

# SKILLS EXCELLENCE - BUILDING SOLID FOUNDATIONS

An Evidence-Based Conversation  
About The Impact Of WorldSkills  
Australia On Skills Excellence

# Acknowledgement of Country

WorldSkills Australia acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respects to Elders past, present and emerging and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

## Acknowledgements

We are grateful to all competitors, trainers, and judges who have participated at WorldSkills Australia Regional competitions held across Australia in 2022, for taking the time to provide their thoughts, opinions, and feedback to support continuous improvement in our drive to raise the profile of Skills Excellence for the benefit of Australian youth.

This report is the third report produce as part WorldSkills Australia impact project. For additional information about the impact WorldSkills Australia programs have, please refer to the following reports:

Supporting our Youth to Thrive  
Going Further to Support our Youth and Skills Practitioners



# Table of Contents

MESSAGE FROM THE CEO .....	4
ABOUT THIS REPORT .....	5
ABOUT THE RESEARCH.....	5
RESEARCH PURPOSE.....	5
METHODOLOGY.....	6
TARGET RESPONDENT GROUPS.....	6
HOLISTIC AREAS EXPLORED .....	6
EXECUTIVE SUMMARY.....	7
PARTICIPANT PROFILE .....	8
COMPETITORS .....	8
SKILL PRACTITIONERS .....	8
OUR VALUE TO THE YOUTH OF AUSTRALIA: THE VOICE OF OUR COMPETITORS .....	9
OUR STRATEGIC OBJECTIVE .....	9
COMPETITOR RESPONSE RATE .....	9
WHAT OUR COMPETITORS SAID.....	10
ANECDOTAL COMMENTS: COMPETITORS.....	11
CROWNING ACHIEVEMENT FOR WORLDSKILLS AUSTRALIA AGAIN.....	12
THE POWER OF BENCHMARKING IN DRIVING ASPIRATIONS.....	13
A SUMMARY SNAPSHOT: THE COMPETITOR VOICE ON THE IMPACT OF WORLDSKILLS AUSTRALIA .....	14
OUR VALUE TO SKILL PRACTITIONERS: THE VOICE OF OUR TRAINERS/EXPERTS/JUDGES .....	15
OUR STRATEGIC OBJECTIVE .....	15
SKILL PRACTITIONERS: KEY MOTIVATORS FOR CHOOSING TO ENGAGE WITH WORLDSKILLS AUSTRALIA .....	16
SKILL PRACTITIONERS: KEY INDICATORS OF INSPIRATION TO CONTINUE ENGAGEMENT WITH WORLDSKILLS.....	17
SKILL PRACTITIONERS: KEY INFLUENCES ON SKILL PRACTITIONERS FROM INVOLVEMENT IN WORLDSKILLS COMPETITIONS .....	18
ANECDOTAL COMMENTS: SKILL PRACTITIONERS .....	19
A SUMMARY SNAPSHOT: SKILL PRACTITIONERS .....	20
THE WAY FORWARD .....	21
OUR OPPORTUNITY TO ENHANCE OUR VALUE PROPOSITION FOR COMPETITORS .....	21
OUR OPPORTUNITY TO ENHANCE OUR VALUE PROPOSITION FOR SKILL PRACTITIONERS .....	21

Other Reports from our Impact Project include:

Supporting our Youth to Thrive - 2021 National Championships Survey

Going Further to support our Youth and Skills Practitioners - 2022 Australian Skills Excellence Forum

These reports can be found on our website resources page [www.worldskills.org.au/media/resources](http://www.worldskills.org.au/media/resources)



As a player in Australia's skills economy, supporting individual, organisational, industry and national growth, we, at WorldSkills Australia, are continually focussed on growing our impact through providing even greater opportunities for our youth to gain greater skills and to strive towards skills excellence.

We know that we need to keep aspiration alive in our youth, providing them with clear direction combined with opportunities to progress to greater levels of skills and behaviours that will sustain them in their life and careers. Hand-in-hand, we also need to further galvanise the power of competitions in building a winning mindset, the power of mentoring to support youth to become the best version of themselves in a supportive, caring environment and actively challenge them to demonstrate their learned skills and behaviours in all the environments they are active in.

Doing this well consistently and continuously is our key strategic goal. Our relentless drive to raise the profile of skills excellence continues unabated.

Our Impact project was launched with the aim to capture the impacts we have on Australia's skills development environment and commenced with gathering key evidence from the 2021 National Championships.

Now, we continue on the journey, gathering evidence progressively to further showcase our impact.

Our new cycle of competitions commenced in 2022 with skill competitions running regionally across Australia. The 'regionals' see new competitors across Australia join the WorldSkills Australia movement guided by mentors, previous competitors, and local judges to raise the bar. For many, this is the first time they have been part of an exciting skills excellence environment. Others have significant experience competing or coaching competitors and are part of the wonderful WorldSkills Australia community who are passionate about the skills sector and 'giving back' to assist younger generations develop. This report brings forth the wonderful voices of competitors and judges who participated in the 2022 Regionals and shows the clear power of WorldSkills Australia skills excellence showcase events and their impact.

