

# INDUSTRY PROFILE - Wholesale



**Wholesale**

*ANZSIC: Division F*

**Report Prepared August 2023**

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# 1. Industry Background (i.e., Regulatory and Licensing Bodies).

## 1.1: Industry Background (i.e., Regulatory and/or Licensing Bodies)

- The Competition and Consumer (CCA) covers most aspects of the marketplace: dealings with suppliers, wholesalers, retailers, competitors and customers.
- In WA the Department of Commerce administers the WA Fair Trading Act 2010.
- The licences and permits required for wholesaling roles vary depending on what is being sold, where it is being sold, the processes involved in producing goods for sale, and Federal, State and Local government rules (Business.wa.gov.au; 2021). A 2017 WA Inquiry into reforming Licensing for businesses identified 47 different licenses, permits, and various other registrations and conditions that a wholesaler might need.<sup>1</sup> For example:
  - The Liquor Control Act 1988 provides for 11 different types of liquor licence in Western Australia. A wholesaler’s licence under section 58 of the Act authorises the licensee to sell liquor for consumption off the licensed premises primarily to liquor merchants.
- Under Part XI of the Customs Act 1901 (the Act),<sup>2</sup> all practising customs brokers in Australia are required to be licensed by the Comptroller-General of Customs for the Department of Home Affairs (the Department).
- CASA Regulations, include the requirement that ALL SHIPPERS of Dangerous Goods by Air need to undertake appropriate training.<sup>3</sup>
- Designed for Drivers, Cargo Handlers and all involved in loading Unit Load Devices (ULD - Aircraft pallets and units) consigned for carriage onboard aircraft. This is an IATA (Australia) mandatory training course (under resolution 809) and requires an update course every three (3) years to maintain the currency of the accreditation.
- As an industry sector Wholesale requires the buying and on-selling of physical goods. Many wholesale businesses form part of the supply chain as an intermediary between the manufacturer/producer and the retailer. This often requires some form of physical infrastructure for the storing and processing of stock.
  - Occupational Safety and Health Act 1984
  - Occupational Safety and Health Regulations 1996

## 1.2: Industry Workforce:

- The wholesale industry is one of the largest employing industries in WA. For classification purposes, the industry falls under Australian and New Zealand Standard Industrial Classification (ANZSIC) Division F whilst, within this, each of the 39 wholesale sectors has its own 4-digit ANZSIC class code. (see appendix for full list).



The occupation of Wholesaler has its own Australian and New Zealand Standard Classification of Occupations (ANZSCO) code 1333.

Graph 1 shows that as of the end of the financial year 2022, there were approx. 7,007 Wholesale trade businesses in Western Australia.

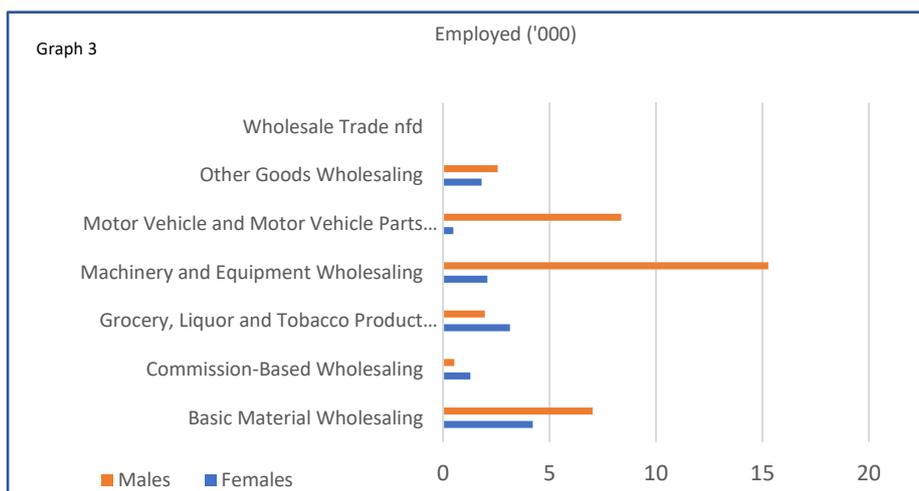
<sup>1</sup> Graph 1 <https://www.abs.gov.au/statistics/economy/business-indicators/counts-australian-businesses-including-entries-and-exits/latest-release>

The majority of these businesses are small to medium-sized, with half being non-employing - businesses operated by own-account workers (i.e., people working in their own business without employees).

