
	Events Industry image	5
	Unclear role	1
	No qualification requirement	1
Other industry (n=3)		3
Location (n=2)		2

\* Respondents' full comments are provided in Appendix 2.

Among the 171 respondents, 40% (n=69) takes 1-2 months to fill a role, followed by 1-4 weeks ((n=50, 29%) and 2-2 months (n=32, 19%). Only 12% (n=20) reported to take more than 3 months to fill a role. It is important to note that 71% (n=121) takes more than 1 month to fill a role.



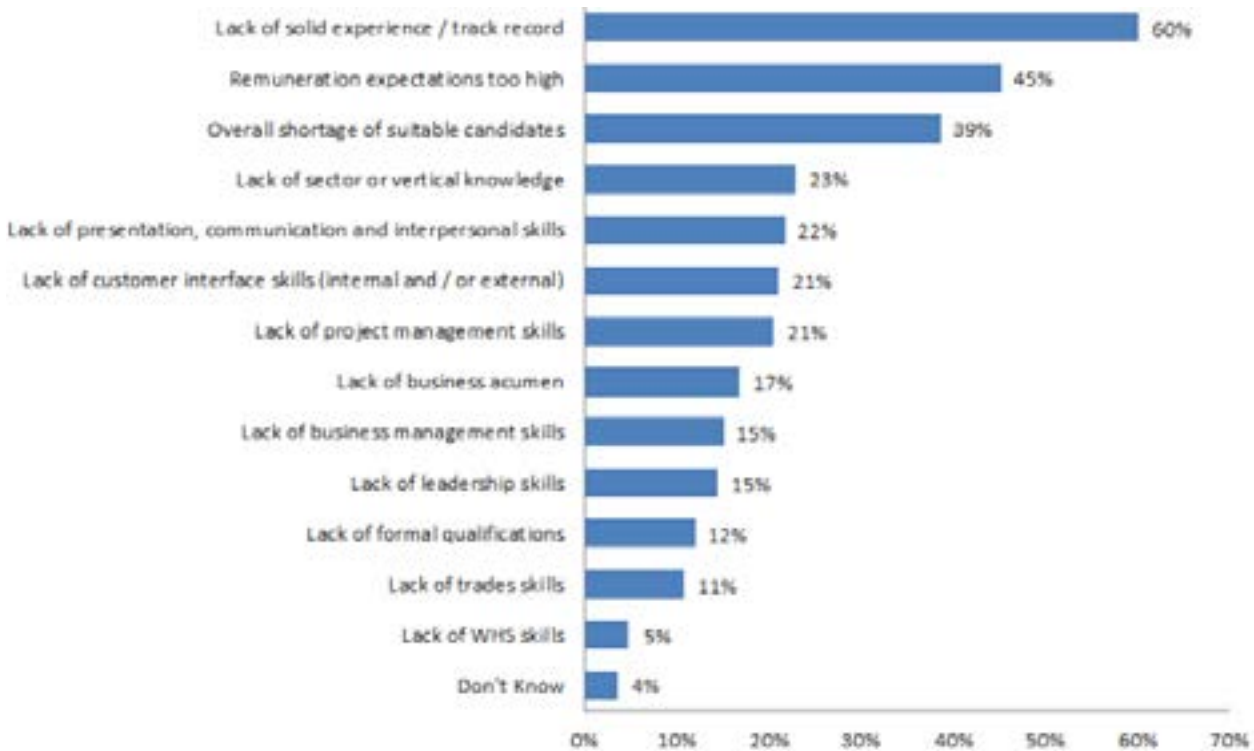
**Figure 13: Time to fill a role (n=171)**



83% (n=144) of the 172 respondents reported that unfilled vacancies in their organisations create some impacts (56%, n=97) or significant impact (27%, n=47) on other stakeholders while only 17% (n=28) reported no impact.

Among the 166 respondents who identified constraints when recruiting business events professionals, the top three are 1) lack of solid experience/track record (n=100, 60%), 2) remuneration expectations too high (n= 75, 45%) and 3) overall shortage of sustainable candidates (n=64, 39%).

**Figure 14: Constraints to recruit business event professionals (n=166)**



61% percent of the 178 respondents believed when recruiting, accreditation is very important (n=21, 12%) or important (n=88, 49%), while 39% (n=69) believed not.