We thank all those who participated actively in giving feedback for this research activity. We look forward to taking all of you further into your exciting WorldSkills Australia journey.

We look forward to working even more closely together with key players in the ecosystem across education, industry, and government to produce greater outcomes for our youth. Let's, together, continue to amplify the skills excellence conversation to keep our society and economy growing.

A stylized, handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the bottom.

Trevor Schwenke  
Chief Executive Officer  
WorldSkills Australia

In line with WorldSkills Australia's strategic objectives, WorldSkills Australia has set out to measure and evaluate business performance with clear focus on:

- Deriving evidence of core value delivered to WorldSkills Australia customers and stakeholders
- Further understanding business strengths and areas of opportunity for future growth and sustainability
- Supporting key stakeholder partners in the skills ecosystem in their continuous improvement strategies to support and challenge our youth to realise their full potential; and
- Innovation.

This report summarises key findings from on-line surveys conducted with respondent groups who participated in WorldSkills Australia Regional competitions across Australia in 2022.

WorldSkills Australia intends to continue collecting data from regional, national and international competitions in coming months and years, which will add to WorldSkills Australia's growing database and enable comparison of results from one iteration to the next. This comparison will provide further inputs to analyse the efficacy of WorldSkills Australia's continuous improvement activities and new initiatives, while providing valuable feedback to others in the skills ecosystem.

## About the research

WorldSkills Australia commissioned Playmakers Consulting Services Pty Ltd (PCS) to conduct online surveys of its key customer/stakeholder groups.

WorldSkills Australia team participated in a workshop to confirm context, expectations, and key objectives derived previously when commissioning initial research to be gathered at the National Championships 2021. The data collected at the National Championships 2021 provided the baseline for further research. As the Regional competitions are the effective start of the WorldSkills Australia journey for many, the parameters set in 2021 were sense-checked and course-corrected as necessary. Key stakeholders, as per previous iteration, were integrally involved in all aspects of the project, include design, development, and delivery.

### RESEARCH PURPOSE

To determine the following:

- How does WorldSkills Australia influence the education pathways and employment/career decisions of **competitors**?
- How does WorldSkills Australia influence employability skills' development of **competitors**?
- How does WorldSkills Australia inspire, influence, and enable **competitors**?
- How does WorldSkills Australia influence improvement in skills application in the workplace?
- How does WorldSkills Australia inspire, influence, and enable **educators and careers advisors**?
- How does WorldSkills Australia contribute to increase in expertise and capability of **educators** and their workplace practices with respect to delivery of training and assessments?

## METHODOLOGY

Research was conducted through on-line surveys deployed to two respondent groups: Competitors and Skill Practitioners as per below.

All desktop research conducted at the initiation of the Impact Project that supported deployment of targeted surveys to multiple respondent groups at National Championships 2021 was reviewed for continued validity. A shorter subset of valid questions was selected to be deployed to respondent groups.

## TARGET RESPONDENT GROUPS

- Competitors in Regional Competitions 2022
- Skill Practitioners: Trainers/Mentors/Judges

## HOLISTIC AREAS EXPLORED

- **MOTIVATORS - IMPETUS FOR ENTRY/ENGAGEMENT**
- **EXPERIENCE UPON ENGAGEMENT**
- **BRAND AMBASSADORSHIP**
- **FUTURE ENGAGEMENT**

Questions were designed to evaluate and validate data gained previously, explore areas to gain new/more information, test and understand causal relations between actions and results to gain further insights.



*Restaurant Services Competition. Image: Gordon Institute of TAFE, VIC*

## **THE SURVEY HAD 1025 PARTICIPANTS REPRESENTING 2 RESPONDENT GROUPS.**

It is evident from the comments made, as well as the scores given by respondents, that competitors, mentors/experts/judges, are all extremely excited and proud to be involved with WorldSkills Australia.

As evidenced through data obtained at the Nationals 2021 survey, the new data from the Regionals 2022 survey paint a picture of optimism, enthusiasm and aspiration from both competitors and experts (first-timers and ongoing).

Competitors gain immense value on multiple fronts through their engagement with WorldSkills Australia. Volunteers enjoy performing meaningful work and feel they make a strong contribution to the community through their involvement and engagement with WorldSkills Australia. Mentors, and Judges enjoy providing value to competitors and peers through the WorldSkills Australia programs and indeed, being part of the WorldSkills Australia community. Many use the WorldSkills Australia forum as a continuing professional development opportunity, taking away key learnings to implement back in their work context. Retired teachers and industry experts who come back to contribute as mentors value the continued human connection, many commenting on the “WorldSkills family” and their increased sense of purpose.

Survey results paint a solid picture of passion, contribution, strong sense of purpose and achievement and strong engagement.