The WA economy is highly dependent upon its mining sector - in 2022 mining accounted for nearly 50% of the Gross State Product (GSP).<sup>4</sup> Whilst Construction, Manufacturing, and Agriculture accounted for a further 15%. Understandably, these figures are reflected in the composition of the Wholesale sector in the state. As the graph below shows around 50% of establishments are focused on providing goods and services to one of these sectors.



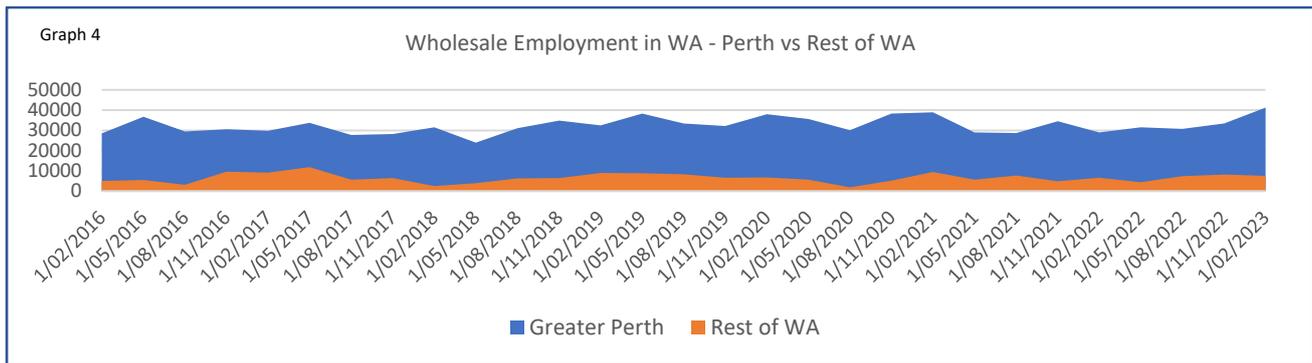
- As of February 2023, ABS data shows approximately 48,735 people as employed in WA across the seven main industry sub-divisions. This is a 37% increase in employment numbers from the previous February.<sup>5</sup> Currently, the largest of these divisions is Machinery and Equipment Wholesaling with a workforce of 17,362. Closely followed by Grocery, Liquor and Tobacco Product Wholesaling with 11,228. Machinery and Equipment, and Motor Vehicle and Motor Vehicle Parts both saw increases of around 9,000 in employment figures from February 2022.



Graph 3 Apart from Grocery, Liquor and Tobacco Products, the wholesale workforce is predominantly male.

Graph 2 <https://www.abs.gov.au/statistics/economy/business-indicators/counts-australian-businesses-including-entries-and-exits/latest-release>  
 Graph 3 <https://www.abs.gov.au/statistics/labour/employment-and-unemployment/labour-force-australia-detailed/latest-release>

Graph 4: The majority of the wholesale industry workforce is located in the Greater Perth area.



- There are 39 ANZSIC groups within the Wholesale Division covering a spectrum of goods and ranging in size from sole traders through to large international businesses with workforces of 200 plus. Many of these businesses utilise distribution and support systems that require a broad range of workers from many different occupations. The below table shows the number, and percentage as a proportion of the total, of the top 12 occupations within the WA Wholesale Industry Division. Indicative of the dominance of the mining industry in WA two of the occupations in the list - Fitter (General) and Motor Vehicle Parts Interpreter are not represented in national workforce figures. This underlines the importance of assessing local needs when developing workforce policies that are unique to WA. For example, when a Wholesale business is reliant upon a specialist worker not normally associated with the industry sector, such as a Fitter (General),<sup>6</sup> then there needs to be solutions that are specific to the needs of WA businesses.