# Part 4: Results of Cross-tabulation analyses

**This section only reported the results from a series of cross-tabulation analyses that are statistically significant.**

## Number of Staff \* Skills Shortage

Companies who have 1-5 staff tend to outsource/use external services and are less likely to feel that the skills shortage are already impacting their ability to recruit ( $p < 0.01$ ) ( $n=267$ ) (Table 6).

Companies who have 21-50 staff tend to feel that the skills shortage are already impacting their ability to recruit ( $p < 0.01$ ) (Table 6).

Companies who have 1-5 staff is currently unlikely to hire staff ( $p < 0.01$ ) (Table 6).

## Number of Staff \* Casual/part time staff

Companies who have 1-5 staff tend to routinely employ 1-5 part-time/casual staff and are less likely to employ more than 50 part-time/casual staff ( $p < 0.001$ ) (Table 6).

Companies who have more than 100 staff tend to routinely employ more than 100 part-time/casual staff ( $p < 0.001$ ) (Table 6).

## Number of Staff \* Contractors

Companies who have 1-5 staff tend to employ 6-10 contractors over a 12 month period ( $p < 0.001$ ) (Table 6).

Companies who have more than 100 staff tend to employ more than 100 contractors over a 12 month period and are unlikely to only employ 1-5 contractors (Table 6).

Companies who have 11-20 is unlikely to employ more than 100 contractors ( $p < 0.001$ ) (Table 6).

**Table 6: Number of staff\* Skills Shortage, Part-time/Casual staff, Contractors**

	Number of Staff				
	1-5 staff	11-20 staff	21-50	51-100	100+
Outsource/use external services	↑				
Skills shortages are already impacting their ability to recruit	↓		↑		
Currently hiring staff	↓				
Routinely employ 1-5 part-time/casual staff	↑				
Routinely employ more than 50 part-time/casual staff	↓				
Routinely employ more than 100 part-time/casual staff					↑
Employ 1-5 contractors					↓
Employ 6-10 contractors over a 12 month period	↑				
Employ 21-100 contractors over a 12 month period					
Employ more than 100 contractors over a 12 month		↓			↑
	More likely	Green Up Arrow			
	Less likely	Red Down Arrow			

## Number of casual/part-time staff \* Contractors

Companies who routinely employ 1-5 casual/part-time staff tend to recruit 1-5 contractors over a 12 month period and are less likely to recruit 51-100 contractors ( $p < 0.001$ ) (Table 7).

Companies who routinely employ more than 100 casual/part-time staff tend to recruit more than 100 contractors over a 12 month period ( $p < 0.001$ ) (Table 7).

Companies who routinely employ 51-100 casual/part-time staff tend to recruit 21-100 contractors over a 12 month period ( $p < 0.001$ ) (Table 7).

Companies who routinely employ 51-100 casual/part-time staff is currently likely to hire people ( $p < 0.001$ ) (Table 7).

**Table 7: Number of part-time/casual staff\* Number of contractors**

	Contractors over a 12 month period		
	21-50	51-100	100+
Business Events are sufficiently attracting young talent into the sector			↓
Bureaucracy and red tape is going to reduce their ability (or desire) to hire more staff		↓	
The influence of government charges and market demand is to a small extent		↑	
Take 2-3 months to fill a role	↑		
Take 1-4 weeks to fill a role			↓
	More likely	Green Up Arrow	
	Less likely	Red Down Arrow	

## Contractors \* Attract Young Talent

Companies who recruit more than 100 contractors over a 12 month period is unlikely to believe that business events are sufficiently attracting young talent into the sector ( $p < 0.005$ ) (Table 8).

Companies who recruit 51-100 contractors over a 12 month period is unlikely to believe that bureaucracy and red tape is going to reduce their ability (or desire) to hire more staff ( $p < 0.005$ ). Also, they tend to believe that the influence of government charges and market demand is to a small extent ( $p < 0.05$ ) (Table 8).

## Contractors\*Time to Fill a Role

Companies who recruit 21-50 contractors over a 12 month period tend to believe that on average it takes them 2-3 months to fill a role, while those who recruit more than 100 believe it is unlikely to fill a role within 1-4 weeks (Table 8).

