



LEADERSHIP & MANAGEMENT Industry Report

Industry / Careers / Qualifications



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INDUSTRY SNAPSHOT

Leadership and Management opportunities exist in every sector of the workforce from government and corporate, to mining, retail, construction, and everything in between. Leadership and management job roles are in high demand in all organisations from small businesses to large corporations.

In our 18 years of business, we have noticed one clear standout in terms of the most in demand skill set required - leadership and management skills. Having a strategy is great but you need skilled people to lead and manage your workforce, especially during uncertain times.

Even though there is a lot of hype around A.I. and innovative technologies, the skills that make the greatest difference in the lives of Australian workers are those of your leader or manager.

In fact, recent research shows that your manager impacts your mental wellbeing more than you doctor or a therapist. And 80% of workers would rather, better mental health at work over more pay.

Emotional Intelligence is no longer termed a 'soft' skill, it is now deemed an essential skill.

There are currently over 1.8 million managers employed in Australia based on data from the Bureau of Statistics. The figures also show a 25% increase in managers employed in the last 10 years versus only a 2% increase across all job roles.

The retail sector is the largest employer of managers in Australia however wherever there are human beings there needs to be managers to make sure that we are all heading in the right direction in the most efficient and effective way.

Top employing occupations for managers

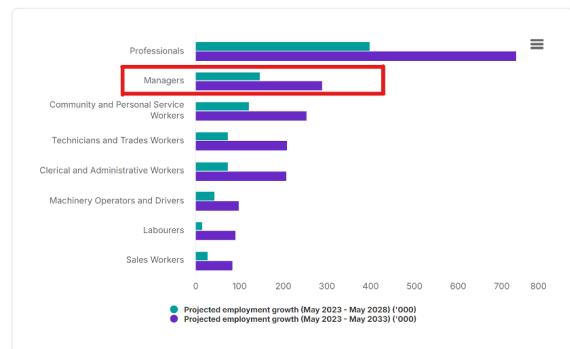
TABLE 1: Top employing occupations for managers.

Occupation	Employees
Retail managers	243,200
Advertising, public relations and sales managers	167,400
Construction managers	126,600
Human resource managers	105,800
Other hospitality, retail and service managers	90,900

At time of writing Seek listed 35,000 roles with the keyword Leadership, just over 53,000 with the keyword Manager, and 21,000 specifically with the title Leadership and Management.

Jobs and Skills predict that there will be an increase of 290,000 managerial positions by 2033.

Projected employment growth by occupation, May 2023 to May 2028, and May 2023 to May 2033





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LEADERSHIP & MANAGEMENT CAREERS

Leadership and Management roles exist in every organisation, at a variety of levels from team leader to CEO. In any role, there are two combinations of skills, knowledge, and experience in play: how do you deliver on a technical skill set, and how do you work effectively with your people.

A look at online job sites such as Seek and Indeed reveals a wide range of roles in the Leadership and Management sphere:

- Construction Manager
- Engineering Manager
- Human Resources Manager
- CEO or Executive Leader
- Operations Manager
- Managing Director
- Marketing Manager
- Finance Manager
- WHS Manager
- Retail Manager
- Service Manager
- Management Consultant
- Project Manager
- Business Development Manager
- Warehouse Operations Manager
- Administration Manager
- IT Manager
- Security and Risk Manager
- Client Services Manager

LEADERSHIP & MANAGEMENT SKILLS AND RESPONSIBILITIES

Given that management roles are by nature concerned with managing people, high standards of communication are required. You will require both interpersonal and reporting skills. You will need to be able to tailor your communication, whether written or verbal, to your audience and be persuasive.

Achieving organisational outcomes is always a team result, and effective leadership is central to success.

In addition to communication skills, there is a consistent set of essential skills required by leadership and management roles:

- **Collaboration** – Ability to work as part of a team. Listening is a key skill for any manager. As is negotiating.
- **Initiative and enterprise** – Adapt to change, develop better systems, effectively lead your team through change.
- **Analytical thinking** – Ability to analyse and advise on data and events.
- **Commercial acumen** – Especially ability to look at broader business implications.
- **Relevant work experience** – The focus on qualifications in job ads is also combined with a requirement of experience in the sector.
- **Planning and organisational skills** – Coordinate responses, manage and plan.
- **Self-Management** – Adhere to procedures, prioritise, time manage.
- **Learning** – Develop, implement, and monitor development plans.
- **Technological literacy** – As technology continues to offer more to workplaces, it is important that you can use common computer programs and technological tools.