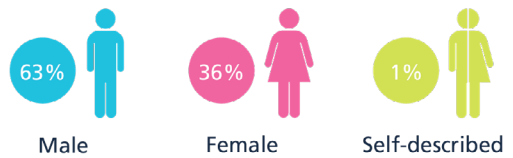
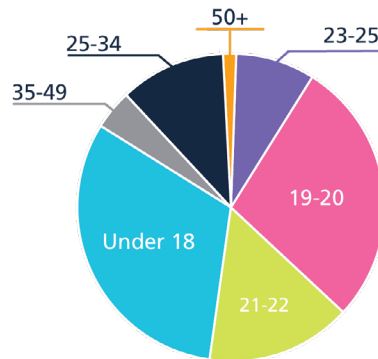
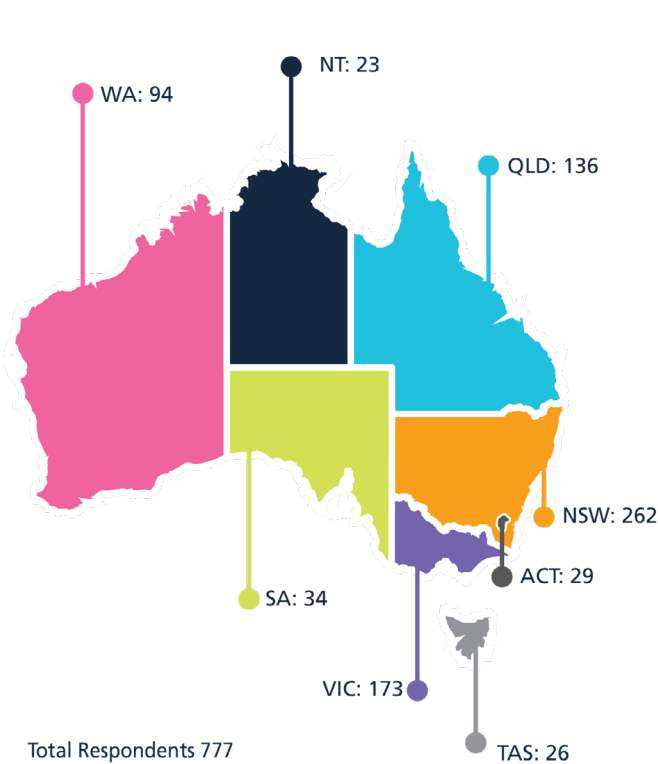
As a final note, this survey had a fantastic response rate, and what appears to be solid, very honest feedback from respondents. Respondents are evidently highly engaged, and very willing to contribute to the betterment of the organisation. This is a wonderful continuing position of strength which will take WorldSkills Australia to further success in the future.




*Retail Butchery Competition. Image: TAFE, NSW*

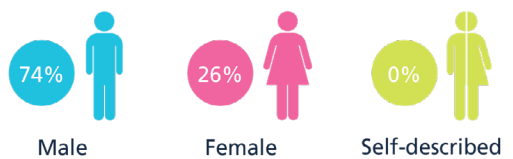
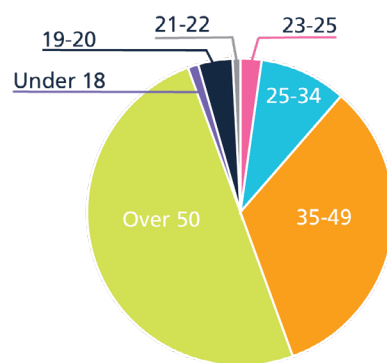
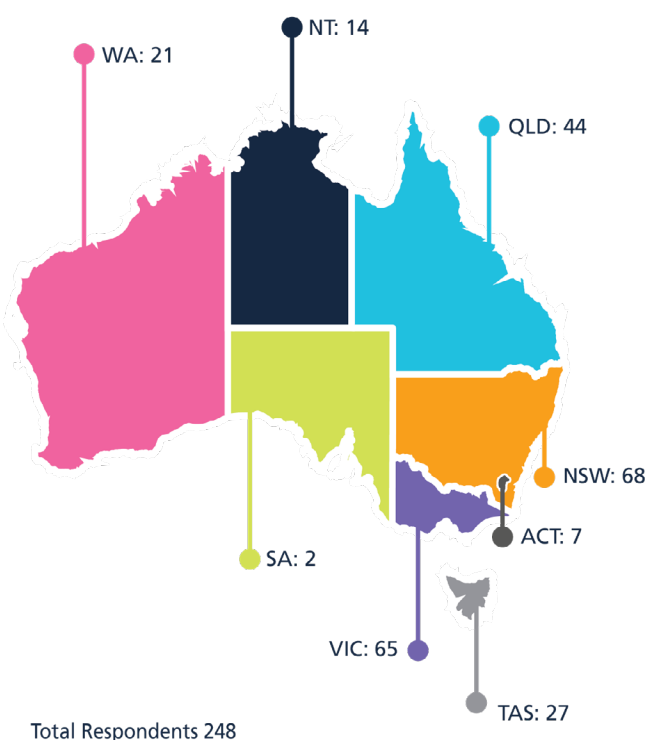


