

A CAREER THAT'S YOUR STYLE

HAIRDRESSING AND BEAUTY SERVICES INDUSTRY INSIGHTS



**INDUSTRY
INTEGRATED**



**JOB-FOCUSED
TRAINING**



**EXPERIENCED
AND PASSIONATE
TEACHERS**

**MAKE
GREAT
HAPPEN**

tafe
Queensland

INTRODUCTION TO THE INDUSTRY.

At the first swipe of a brush, the beauty services and hairdressing industry might seem like it's only for the glamorous or those who enjoy being in the spotlight.

But, the truth is that there's no better 'feel good' career – you will help people feel more self-confident every day.

The industry is made up of primarily small and medium sized businesses that provide a range of services from cut and colours to massage, waxing and skin care. That's not to say you'll only ever work in a salon though, a wide variety of career opportunities exist for hairdressers and beauty therapists. You could work on cruise ships, for magazines, photographic studios, and fashion houses, as a sales representative, or industry educator, in your own business, and moreⁱ.

TOP 5 INDUSTRY TRENDS



DEMAND IN PERSONAL SERVICES

There's a clear demand for personal services, Australians spent more than \$4.8 billion on hair and beauty services last financial year. This is expected to grow at a rate of 1.4% each year over the next five yearsⁱⁱ.



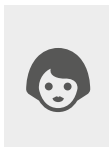
GROWTH IN EMPLOYMENT RATES

In 2015-2016 there were approximately 84,200 people employed in hairdressing and beauty services in Australia. Employment rates are only predicted to grow by an average of 1.62% per year from 2017-2022.



SKILLS SHORTAGE ONGOING

An ongoing skills shortage is likely to increase the number of apprenticeships and traineeships available, and the need for senior stylists and beauticians to continually retrain and upskill.



DIVERSITY IN THE WORKPLACE

Hairdressing currently employs the largest number of people in the personal services sector, and also employs the most females of any tradeⁱⁱⁱ.



RISE OF SOCIAL MEDIA

The rise and popularity of social media has heavily influenced this industry and the services it provides. You'd be hard pressed to find a hairdresser or nail technician who hasn't been asked to replicate an Instagram or Pinterest image.

ⁱ RAPS 2015a, *Beauty Industry Environmental Scan* (online). www.rapstc.com.au/wp-content/uploads/2011/12/Beauty-Environmental-Scan-2015.pdf [accessed 14 November 2016].

ⁱⁱ IBISWorld 2016, *IBISWorld Industry Report S9511 Hairdressing and Beauty Services in Australia* (online). www.clients1.ibisworld.com.au/reports/au/industry/default.aspx?entid=677 [accessed 15 November 2016].

ⁱⁱⁱ RAPS 2015b, *Hairdressing Environmental Scan* (online). www.rapstc.com.au/wp-content/uploads/2011/12/Hairdressing-Environmental-Scan-2015.pdf [accessed 14 November 2016].

JOB SATISFACTION, SALARY & KEY BENEFITS

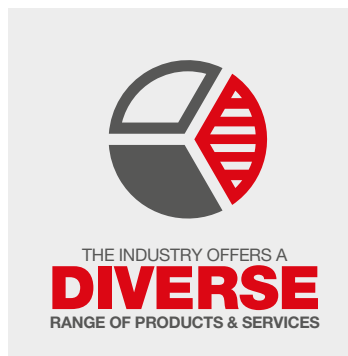
Hairdressers and beauty therapists have created a great working community, you will make friends for life. You can specialise in so many different areas, or you can move into further studies such as massage or natural therapies, physiology and health. If you want to travel and work internationally, you can (especially with a nationally-recognised Australian qualification).

Traditionally less than 50% of hairdressers and beauty therapists are employed in full-time positions. But, like many industries, personal services is heavily influenced by seasonal events from weddings to formals to Spring racing. This offers a very attractive, unique level of flexibility between work-life balance and income. In a year, you could earn \$34,000 to \$56,000^{iv}.

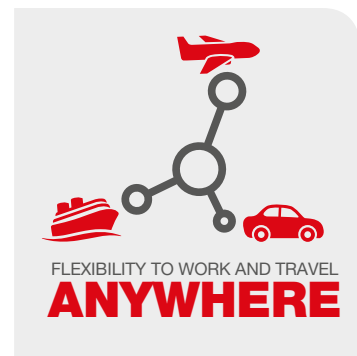
BECOME A SPECIALIST



PRODUCTS & SERVICES



FLEXIBILITY



MAKE GREAT HAPPEN

At TAFE Queensland, our beauty therapy and hairdressing courses are dedicated to people who have a passion for bringing out the best in others. It is this focus on your individual style and natural talents, paired with our industry partnerships, which sets our training apart.

Our trainers work hard to maintain their industry currency and connections. Across the state we work with a range of companies including Schwarzkopf, De Lorenzo, Stefan, Norris, Dermalogica, Algologie, Gorgeous Cosmetics and Crown Brush Australia. Throughout the year our trainers also host networking events and competitions, work with guest trainers and volunteer in the community.

With our qualifications you'll receive hands-on training and learn vital salon business skills. You will learn in purpose built facilities with real customers, with access to top quality resources and industry experienced trainers. We can give you everything you need to establish yourself as a cut above the rest.

Let us help you Make Great Happen in the hairdressing and beauty services industry.



“I came, I saw, I contoured.”

Every beautician ever



tafeqld.edu.au/enrolnow

© 2016 TAFE Queensland. All rights reserved.

TAFE Queensland Brisbane | RTO No. 0275 | CRICOS No. 03020E | TAFE Queensland Gold Coast | RTO No. 0083 | CRICOS No. 03037G
TAFE Queensland East Coast | RTO No. 0418 | CRICOS No. 02004B | TAFE Queensland Skills Tech | RTO No. 31396 | CRICOS No. 02014M
TAFE Queensland North | RTO No. 0542 | CRICOS No. 02012B | TAFE Queensland South West | RTO No. 0526 | CRICOS No. 02011C

**MAKE
GREAT
HAPPEN**