- It is projected that the number of workers employed nationally as Importers, Exporters and Wholesalers is expected to grow to 19,600 employees (up from the current 18,400) in the next five years, while the Wholesale Trade workforce will increase from its current 359,024 to 365,595 over the same period.<sup>7</sup>

## 2. Workforce Opportunities and Challenges

### 2.1. Opportunities

- For Importers, Exporters and Wholesalers the digitalisation of the supply chain requires new skills to effectively manage their supply chains end to end. In a globalised world, where suppliers may be

Graph 4 <https://www.abs.gov.au/statistics/labour/employment-and-unemployment/labour-force-australia-detailed/latest-release>

Graph 5 <https://www.abs.gov.au/statistics/microdata-tablebuilder/tablebuilder>

situated overseas, skills like interpreting transport data, managing inventory movements, ensuring regulatory requirements are, and developing efficient operational procedures will be in demand.

- As wholesalers expand their eCommerce platforms to interact more directly with the public, customer service will play a crucial role in how they conduct their business. With omnichannel supply becoming increasingly prevalent, it will become essential to prioritize the development and monitoring of customer engagement to meet their expectations and maintain service standards. This will help companies retain their customers in a very competitive market.
- A key objective of the Western Australian Investment and Trade Plan 2022-24 is the promotion of the state's Mining and the associated mining equipment, technology and services (METS). METS encompasses, not just "the what" taken out of the ground, but all of the world's leading technologies that are used. In the mining industries.
- Large wholesalers with excess capacity in their logistics chain, be it physical warehouse space or lulls that may mean their workforce is not being utilised efficiently, have begun to utilise this situation through developing alternative distribution models:
- Third-party logistics (3PL),<sup>8</sup> where a larger company offers its existing supply chain infrastructure to third parties. This benefits the larger company by offsetting costs, maintaining an active supply chain, and generating income during sales lulls. The advantage of the company utilizing 3PL is that they do not need to invest heavily in setting up a supply chain. This relationship can benefit both large and small wholesalers, with some 3PL providers even acting as the main point of contact for customer service. Additionally, there is 4PL, where the larger supplier manages the entire supply chain and takes on more responsibilities, including overseeing resources, technology, and infrastructure, as well as offering strategic insights and management. Wholesalers using a 4PL provider would only need to negotiate the cost price with the manufacturer, factor in the supply charges of the 4PL provider, and negotiate the price of goods to the retailer.
- Dark Stores are localized "warehouses" that function like normal shops but are not open to the public. They store various product lines in small quantities, allowing large retailers to utilize them for click-and-collect and local delivery services. Recently, wholesalers have also been experimenting with similar services. Traditionally, the wholesale model involved buying a large quantity of one product to sell for a profit and only offering customers the option to collect or receive delivery in large quantities. However, dark stores provide wholesalers with the opportunity to establish smaller, localized "spoke" warehouses that are supplied by the main "hub" warehouse. By having smaller, more local warehousing options, wholesalers hope to attract e-Commerce businesses that do not have physical storefronts.

