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The Australian Council of University Art & Design Schools (ACUADS)

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SUBMISSION BY
THE AUSTRALIAN COUNCIL OF UNIVERSITY ART & DESIGN SCHOOLS (ACUADS)
TO
THE AUSTRALIAN BUREAU OF STATISTICS ON THE DRAFT AUSTRALIAN AND NEW ZEALAND
STANDARD CLASSIFICATION OF OCCUPATIONS (ANZSCO) CHANGES

The **Australian Council of University Art and Design Schools (ACUADS)** is the nation's peak organisation representing the interests of art and design schools within Australian universities. ACUADS currently represents twenty Australian tertiary art and design faculties, schools and departments and other academic units offering university degrees at undergraduate and postgraduate levels in art, craft and design. A list of ACUADS Members is provided at the end of this document.

This submission is made on behalf of the ACUADS Executive Board in response to the Australian Bureau of Statistics (ABS) review of the Australian and New Zealand Standard Classification of Occupations (ANZSCO). ACUADS welcomes the opportunity to provide feedback on the draft classification and its structure. As requested for this round of consultation, we provide responses to the questions in the online survey. We are responding to those questions of most concern to our members as we outline the positive and negative impacts of the proposed structural changes in the draft ANZSCO and their potential impact on higher education and the art and design sectors.

Question 8: *How do you or your organisation intend to use the classification?*

a. Please indicate which levels of the classification hierarchy you use and why (i.e. major group, sub-major group, minor group, unit group, occupation level)

Within art and design higher education contexts, the ANZSCO is used by institutions to inform program and course development and as an indicator of career and occupation. As such, the ANZSCO is a tool and reference utilised at major group, sub-major group, minor group, unit group, and occupation level in this process. The ANZSCO has also had implications for course/subject fee structures particularly in relation to the federal government's Job Ready Graduates package implemented in 2021.

b. Please describe any constraints to your usage in relation to the specific segment or level of the classification you use (i.e. a particular sub-major group)

Using the ANZSCO and its hierarchy as a reliable measure for program and course development and job outlook is not sufficient due to the constraints outlined below.

In the draft revised ANZSCO, the Sub-Major Group 24–Design, Engineering and Science Professionals does not accurately summarise the scope of activities reflected in its occupations. There is reference to “products”, “machines, production systems and plants” but no reference to digital products, or of services, systems or interaction as key foci of Professionals in this Sub-Major, in particular Design.

There is a gap still evident in the draft ANZSCO, where today’s fastest growing jobs in the Australian and international economy are not categorised, making it challenging when trying to find appropriate classifications especially for recognised occupations in fast-moving and newly emerging industries. For example, *The Future of Jobs Report* (WEF, 2023) evidences technology adoption as a key driver of business transformation in the next five years. More than 85% of global organisations surveyed (803 companies, 11.3 workers, 27 industry clusters, 45 economies) identified “increased adoption of new and frontier technologies and broadening digital access as the trends most likely to drive transformation in their organisation” (2023, p. 5). The transformation of employment has been significantly accelerated with the emergence of generative artificial intelligence and Large Language Models (LLMs) such as ChatGPT and the onshoring of manufacturing since supply chain disruptions of COVID-19. These two factors are resulting in the simultaneous convergence and divergence of design occupations reliant on strategic expertise in applications of generative AI and specialist expertise in divergent materials and manufacturing technologies. The implication is that jobs are increasingly less contingent on physical location, and the increased complexity and implementation of the digital and manufacturing across diverse industry sectors signals that strategic, systems and service design are requisite skills and occupations both for Australia and globally.

Question 10. *Will the new groupings in the draft structure impact the way you or your organisation uses the classification?*

- a. Please indicate if the impact is positive, negative or neutral and why*
- b. Please describe which specific groupings in the proposed structure may impact the way you or your organisation use the classification*

ACUADS notes the methodology and work undertaken to the revised draft ANZSCO to reflect changes in the labour market caused by emerging and evolving occupations, and welcomes the plan for more timely and frequent updates to the ANZSCO.

Positive impacts

The inclusion of Design Professionals as per 24–Sub-Major Group and Design Professionals as per 243–Minor Group. These changes better reflect current industry practice.