## PROFILE OF COMPETITORS



 27 out of 777 respondents identified as Aboriginal or Torres Strait Islander

## PROFILE OF SKILL PRACTITIONERS



 4 out of 248 respondents identified as Aboriginal or Torres Strait Islander

# Our value to the youth of Australia: the voice of our competitors

## OUR STRATEGIC OBJECTIVE

### INCREASE THE PARTICIPATION OF YOUTH IN HIGH QUALITY SKILLS DEVELOPMENT

OUR FOCUS IS ON INCREASING THE:

- Number of young people more likely to consider technical skills employment pathways after participating at a WorldSkills Australia event
- Number of young people reporting a better knowledge and understanding (of their options) around technical routes and apprenticeships after participating in a WorldSkills Australia event
- Number of young people reporting raised aspirations after participating in a WorldSkills Australia event
- Number of female competitors in Australian Industry under-represented sectors participating at WorldSkills Australia regional, WorldSkills Australia national and/or WS international events
- Number of Indigenous competitors participating at WorldSkills Australia regional, WorldSkills Australia national and/or WS international events
- Number of WorldSkills Australia competitors citing improvement in career progression from competition experience
- Number of WorldSkills Australia competitors reporting improved technical skills following their participation at WorldSkills Australia regional, WorldSkills Australia national and/or WS international events
- Number of WorldSkills Australia competitors reporting improved personal and employability skills at WorldSkills Australia regional, WorldSkills Australia national and/or WS international events

Through this survey, we not only sought to gain feedback on engagement and experience in WorldSkills Australia events, but also looked further into how this experience translates into real value in competitors' work and life.

## COMPETITOR RESPONSE RATE

A total of 777 competitors responded, with 727 (94.8%) respondents indicating that this is the first time they have engaged with WorldSkills Australia. 5.2% of respondents had been involved with WorldSkills Australia previously through various events.



## WHAT OUR COMPETITORS SAID

### KEY MOTIVATOR DESCRIPTORS FOR CHOOSING TO COMPETE

New Competitor motivation to compete was fuelled through many sources which include:

- Intrinsic motivation to challenge themselves and test own ability
- Desire to work with others to learn and improve their own skills
- Motivation and Advice from teachers and careers advisors
- Encouragement from employers
- Wanting to achieve to make family proud
- Interest in meeting new people and networking
- Prospect of fun!

Those who have had some interaction with WorldSkills Australia previously had similar motivators as new competitors. In addition, they saw competing in the Regionals as an extension to:

- Further improve their skills
- Prove to themselves how well they can do
- Excel further in a high-pressure competition environment
- Benchmark themselves against others
- Learn more from others



Cabinetmaking Competition. Image: Holmesglen Institute of TAFE, VIC



Bricklaying competition. Image: TAFE, NSW

## ANECDOTAL COMMENTS - COMPETITORS

### KEY MOTIVATORS FOR CHOOSING TO COMPETE IN REGIONALS

Please note: For the full list of comments, please see survey report. Available upon request

- To challenge myself in new areas that is not always in my day-to-day routine at work. And to open up new opportunities and doors that come with competing at WorldSkills
- Great starting point. Only been in the signage industry for about 6 months, so it was a great opportunity to see what I could do and achieve. Overall I'm super happy with the products I created!
- Thought it was a great opportunity to get experience under a tight time frame
- I chose to compete in WorldSkills to test myself and engage with others. Also to get out of my own comfort zone
- To test my skills, knowledge while gaining more expert advice from my teachers
- To challenge myself
- For fun and to experience the competition
- Advice by my mentors to participate for learning experience
- The experience it allowed for me to have by competing was too incredible to go past
- Because I wanted to see if my trade skills had improved and how I'd compare to other students
- I wanted to have the experience of being under pressure and I wanted to show my enthusiasm and commitment to future employers by participating in this competition
- To further my knowledge, test my skills and abilities, the chance to challenge myself and opportunity to network
- I thought it would be a fun and interesting experience
- I was excited to compete in the prestigious event not only for me future applications but to learn real-world skills in a competitive environment
- My boss went to WorldSkills when he did his apprenticeship and has shown me everything I know about my trade. I'm the first person in my family to complete Year 12 and knowing how good that made me feel, I knew I had to do something else during my trade that would make me feel the same accomplishment and in doing that. I hoped to make my family and boss proud
- I believe it was a great opportunity to put my skills to the test and compare them to others in the same field
- I believe it was a great way to see where my abilities stood in comparison to others
- I like to develop in different directions and this competition gave me such a great opportunity that I did not want to miss. It is great to learn something new, to make mistakes and grow more, it is wonderful to see your progress! And it helped me not to be afraid of something new

From responses, it is clear that there is a growing awareness and understanding of what WorldSkills Australia can support participants to be, to do and to achieve. There is also a high proportion of respondents that cited their reason for participating as "due to encouragement, advice and clear direction" from their teachers and mentors, which again shows brand ambassadorship in motion.

CROWNING ACHIEVEMENT FOR WORLDSKILLS AUSTRALIA AGAIN

AS PER NATIONALS SURVEY 2021 AND REINFORCED IN REGIONALS SURVEY 2022

**87.5%** 87.5% of respondents attributed their motivation to finishing their current education to their involvement in worldskills australia!