Harvard Business Review recently listed the following 8 Essential Qualities of Successful Leaders

Authenticity, Curiosity, Analytical prowess, Adaptability, Creativity, Comfort with ambiguity, Resilience, and Empathy, with later research now showing that Empathy has become the number one essential quality of a successful leader.

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QUALIFICATIONS & RECOGNITION OF PRIOR LEARNING

Employers are on the hunt for strong people managers because they know that effective teams deliver the best results for a business.

Management focuses on guiding people to fulfil tasks and follow processes.

Leadership focuses on communication and connection between people. When both management and leadership are done well everyone grows and the business grows with it.

That is why Australia's nationally recognised qualifications focus on both Leadership and Management. These qualifications are in demand in the employment market.

Having both the people management experience, and the qualifications to match, puts you in good stead for the rising number of management roles opening up across Australia.

The bad news is that not holding qualifications that confirm your leadership and management skills will hurt your job prospects. Employers will overlook you in favour of candidates who do have qualifications.

The good news is that Churchill Education has spent years crafting an approach to help identify the qualifications that best match your experience, and a straight forward process to get you qualified by tapping into that experience.

Recognition of Prior Learning (RPL) is the process through which your skills, knowledge and experience can be converted into nationally recognised qualifications.

Book a free qualification appraisal here.

In this section we give you an explanation of each of our Leadership and Management qualifications, areas of competency for eligibility, examples of position titles, responsibilities and case studies relevant to each.

What is BSB40520 Certificate IV in Leadership and Management about?

At a Certificate IV level, you are still early in your management career. You usually have responsibility for a small team and you will report up to a higher manager who directs policies and procedures.

It reflects an ability to self-manage, and also to lead, guide and support others. Individuals at this level demonstrate some responsibility for monitoring, organising and achieving team objectives. They implement solutions to problems, and provide analysis and evaluation based on a variety of information.



CASE STUDY: Phillip - Defence

After multiple deployments, Phillip was injured and had to prepare for exit. He says the process of gaining RPL made him feel legitimised, recognised and given a fair go, after realising his specialist skills did not easily translate to the outside world.

There are no prerequisites to enrol in the Certificate IV in Leadership and Management. The qualification is comprised of four core units plus eight elective units - according to the direction you want to take.

The core units focus on the following areas:

- Communication
- Ability to lead workplace relationships
- Team leadership
- Plan implementation

Example Position Titles:

- Program or Project Administrator/Coordinator
- Team Leader
- Site Supervisor
- Leading Hand
- Coordinator

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What is BSB50420 Diploma of Leadership and Management about?

Operating at a Diploma level in leadership and management, you will be balancing two key areas: overseeing people, and tracking the development of strategy at an operational level so that policies and procedures have your input and expertise.

At the diploma level you must be able to demonstrate an ability to apply practical skills, experience and knowledge in a leadership and management capacity in a range of contexts. You possess judgement and initiative in organising, planning, monitoring and implementing your work and the work of others.

Your communication skills support teams and individuals to achieve organisational objectives. You create solutions to problems, analyse data from complex sources and identify opportunities for improvements.



CASE STUDY: Lisa Cox
Project Officer and Business Improvement Expert, Lisa Cox shares her career journey, discusses career change, being in the driver's seat of her career, navigating redundancy, and career progression for working mothers.

There are no pre-requisites to enrol in the Diploma of Leadership and Development. The qualification is comprised of four core units plus eight elective units.

The core units focus on the following areas:

- Effective workplace relationships
- Emotional intelligence
- Planning
- Team management

Example Position Titles:

- Office Manager
- Project Manager
- Account Manager
- Branch Manager
- Administration Manager
- Small business owner

What is BSB60420 Advanced Diploma of Leadership and Management about?

At this level you are the person spearheading the effectiveness of an organisation – from high level delivery on strategy to strongly designing a positive people culture.



CASE STUDY: Ray Boekelaar
Senior Consultant Ray discusses his career history, finding himself in senior level management with very few qualifications to show for it, the joy of gaining the recognition he has worked hard for, surviving cancer and the discovery of a surprise brother!

Advanced Diploma skill sets are highly sought after. At the advanced diploma level your leadership and management experience is complimented by specialist skills and knowledge, in a range of contexts.

You demonstrate judgement, initiative, planning and implementation across a range of functions. You are responsible for a range of individual and team objectives. You use well developed communication and cognitive skills to analyse information from a range of sources. You mentor others and create strategies to address complex problems.

There are no pre-requisites to enrol in the Advanced Diploma of Leadership and Management. The qualification is comprised of four core units plus eight elective units.