The inclusion of Digital and UX Design as distinct categories in the revised ANZSCO is a significant and positive development. These fields have increasingly become integral to the design landscape, and their recognition reflects their growing importance and complexity.

For ACUADS members the positive impact of these changes is to recognise and validate the industry sectors in which our students will find work. This supports investment in curriculum and staffing, and provides confidence to higher education students.

Negative impacts

The absence of a **Unit Group** in **Strategic and Service Design** impacts the accurate categorisation of these occupations and does not support research into and evidence of the significance of these occupations. Strategic and Service Design disciplines are increasingly integral to the design landscape, offering valuable contributions to both strategic thinking and service delivery. Their absence from the draft revisions overlooks their importance to the economy and may impact their visibility and development within the industry, and inaccurately reflect how jobs are classified in the ANZSCO.

Including **Strategic Design** and **Service Design** as standalone occupations in the ANZSCO would better capture the diversity and evolving nature of design professions. It would also align with global practices and support the recognition and growth of these fields. In the Australian context Strategic and Service Design are of greater significance than Product Design, a field that was eroded by the shift to off-shore manufacturing in 2016-2017 (Australian Government Department of Employment and Skills 2019). It would significantly benefit Australian higher education if Service Design was recognised by the ABS as a growing employment sector in the ANZSCO reclassification.

The absence of a Unit Group “Other Design Professionals” is inconsistent with all other Unit Groupings under 24–Design, Engineering and Science Professionals, and most other Unit Groups. Design practices are diverse and adaptable, and will not always align with fixed taxonomies. The lack of an “Other Design Professionals” is likely to exclude some design occupations from the classification. For example, Design Arts Worker — known in design as Socially Engaged Designer — work in settings that range from local councils to hospitals, and Gallery or Museum Curator work in settings such as The Powerhouse Museum. We question the omission of these two categories of professionals in Design when they are recognised in Visual Arts as 231931 and 231932.

Question 12. *Do you or your organisation have any key implementation concerns about the proposed structure?*

- a. Please describe any positive or negative impacts regarding the implementation of the proposed structure*
- b. Please provide details to help us understand why implementing the new classification is a concern to you*

There is a critical omission that requires addressing in the draft ANZSCO. Strategic Design and Service Design are widely recognised as significant design professions globally. This is reflected in curriculum and course offerings in many of our higher education institutions. The absence of a Unit Group in Strategic and Service Design is a concern as there is no way to accurately categorise these occupations thereby constraining the ANZSCO’s effectiveness as a reflection of jobs and occupations in Australia. Their absence from the draft revisions overlooks their importance and may impact their visibility and development within industry and higher education.

Digital platforms, interactive apps, e-commerce and digital trade are expected to result in imminent widespread disruption with the integration of generative AI in the labour market, with substantial job displacement in organisations and businesses (WEF, 2023). Digital transformation is seeing business and government operate in increasingly complex and distributed forms. Service Designers play a critical role in this context, recognising that services are designed interactions and experiences.

Strategic Design tackles complex, systemic problems that increasingly characterise the landscape of an interconnected global culture. Strategic Designers work across government and industry organisations to shape policy and strategy using characteristic design skills including research, synthesis, facilitation, visual communication and problem-solving. As an occupation, Strategic Design is a growing area of practice which should be recognised in this classification.

Thank you for the opportunity to contribute to this consultation and we look forward to seeing the outcomes. Should there be any questions or follow up regarding this submission please contact the ACUADS Executive Officer at the email address below.

Sincerely,



Associate Professor Veronika Kelly

Chair, The Australian Council of University Art and Design Schools (ACUADS)

cc. Lucy Weekes, Executive Officer, ACUADS

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ACUADS Executive Board

Associate Professor Veronika Kelly (University of South Australia), Professor Mitchell Whitelaw (Australian National University), Associate Professor Lyndall Adams (Edith Cowan University), Associate Professor Katherine Moline (University of New South Wales), Dr Janelle Evans (University of Melbourne), Professor Kit Wise (Royal Melbourne Institute of Technology), Dr Charles Robb (Queensland University of Technology), Associate Professor Simone Slee (University of Melbourne), Monte Masi (Adelaide Central School of Art), and Associate Professor Spiros Panigirakis (Monash University).

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