**74.9%** reported more confidence in skills as a result of WorldSkills Australia involvement

**70.9%** inspired to strive for excellence in chosen Skill

**67.6%** agree that the experience has helped them further improve their skills

**63.4%** agree that the WorldSkills Australia experience has inspired them to aim higher in life and work

**63.1%** agree that the WorldSkills Australia experience has inspired them to progress their career in their chosen skill area

**58.2%** stated that the WorldSkills Australia experience has helped them develop new skills

From responses received, it is clear that the experience of engaging with WorldSkills Australia has given competitors strong intrinsic and extrinsic value. It is clear that the WorldSkills Australia experience supports our youth to not only gain greater technical skills, but also build key soft skills essential for success in their careers and life, in general. Responses, indeed, paint a story of inspiration.

**81.9%** believed that they now have improved time management skills

---

**75.8%** have developed greater resilience under pressure

---

**75.6%** cite achieving greater planning and organising skills

---

**73%** believed that they have developed greater problem-solving skills and ability to self-manage

Other skills gained included multi-tasking, communication, teamwork, and collaboration, taking initiative, development of a winning mindset, presentation skills, networking skills, negotiation skills and developing stronger results' focus.

## THE POWER OF BENCHMARKING IN DRIVING ASPIRATIONS

Benchmarking their skills against others in the competition appears to have truly opened up Competitor minds to what's possible and raised true self-awareness. For some it has been an immense confidence-booster, while it has made others work harder and strive to raise their own standards. It has reinforced the development of a winning mindset with skills excellence in chosen field at the forefront of their focus. Wanting to be the best of the best, continually learning, and improving is a real skill many believe they have gained as a result of their WorldSkills Australia experience.



Wall and Floor Tiling Competition. Image: Holmesglen Institute of TAFE, VIC

# A summary snapshot: the Competitor voice on the impact of WorldSkills Australia

## A SUMMARY OF WHAT COMPETITORS TOOK AWAY WITH THEM



**91.8%**

Agree/Strongly agree that  
WorldSkills  
Australia effectively  
**RAISES THE PROFILE  
OF SKILLS**



**94.3%**

Agree/Strongly agree that  
WorldSkills  
Australia effectively  
**DEVELOPS PRIDE  
IN SKILLS-BASED  
OCCUPATIONS**



**95.6%**

Agree/Strongly agree that  
WorldSkills  
Australia effectively  
**PROMOTES SKILLS  
EXCELLENCE**



**90.9%**

Agree/Strongly agree that  
WorldSkills  
Australia effectively  
**SHOWCASES SKILL-BASED  
EMPLOYMENT PATHWAYS**



# 15 Our value to Skill Practitioners: the voice of our trainers/experts/judges

## OUR STRATEGIC OBJECTIVE

### INCREASE THE EXPERTISE OF SKILL PRACTITIONERS TO WORLD BEST STANDARD

OUR FOCUS IS ON INCREASING THE:

- Number of educators/careers advisors following their participation in WorldSkills Australia events reporting improvement in their expertise and capability to advise young people about technical skills pathways
- Number of vocational education and training practitioners engaged with WorldSkills Australia reporting improvement in their expertise and capability
- Number of Australian workplace and Institutional training and education providers who have embedded WorldSkills Australia Skills Competitions standards into their development and assessment practices

WorldSkills Australia volunteer workforce comprising of Mentors, Trainers, Experts and Judges, from education and Industry are highly engaged and indeed, the cornerstone for the organisation's success. WorldSkills Australia's purpose resonates strongly with this group. As champions of WorldSkills Australia, VET and Skills Excellence, this group, indeed has strong influence in defining the brand and the brand experience for all stakeholders involved.

The Regionals 2022 saw 96 new Practitioners join the WorldSkills Australia journey. The others who have engaged with WorldSkills Australia previously returned with passion and vigour to yet again, make a positive difference in the lives of the youth of Australia.

Through this survey, as per the Nationals 2021 survey, we once again delved into the mentors/trainers/experts/judges' purpose and drive - why do they do what they do, what value they get out of being involved in the skills' benchmarking competition forum, what value they believe they provide and what value they receive from their involvement.

It is clear from responses that all Mentors and Judges come in to help make a positive difference in the lives of our youth and hope to inspire them to engage and stay engaged with skills education and employment pathways. They enjoy providing value to competitors and peers through the WorldSkills Australia forum and indeed, being part of the WorldSkills Australia community. Many use the WorldSkills Australia as a platform for continuing professional development, taking away key learnings to implement back in their work context. Retired teachers and industry experts who come back to contribute as mentors value the continued human connection commented on the "WorldSkills family" and their increased sense of purpose. New entrants into this amazing community were excited and further energised by their rich WorldSkills Australia Regionals experience to do even more in the future.



*Judging Cookery Competition. Image: TAFE, South West QLD*



Please see below some highlights from Regionals 2022 Survey of Skill Practitioners.