## Part 4: Results of Cross-tabulation analyses

**Table 8: Number of Contractors\* Attract young talent, time to fill a role**

	Contractors over a 12 month period		
	21-50	51-100	100+
Business Events are sufficiently attracting young talent into the sector			↓
Bureaucracy and red tape is going to reduce their ability (or desire) to hire more staff		↓	
The influence of government charges and market demand is to a small extent		↑	
Takes 2-3 months to fill a role	↑		
Take 1-4 weeks to fill a role			↓
	More likely	Green Up Arrow	
	Less likely	Red Down Arrow	

### Headcount \* Attract Young Talent

Respondents who reported that their organisations' headcount is most likely to increase is unlikely to believe that business events are sufficiently attracting young talent into the sector ( $p < 0.001$ ), while those reported to remain the same tend to think so ( $p < 0.001$ ) (Table 9).

### Headcount\*Time to Fil a role.

Respondents who reported that their organisation's headcount is most likely to increase tend to believe that on average, it will take them more than 1 month to fill a role ( $p < 0.001$ ), while those reported to remain the same or reduce tend to believe that it will take them 1-4 weeks ( $p < 0.001$ ) (Table 9).

### Headcount \* Unfilled Vacancies Impact

Respondents who reported that their organisation's headcount is most likely to increase tend to believe that unfilled vacancies impact their organisations' other stakeholders ( $p < 0.001$ ) and those who reported to reduce tend to believe to have significant impact, while those reported to remain the same tend to believe that it will have no impact on them ( $p < 0.001$ ) (Table 9).

### Headcount\*Accreditation

Respondents who reported that their organisation's headcount is most likely to increase tend to think that accreditation is not important, while those who reported to reduce and remain the same tend to think very important and important respectively ( $p < 0.001$ ) (Table 9).

### Headcount\*Regulation

Respondents who reported that their organisation's headcount is most likely to increase tend to think the influence of regulation to a small extent ( $p < 0.001$ ). For those said to remain the same, they tend to believe there is no influence form regulation (Table 9).

### Headcount\*Government charges

Respondents who reported that their organisation's headcount is most likely to increase tend to think the influence of government charges to a small extent. For those said to remain the same or reduce, they tend to believe there is no influence form government charges ( $p < 0.001$ ) (Table 9).

### Headcount\*Cost of labour

Respondents who reported that their organisation's headcount is most likely to increase or remain tend to think the influence of cost of labour to a small or large extent ( $p < 0.001$ ) (Table 9).

## Headcount\*Availability of appropriately skilled staff

Respondents who reported that their organisation's headcount is most likely to increase tend to think the influence of availability of appropriately skilled staff to a large extent ( $p < 0.001$ ).

## Headcount\*Market demand

Respondents who reported that their organisation's headcount is most likely to increase tend to think the influence of market demand to a small or large extent ( $p < 0.001$ ). For those said to remain the same, they tend to believe there is small influence while those said reduce to be not all all ( $p < 0.001$ ) (Table 9).

**Table 9: Headcount \* Other factors**

	Headcount		
	Increase	Remain the same	Reduce
Business Events are sufficiently attracting young talent into the sector	↓	↑	
Take more than 1 month to fill a role	↑		
Take more than 1 -4 weeks to fill a role		↑	↑
Impact - unfilled vacancies	↑		
Significant impact - unfilled vacancies			↑
No impact- unfilled vacancies		↑	
Accreditation is NOT important	↑		
Accreditation is important		↑	
Accreditation is very important			↑
Small influence - regulation	↑		
No influence - regulation		↑	
Small influence- government charges	↑		
No influence - government charges		↑	↑
Some/large influence - cost of labour	↑	↑	
Large influence - availability of appropriately skilled staff	↑		
Small/large influence of market demand	↑		
Small influence - market demand		↑	
No influence - market demand			↑
	More likely	Green Up Arrow	
	Less likely	Red Down Arrow	

## Attract Young Talent\*Time to fill a role

Respondents who reported that business events are sufficiently attracting young talent tend to think that it will take 1 week to 2 months to fill a role, while those reported no tend to think it will take 1-3 months to do so ( $p < 0.001$ ) (Table 10).