## 2.2. Challenges

- There is a growing shift towards Sales Bypass<sup>9</sup> in both Business to Business (B2B) and Business to Consumer (B2C) industries. This is due to heightened competition and reduced profit margins, leading many large-scale manufacturers to incorporate wholesale functions within their operations. As a result, wholesalers are being circumvented as manufacturers and retailers establish direct relationships with customers. Amazon recently informed European vendors that, unless they own the brand or hold exclusive distribution rights, they will source products directly from the brand owner or manufacturer starting February 2023.<sup>10</sup>
- The wholesale industry's success relies heavily on the transportation of physical products through local and global supply chains. Unfortunately, recent events such as the global pandemic, flooding in the Kimberley Region,<sup>11</sup> the war in Ukraine, and high inflation rates have negatively impacted profit margins within the industry.<sup>12</sup>
- As the retail sector looks to expand its footprint beyond bricks and mortar, and manufacturers also move online, the pressure on wholesalers to improve and streamline many of their systems has grown. This, coupled with automation within wholesale, has led to job redesign and shifted the wholesale distribution focus to greater systems integration with its emphasis on reducing error rates and improving

efficiency throughout the fulfilment process. Many small wholesalers face multiple challenges when looking to upgrade their infrastructure to ensure they stay competitive - from the cost of the actual technology to the cost of retraining or hiring people with the technical ability to manage the software.<sup>13</sup> Those Wholesale sectors most at risk are:

- Toy and Sporting Goods<sup>14</sup>
- Book and Magazine Wholesaling<sup>15</sup>
- General Line Grocery<sup>16</sup>
- Continuing Interest rate rises not only drive up borrowing costs for wholesale companies,<sup>17</sup> they have a flow-on effect through the supply chain. Either increasing the cost of goods and services to the wholesaler or via the tightening of belts by the wholesalers' customer base.<sup>18</sup>
- Bypass by large retailers, particularly in grocery and food retail sectors. Companies such as Woolworths, Coles, and ALDI are not only big enough to deal directly with suppliers and manufacturers they are also driving down prices across the food retail sector which drives down margins for Wholesalers'.<sup>19 20 21 22</sup>

### 2.3. Supply and Demand for Workforce

- Similar to other industries, the Wholesale sector continues to face a shortage of skilled workers. According to ABS data comparing Feb 2020 to Feb 2023, job vacancies currently stand at 30.1% above pre-COVID levels.<sup>23</sup> To address this challenge, the Wholesale sector is seeking to diversify its primarily male workforce (as indicated in Appendix 1) by recruiting from a broader range of workers, with a particular focus on increasing the number of women in supply chain roles within the wholesaling industry.
- Due to the need to be close to transport networks and industry/population hubs, Wholesalers are in specific areas within Regions - so issues and opportunities will be limited to those areas and the major industries within the respective region. However, two main issues are cross-regional.
  - House prices and rental costs continue to be an issue.<sup>24</sup> both to purchase and for rental. High housing costs mean it is difficult to fill positions - as people looking for employment either can't afford to live near the business or take work with better pay. For regional areas, this is made worse due to competition from the dominant industry division within its respective regional area. High housing<sup>25</sup> costs also mean it is difficult to attract people who are willing to come to the region for work.<sup>26 27</sup>
  - Childcare costs were an issue.<sup>28 29 30 31</sup> Wholesale has traditionally been a male-dominated industry sector. Due to the current workforce shortages, they are attempting to hire more women to fill roles. However, without affordable childcare options taking on a part-time role is financially not viable - once travel costs and time are factored in - wholesalers tend to be in industrial areas away from either schools or public transport.
- Regional overview of main industry sectors as a potential indicator as to which wholesale sectors will have the highest workforce demand for the respective region:
  - Gascoyne Region  
The main industry in the region is Mining<sup>32</sup>
  - Goldfields-Esperance
    - Industry concentration Esperance and Kalgoorlie:  
The main industry in the region is mining<sup>33</sup>
  - Great Southern Region  
The main industries in the region are Mining & Minerals, and Agricultural.<sup>34</sup>
  - Kimberley Region  
The main industries in the region are Mining, Agricultural Production, and Construction
  - Midwest Region

The main industries in the region are Mining, Fishing and Agriculture. <sup>35</sup>