### SKILL PRACTITIONERS: KEY MOTIVATORS FOR CHOOSING TO ENGAGE WITH WORLDSKILLS AUSTRALIA

**81%** engage with WorldSkills Australia - to make a positive impact on today's youth

**76.6%** engage to do more to promote the value of skills excellence

**66.7%** engage to be part of a community that take pride in VET

**57.1%** of respondents said that they engaged with WorldSkills Australia because they wanted to bring skills excellence-based practices back into their workplace

**More than half** of the respondent group engaged to throw themselves into a new environment of challenge.



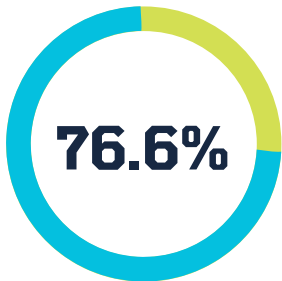
## SKILL PRACTITIONERS: KEY INDICATORS OF INSPIRATION TO CONTINUE ENGAGEMENT WITH WORLDSKILLS

- 84.1%** said they continue to engage with WorldSkills Australia as they enjoy influencing Australia's youth to develop a skills excellence mindset
- 70.2%** enjoy the new experiences that being part of the WorldSkills Australia community gives them
- 68.3%** said that they learn and grow personally and professionally by continuing to be part of the WorldSkills Australia community
- 63.1%** said that their continued engagement with WorldSkills Australia adds value to their organisations
- 61.5%** said that they enjoy the continued networking opportunities with the diverse WorldSkills Australia community

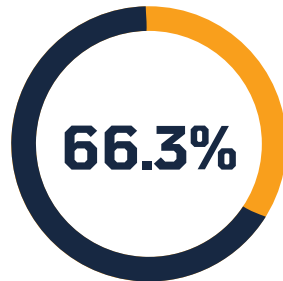


*Judging Retail Butchery Competition. Image: TAFE, NSW*

**SKILL PRACTITIONERS: KEY INFLUENCES ON SKILL PRACTITIONERS FROM INVOLVEMENT IN WORLDSKILLS COMPETITIONS**



said that their capability as educators and trainers /Industry Experts has been enhanced by engaging with WorldSkills Australia



said that they are now able to give better advice to youth about technical skills pathways to pursue as a result of their engagement with WorldSkills Australia

Over half of the respondent group said that:

- The WorldSkills agenda helps them to stay current and understand new/emerging trends in their chosen fields
- The new/enhanced knowledge and practices they have gained through engagement with WorldSkills Australia has positively influenced their teaching/Industry practice
- Their technical expertise has grown as a result of their involvement with WorldSkills Australia

This influential group, as can be seen through this snapshot and the snapshot of the Nationals 2021 survey, have strong personal fulfillment, job enrichment, recognition of greater value of self and the value they can add to others, gain true satisfaction from realising others’ potential, obtain strong human connection through networks and are intrinsically motivated to learn and grow through continuing to engage with WorldSkills Australia.

Hence, as per the Nationals 2021 results, with what WorldSkills Australia does now, the organisation serves to grow the capability of this group in various ways.

It is clear that engagement with WorldSkills Australia continues to propel this group to raise the bar for themselves, understanding the privilege and responsibility of their key role with WorldSkills Australia with a high percentage of respondents striving to hold themselves to higher standards through continual learning and development with the courage to pro-actively seek feedback from others on how they can do more, do better, do different.

***It is no small achievement that 98% of respondents from the Skill Practitioner group categorically state that they would like to pursue greater involvement with WorldSkills Australia.***

Thus, it is clear that WorldSkills Australia is continuing to achieve its key strategic objective of enabling skills development practitioners who are clearly reporting an increase in their expertise and capability, directly related to their WorldSkills Australia engagement.

In the interest of continuous improvement in WorldSkills’ Australia’s mission to deliver “more and better” to the Skills Practitioners in Australia, **WorldSkills Australia took this opportunity also to ask Skill Practitioners what they would like from them that would further enhance their experience.** Here are some anecdotal comments from respondents towards the same.

## ANECDOTAL COMMENTS: SKILL PRACTITIONERS

*Representative list only. Please see full report for all comments. Available on request.*

- Marketing for greater collaboration between RTO and WorldSkills around awareness
- This was a great experience and gave some insight into improving training and youth pathways
- More participants, which bring a wider range of skills , more understanding of the rules and Guidelines of WorldSkills from a participant's perspective
- It allows me to teach within the classes I take to give knowledge on opportunities that can emerge if you give you best and treat your career as more than just a job
- Keep judges updated with current trends and share any industry knowledge with networking
- The work that WorldSkills is doing is already great for the community and industry. All in all, it's a great organisation so they should continue doing the good job they doing:)
- Professional development is very important to build skills and enhance the overall experience as a Judge, WorldSkills could implement professional development workshops for existing Judges and new Judges that require skills training
- Engage our upper management at our TAFE to get their support. We, the trainers, love WorldSkills, but seem to fight management on the topic
- There was a lot to do in the time available
- The grading training offered was excellent. I want to be able to travel to other places to help out with judging, mentoring, and getting more experience for myself. I want to help out competitors as a mentor enriching their skills and knowledge
- Having convened and judged many competitions, I think the process is about right
- Links to others in the WorldSkills community that I can contact for advice and ideas in my area of expertise
- Partner with major industry stakeholders within my industry
- Provide interaction with judges from other locations in the same field
- By sending me newsletters so I can keep up to date just keep giving the support
- Provide clear communication of expectations and provide ongoing support to the role of a judge
- Provide ongoing support and development and assisting with skills excellence and enhancing networking opportunities
- I feel that everything is amazing well done
- Continue to keep me informed via email about events or achievements regularly. I am genuinely interested in keeping up to date with the World Skills activities throughout the year, rather than just judging a regional event once a year
- More involvement in TAFEs to encourage apprentices to nominate themselves in a regional competition

