

Growing industries

Assessing where the work lies could give you an advantage, writes **Sharon Green**.

WHEN deciding on your professional career, it could be helpful to look at the employment market first to determine where the work opportunities are, what skills will be in demand, and whether you can take advantage of expanding sectors. Perhaps the next big area of growth will hold the career you're looking for.

A spokesperson from the Department of Education, Employment and Workplace Relations says of the 19 broad industries in Australia, Australian Bureau of Statistics Labour Force Survey data shows the largest are health care and social assistance and retail trade, which employ 1.3 million and 1.2 million workers respectively. Manufacturing and construction are also large employing industries, with approximately 1 million workers each. "Over the five years to 2015-16, though, more than half of the new jobs in Australia are expected to be provided by just three industries. One in four new jobs are expected to be in health care and social assistance, with construction and professional, scientific and technical services together also creating more than a quarter of new jobs."

Daniel Dobos, founder of Mental Blank, an organisation that runs VCE seminars, says with the rapid increase of the internet, a whole industry of technology and digital-based jobs that require specialist skills will be created in the coming years. Daniel says the ability to



be more disciplined and have stricter time management will become important as we are challenged with email, mobile phones and online distractions. "The ability to eliminate distractions is definitely an important skill. Uninterrupted work is the key to getting things done and now it's even harder to achieve that."

IPA Recruitment spokesperson, Darrell Hewton, says technology and automated roles, mining, internet-based business, and environment jobs will expand in the next five to 10 years. "Outsourcing, offshoring and working remotely is also a key trend that will continue because of the advent of the internet and email

being accessible at any location."

Future employees will need to be technology-savvy, have good communication skills and be able to converse face-to-face, Darrell says. But we should also keep in mind that as skills

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change every year, the demand for skill renewal will continue. "We underestimate the value of having a range of skills and being flexible. Any skill can be transferable; it just needs a flexible attitude and willingness."

Darrell says while there is sense in changing your aspirations to meet anticipated demands, it will be more important to approach any job with a career map in mind. "The pitfalls might be that you adapt and change and move from role to role without any connection. Try to link your career with a long-term goal in mind." ❖

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