## Part 4: Results of Cross-tabulation analyses

### Attract Young Talent\*Unfilled vacancies impact

Respondents who reported that business events are sufficiently attracting young talent tend to think that there is some or no impact as a result of unfilled vacancies, while those reported no tend to think there is significant impact ( $p < 0.001$ ) (Table 10).

### Attract Young Talent\*Accreditation

Respondents who reported that business events are sufficiently attracting young talent tend to think it is important or very important to have accreditation while those said no tend to think not important ( $p < 0.001$ ) (Table 10).

**Table 10: Attract young talent \* Time to fill a role, unfilled vacancies impact, accreditation**

	Business Events are sufficiently attracting young talent into the sector	
	Yes	No
Take 1 week to 2 months to fill a role	↑	
Take 1-3 months to fill a role		↑
Some or no impact - Unfilled vacancies	↑	
Significant impact - Unfilled vacancies		↑
Important/Very important to have accreditation	↑	
Not Important to have accreditation		↑
	More likely	Green Up Arrow
	Less likely	Red Down Arrow



# Appendices

## Appendix 1: Areas for skills shortage

Skills Shortage	Response Count	Skills Shortage	Response Count
Event Management - Mid level	31	Electrician	5
Sales Executive	27	IT Support	5
Business Development Manager	24	Kitchen Hand	5
Event Management - Senior level	24	Researchers	5
Technical Staff	24	Designer - Stand	4
Mid Level Management	22	Trainers	4
Sales Manager	21	Bidding Specialists	3
Wait staff	19	Director of Sales and Marketing	3
Event Management - Entry level	15	Human Resources Manager	3
Marketing & Comms Manager	14	Payroll Manager	3
Sous Chef	14	Sponsorship & Exhibition Manager	3
AV Project Manager	13	Account Executive	2
Business Development Executive	13	Accounts Payable / Receivable	2
Food and Beverage Managers	13	Director of AV and Production Services	2
Senior Level Management	11	Director of Food & Beverage	2
Account Manager	10	Event Services Manager	2
Bar Staff	10	Finance Manager	2
Marketing Executive	10	Risk and Safety Manager	2
Project Manager	10	Stand Builders	2
Social Media Manager	10	Accommodation Manager	1
Administration	9	Drivers	1
Entry Level Management	9	IT Manager	1
Floor Manager	8	Logistics	1
Graphic Design/ Presentation specialists	8	Wedding Coordinator	1
Marketing Coordinator	8	Associate Director of Sales (hotels)	0
Baristas	6	CEO	0
Catering Manager	6	Manager or Executive Assistant Manager (Hotels)	0
Conference Manager	6	Membership/ stakeholders relations	0
Director of Business Development	6	Regional Director of Sales and Marketing (hotels)	0
Executive Chef	6	Research Executive	0
Manual Labour	6	Security Guard	0
Carpenter	5	Security Manager	0
Director of Operations	5	Steward	0

## Appendix 2: Reasons why business events which includes meetings, conventions, incentives and exhibitions are not sufficiently attracting young talent into the sector.

\*The open-ended responses are provided as they appear in the questionnaires, and are not edited for typographical and/or grammatical errors

### Nature of the work in the events industry

There is a lack of excitement and incentive. As a sector, events in comparison to others is low paying, particularly given that majority wise it is not your standard 9 to 5 desk job and often needs to employ varying skill sets within one role. There can be a lack of encouragement and support to engage in challenges and expand, particularly that overall it is quite a small and competitive sector.

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Attracted but how do we keep them within the industry

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I don't think it is attracting sufficient "quality" talent as the pay scales are too low and career paths so limited in the event organizer sector

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Very few companies in the MICE industry offer defined career paths except for the International Hotel chains and venue operators such as AE Ogden

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Low pay Long hours Little respect

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Low pay, long hours

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Pay is not good for crew and general staff. Budgets are being driven down by large in house organisations and this makes it difficult to pay the team members well and still provide good service and new equipment.

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Pay scale for the young and flexibility for the mature.

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Perhaps development and career pathways are not as evident as they could be, and perhaps we ask too much of people, with many of today's young talented workers seeking work/life balance

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Not enough money - all clients want more for less

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my experience has been its due to peak & trough shifts and it being deemed an undesirable role. Why get your hands dirty when you can work at H&M

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No apparent career path. Still not considered a "real industry".