# A summary snapshot: Skill Practitioners

## A SUMMARY OF WHAT SKILL PRACTITIONERS TOOK AWAY WITH THEM



**92.5%**

Agree/Strongly agree that  
WorldSkills  
Australia effectively  
**RAISES THE PROFILE  
OF SKILLS**



**94.3%**

Agree/Strongly agree that  
WorldSkills  
Australia effectively  
**DEVELOPS PRIDE  
IN SKILLS-BASED  
OCCUPATIONS**



**93.7%**

Agree/Strongly agree that  
WorldSkills  
Australia effectively  
**PROMOTES SKILLS  
EXCELLENCE**



**84.9%**

Agree/Strongly agree that  
WorldSkills  
Australia effectively  
**SHOWCASES SKILL-BASED  
EMPLOYMENT PATHWAYS**



As is clear in findings from the survey, there is no question that WorldSkills Australia is effectively achieving its strategic objectives. Both respondent groups have been vocal in identifying what actions they value and providing feedback for continuous improvement where relevant. While we take a minute to recognise what has gone well, it is time to keep moving forward with strong purpose and drive. The evidence established builds on the strong reference point offered by Nationals 2021 survey results to measure future improvement, growth, and success.

## OUR OPPORTUNITY TO ENHANCE OUR VALUE PROPOSITION FOR COMPETITORS

The information gathered is valuable on multiple fronts. Key points to note:

Respondents have given us key information about how WorldSkills Australia has inspired many in the pursuit of they enter VET education and skills-based career pathways. *This gives us the opportunity to augment the knowledge that support groups have within their armouries to provide the right level of support for potential new entrants into the VET system, further growing VET student numbers.*

With attrition in apprenticeships/traineeships still high across the nation, any mechanisms that serve to support our youth to stay and complete their courses and apprenticeship/traineeship programs are valuable. With feedback clearly showing that the WorldSkills experience gives our youth firstly the motivation to continue on their chosen education and career paths and builds aspiration to do better in the same, *it is a great opportunity for us to do more in this space by actively promoting engagement with WorldSkills Australia at all levels across TAFEs and other VET education providers, increasing numbers of youth participating in competitions year on year.*

Hence, not only does the feedback serve to validate WordlSkills Australia's Vision, Mission and Purpose, but it can also be leveraged to support more youth to raise their level of engagement with **VET-based education and career pathways**. It will serve to open the door for those, not yet engaged with WordlSkills Australia, to take a peek at what's possible. This information is also valuable to **help employers understand** what they can expect from their investment with WordlSkills Australia. This data will also **support mentors** to look at what they have achieved through their mentees and to focus on areas of continuous improvement.

## OUR OPPORTUNITY TO ENHANCE OUR VALUE PROPOSITION FOR SKILL PRACTITIONERS

The combination of passion and purpose driving this respondent group is evidently a key success factor for WorldSkills Australia and not something to take for granted. Not only does their WorldSkills Australia engagement support their continued professional development, raising expertise and capability, but also aids in retention of this valued workforce within education and industry.

WorldSkills Australia will do well to build on this further, in collaboration with key VET and Industry partners, by providing more diversity of opportunity for mentors and experts to add value to youth and peers while engaging in specific events that provide value to them, such as continuous improvement forums, free seminars on topics such as leadership of social change, Understanding millennials etc. and also kicking off projects, that they may like to be involved in with outcomes recognised publicly at WorldSkills Australia forums and also at their workplaces, where relevant. Not only will this validate their contribution to the WorldSkills Australia cause, but also stimulate others to follow in their footsteps, creating strong succession of this crucial volunteer workforce.

The key opportunity that exists for WorldSkills Australia with this group is to leverage the intrinsic motivation of this group to support achievement of further objectives to embed WorldSkills standards into training and assessment practices.

As evidenced in the Nationals 2021 research results and again, reiterated with Regionals 2022 survey, there exists a strong appetite amongst stakeholders for improvements to be made in the larger ecosystem for greater outcomes for our young people, with many considering WorldSkills Australia as a key champion to lead this charge. There is strong engagement from all stakeholder groups surveyed with WorldSkills Australia, strong intention to add further value and indeed, become brand ambassadors for the WorldSkills Australia cause.