The core units focus on the following areas:

- Financial management
- Change management
- Organisational leadership
- Business plans

Example Position Titles:

- General Manager
- Business Manager
- Executive Director
- Executive Manager
- Human Resources Manager
- Sales Team Manager

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What is the BSB80320 Graduate Diploma of Strategic Leadership about?

The keyword at a Graduate Diploma level (which is higher than a Bachelor degree) is **strategic** – setting the strategic direction for an organisation and leading your broader team to achieve this vision.

You have managers looking to you to set the vision for the success of the business. To be eligible for the Graduate Diploma of Strategic Leadership through recognition of prior learning, you must demonstrate strategic leadership and management experience, and the application of advanced skills and knowledge.



CASE STUDY: Tarran Deane
Values-based leadership coach, educator and speaker, Tarran takes us through her career, her passion for equipping inspiring leaders, the satisfaction of coming full circle with her qualification, and some heartfelt advice for all of us.

You are a high-level decision maker, adept at handling organisation responsibility, and able to use judgement and initiative to implement leadership and management responsibilities. You are able to analyse information from a range of sources to create solutions to complex problems and create strategies for improvement.

The prerequisites to qualify for the Graduate Diploma of Strategic Leadership are:

- Diploma or Advanced Diploma in a related field, and three years leadership and management experience; or
- Bachelor degree in a related field, and two years leadership and management experience; or
- Five years experience at a high level of leadership and management.

Example Position Titles:

- Chief Executive Officer
- Chief Operating Officer
- Managing Directors

What is the BSB80120 Graduate Diploma of Management (Learning) about?

Increasingly, organisations are looking for talented people who know how to develop a culture and embedded approach to organisation wide learning and knowledge development.

You can be responsible for ensuring that staff development needs, assessments and capability gaps have been met with an overarching response to training and coaching of managers, team leaders and employees in a consistent development effort.

To be eligible for the Graduate Diploma of Management (Learning) you must be able to demonstrate specialist skills and knowledge in capability development and organisational learning.

You are able to evaluate and create complex ideas. You design, initiate and execute learning and development in an organisation. You have full accountability for the work of others.

This qualification is relevant to leaders and managers who use learning to build organisational capability.

There are no pre-requisites to enrol in the Graduate Diploma of Management (Learning)

The qualification is comprised of two core units plus six elective units. The core units address leading innovative thinking, and applied research.

Examples Position Titles:

- Learning & Development Manager
- Human Resources Manager
- National Training Manager
- Head of People & Culture
- Learning & Development Specialist
- Professional Development Manager
- Learning & Organisational Development
- Consultant
- Training Coordinator

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What other qualifications complement a Leadership and Management career?

Leadership and Management is a career path best built on the back of another career. Managing people is central, and communication skills are key. In order to be an effective leader it is essential that you have a high level of experience in a number of capacities, and can take a big picture view of the organisation.

The specialist complementary skills and qualifications we often found mentioned were:

- Business administration skills
- Quality Auditing qualifications
- Human Resources qualifications
- Security and Risk Management qualifications
- Training and Assessment qualifications
- Incident Investigation qualifications
- Work Health Safety qualifications

From there, it helps to align the qualifications to a similar level that sits with your Leadership & Management qualification.

Certificate IV Level

- Certificate IV Business
- Certificate IV in Business Administration
- Certificate IV Business (Cyber Security)
- Certificate IV Business (Finance)
- Certificate IV Business (Leadership)
- Certificate IV Business (Operations)
- Certificate IV Business (Records & Information M'ment)
- Certificate IV in Work Health and Safety
- Certificate IV in Project Management Practice

Diploma Level

- Diploma of Business
- Diploma of Business (Business Development)
- Diploma of Business (Compliance)
- Diploma of Business (Digital Transformation)
- Diploma of Business (Leadership)
- Diploma of Business (Operations)
- Diploma of Business (Organisational Development)
- Diploma of Human Resources Management
- Diploma of Work Health and Safety
- Diploma of Project Management
- Diploma of Quality Auditing

Advanced Diploma Level

- Advanced Diploma of Business
- Advanced Diploma of Work Health and Safety
- Advanced Diploma of Management (HR)
- Advanced Diploma of Program Management

Using RPL qualifications as credit towards university studies:

Many people who have gained qualifications with Churchill Education have used them to gain credit towards further education, including Bachelor degrees or Masters at university.

All nationally recognised qualifications can be used for credit transfer. Most universities state that the amount of credit granted depends on the specific application of an individual.

We hope you found our Leadership & Management Industry Report helpful. Contact us to find out what qualifications you might be eligible for through RPL:

Call: 1300 793 002

Email: hello@churchilleducation.edu.au