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No clear career path and progression in most event companies.

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Stress, pay levels

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The conditions and pay do not make it an attractive career option and there needs to be more marketing to attract people to the industry.

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The long hours and low wages and not a lot of room to move up

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Traditionally the sector doesn't pay very high wages. Large amount of unpaid overtime. Can be highly stressful for a low paid job.

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Undefined career paths and opportunity. Not always viewed as a real career option for school and university graduates. Poorly standardised training especially at a tertiary level. Low pay.

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Wages

### Young people themselves

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Because they are not knocking on the door.

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Don't know enough about what we do

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Event management is an on trend and exciting opportunity for the upcoming young person, however, they fail to understand you need to find the business, Convert against competitive odds then event manage.

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Expectations of benefits and salaries are skewed by social media and individuals.

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In my opinion young talent wants to work in the "exciting" side of events (i.e. public events and festivals), rather than business events.

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Lack of understanding of work involved and the great expertise acquired in successfully filling this role

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expectation of the industry vs what is needed to be done = not as glamorous

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It does not seem exciting enough.they have education but lack of experience and assume they can manage as soon as tgey finish their course

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They do not understand the sector

### Education/training

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A training program & qualification for stand builders would be a great initiative.

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Because there is not enough education around the ability for you to have a 'normal corporate career' in this industry. Young people don't understand the skills and knowledge associated with working in this industry.

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I don't feel that the service side of the industry is very well represented in the education sector. Everyone wants to run an event, very few people actually have the desire to do the hard yards required to deliver.

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Yes - but they have high expectations of salary and perks vs hard work that the events work is. I find university graduates have less practical experience than training organisations, but all areas try and squeeze so much into a short course that a lot of the content in the curriculum is glossed over and not practical for employability skills.

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I think that at TAFE they are not focusing on people entering Hotel Management. All the students want is to be an "Event Manager for Festivals". It is a struggle to try to convince students to look at Event Management roles within Hotels. It is a great way to start into the industry.

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I think that most graduates are not interested in pursuing a career in business events - it isn't 'sexy' enough. They are looking for a career doing special events for more of the "fun" event. I have doubts and educational institutions put much emphasis into business events in the curricula

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The standard of young event organisers we deal with are virtually untrained and seem to be learning on the job. Technical staff standards are acceptable however, literacy in all forms is poor.

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Not enough knowledge about job opportunities in the industry and not enough work experience in the courses

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Lack of industry awareness and exposure at secondary education stage

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lack of understanding on what business events are within university/TAFE

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No Traineeship currently exists that gives suitable experience for live events.

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Not enough advertising to bring them in. Education shortage of the industry

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### **Events Industry**

It is not seen as an exciting industry in the tertiary training sectors

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They are moving into events through different industries - Marketing; PR; Agencies; Media Companies, Film and Television production.

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Sigma that it is not a career choice, also it is not governed so anyone can be a planner without any formal qualifications.

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Most are one off events or the business that organises such events mostly do no more than 5 and mostly only one or two

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The profile and size of the industry is a factor, plus from a sales perspective, the role is half way between telesales and a pure sales rep role

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Perceived as a difficult industry

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NO ITS SPORTS MANAGEMENT THAT IS THE PLACE TO FILL. EVENT MANAGEMENT IS OLD SCHOOL

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it seems to be attracting the wrong type of young talent that are not necessarily business or administration focused and therefore not always suitable for the roles.

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Most Technical staff want to be in the entertainment industry. it is the older techs that are happy doing business events, as they already have worked the entertainment industry.

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Little known industry

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I have no reference for this. It is not information that is known to me. What is YMEA doing? This would be the first place I would check in with for a barometer reading.

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### **Other industry**

different sectors have different issues. we struggle to find carpenter due to limited number of apprentices and account managers due to higher pay rates elsewhere in other industry sectors

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It is an industry that has a lower profile in younger minds.

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Other industries are paid better and also it is a niche industry so hard to attract the right skills

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### **Location**

Being a regional location, there is difficulty keeping young professionals interested in the industry as there is a greater variety of opportunities in business events in capital cities.

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From my perspective, being in a regional area is the main issue to attract people who want to settle. I guess the shortage is not that bad in cities

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**Meetings & Events Australia**