We, at WorldSkills Australia, will continue to morph, grow, and provide strong outcomes, setting up Australia's youth for success, becoming a strong central point of real and relevant data and advice to support all stakeholders in the ecosystem including education, industry, government, and community.

***We invite all of you in the skills ecosystem to collaborate with us in this movement to create an even better future for the youth of Australia, setting up our Skill Practitioners for success and setting Australia up as an international leader, showcasing skills excellence.***

# About WorldSkills Australia

WorldSkills Australia is part of a global movement consisting of 85 member countries, which celebrates young people achieving world class standards in the biennial competitions likened to a 'Skills Olympics'.

With a purpose to identify, demonstrate, promote and grow the excellence of Australia's skills development, we are the only Australian skills organisation that can bring this global benchmarking back to Australia. We have unique assets, resources, and networks to help raise the training standards and improve young people's technical and soft skills set and resilient mindset to ever higher standards.

WorldSkills Australia joined WorldSkills International in 1981. The first regional competition was held at Bowral in June 1982 with Australia going onto host our first and only Skills Olympics to date in 1988 at Darling Harbour in Sydney.

Australia has a very strong and proud history of involvement in WorldSkills activities. This has only been achieved with the support of government, industry, employers, and the incredibly passionate and supportive volunteer network.

Some key achievements so far:

- 100,000+ young Australians participate in WorldSkills Australia events
- 20,000+ school students and their parents will attend a WorldSkills National Championship
- 4,000+ volunteers around Australia contribute to WSA programs
- Over 60 trades and skills are represented at WorldSkills competitions - from bricklaying to hairdressing, cloud computing to cyber security

WorldSkills champions become industry leaders, mentors, business owners and contribute greatly to the economy and their local communities.

While we take a minute to celebrate our achievements, we are not ones to rest on our laurels. We exist to influence, challenge and support Australians to develop, recognise and promote skills excellence for a thriving economy. We will continue to strive for greater outcomes, making a true difference to the youth of Australia, always driven by the collective strong purpose and passion of our WorldSkills Australia Community.

Current Strategic Objectives are:

- To increase the participation of youth in high quality skills development
- To increase the expertise of skills development practitioners to world best standard
- Benchmark Australian skills excellence against global standards



# About Playmakers Consulting

Playmakers Consulting Services Pty. Ltd (PCS) is a Melbourne-based consultancy working with independent experts in multiple sectors who come together to provide customised solutions for clients.

Built with the future of work in mind, Playmakers brings together senior executives and managers from multiple sectors who are in varying stages of career transition, breaking down barriers to create a new world. These Playmakers have individually achieved great heights of success; now come together to collectively provide stronger outcomes to deliver results through collaboration, strategic and operational leadership, with equal input and individual accountability.

PCS core business areas include Business Strategy, Business Growth, Business Process Improvement, Change Management, Capability and Culture Strategy and Development, Workforce Skills and Training Solutions, Education Innovation, Education and Workforce Grants and Tenders, Work Readiness and Graduate Programs Development. Our robust research arm feeds into all business areas providing clients with added value on all projects.

Playmakers undertake and manage small, medium and large-scale projects across multiple areas and sectors with high-performing teams, comprising of individuals with value-add skills and expertise, working together to achieve client objectives.

**AUTHENTICITY, INTEGRITY, PASSION  
EXPERTISE, HIGH PERFORMANCE, SUSTAINABLE RESULTS**

**PREPARED BY PLAYMAKERS CONSULTING SERVICES PTY. LTD.  
FOR WORLDSKILLS AUSTRALIA**

## **COPYRIGHT**

The entire contents and design of this document are the property of WorldSkills Australia or used by WorldSkills Australia with permission and are protected under Australian and international copyright and trademark laws. All rights are reserved. Except as otherwise provided herein, users of this document may save and use information contained in the document only for personal or other non-commercial, educational purposes. No other use, including, without limitation, reproduction, retransmission or editing, of this document may be made without the prior written permission of WorldSkills Australia which may be requested by contacting The CEO (WorldSkills Australia).

## **DISCLAIMER**

This Report is prepared by Playmakers Consulting Services Pty Ltd, engaged by WorldSkills Australia. The Report is solely for the use of WorldSkills Australia and is not intended to and should not be used or relied upon by anyone else. The Report has been prepared for the purpose of providing survey data results and related information for WorldSkills Australia as part of assigned project (Surveys deployed at WorldSkills Regional Competitions 2022). It contains information specific to WorldSkills Australia only and that we do not accept any duty, liability, or responsibility to any person (other than WorldSkills Australia) in relation to this Report. Recipients of this Report should seek independent expert advice as this report was not prepared for them or for any other purpose than that detailed in The Project and cannot be relied upon other than for this. Information contained in the Report is current as at the date of the Report and may not reflect any event or circumstances which occur after the date of the Report. All queries related to the content, or to any use of this report must be addressed to Managing Director, Playmakers Consulting Services Pty. Ltd.





world**skills**  
Australia

[www.worldskills.org.au](http://www.worldskills.org.au)