- Peel Region  
The main industry in the region is Manufacturing <sup>36</sup>
- Pilbara Region
  - Industry concentration Dampier Port and Port Hedland.  
The main industry in the region is Mining
- South West Region  
The main industries in the region are Mining and Minerals. <sup>37</sup>
- Wheatbelt  
Main industries in the region are Agriculture, Forestry and Fishing <sup>38</sup>

Considering the primary industry sectors mentioned above and the state government's strategic goal of economic diversification, those sectors with high potential workforce demand are:

#### **Medical and Scientific Equipment:**

Rising demand from the health sector driven by WA's ageing demographic has both boosted government funding for healthcare and driven demand for a range of medical and surgical equipment products from hospitals, medical centres, and the broadening allied health sectors - Community Pharmacy for example. The industry also services the mining sector by providing medical and first aid equipment.<sup>39</sup> Industry imports a high proportion of the medical and scientific equipment that they sell ranging from high-end medical diagnosis equipment manufactured in countries such as Germany,<sup>40</sup> Japan and the United States, to basic medical supplies, such as bandages and swabs, from countries with lower production costs.<sup>41</sup> Finally, one of the main focus industry areas of the state government's Diversify WA plan is Health and Medical Life Science.<sup>42</sup>

#### **Metal and Mineral Wholesaling**

Foreign buyers of metals and minerals are projected to make up a greater share of industry revenue. Exports of both refined and unrefined ores are predicted to increase over the period. The performance of the domestic Mining, Construction and Manufacturing sectors also heavily influences the sector's performance. However, much will depend on what investment takes place in the manufacturing sector.

<sup>43</sup>

#### **Mining and Industrial Machinery Wholesaling**

Continuing investment in iron ore, gold, and gas mining and extraction facilities is projected to increase output volumes.<sup>44</sup> However, the equipment the mining industry uses to construct and operate facilities will be more important to operators. <sup>45</sup>

#### **Farm and Construction Machinery Wholesaling**

WA's strong mining sector and agriculture grain yields hitting record levels<sup>46</sup> will likely continue to drive demand for services from the Farm and Construction Machinery Wholesaling industry. <sup>47</sup> However, much will depend on construction in the residential market as there are still ongoing workforce shortages and supply chain pressures impacting the building sector. <sup>48</sup>

#### **Cereal Grain Wholesaling**

Operators in the Cereal Grain Wholesaling industry play a major role in distributing grain from farmers to end markets, both domestically and internationally. Industry revenue is expected to increase at an annualised 0.5% over the five years through 2021-22, to \$27.3 billion. This trend includes an expected rise of 8.9% in the current year as favourable growing conditions contribute to increased production volumes. Demand-driven by the Ukraine and record high prices has allowed many operators to increase their profit margins in the current year,<sup>49</sup> which has contributed to an increase in industry profitability

over the past five years.<sup>50</sup>

### Plumbing Goods Wholesaling

Industry feels that, as supply chain issues ease, the current contraction in demand from the house construction and home renovation markets will improve.<sup>51</sup> There will also be a recovery of investment in commercial building projects, such as hotels and office developments.<sup>52</sup> However, much will depend on construction in the residential market as there are still ongoing workforce shortages and supply chain pressures impacting the building sector.<sup>53</sup>

## 2.4 Technology

- Increasing use of technology that allows innovative supply chain solutions. For example, 3PL (Third Party Logistics) is where a supplier piggybacks on the technical and logistics infrastructure of another wholesaler/supplier to sell their products - thus saving costs on storage, IT costs, and other secondary costs.
- Use of Warehouse Management System, or WMS. Software systems that manage all day-to-day operations within a warehouse and act as the foundation for any other technology systems a warehouse might implement. WMS functionality is extremely comprehensive, extending from receipts and location management to picking, packing, and shipping of orders etc.<sup>54</sup>
- Omnichannel supply is a unified approach to managing inventory and order processing whereby a customer can place an order via a variety of channels. The customer then has the option to collect from the wholesaler or have the item delivered or, if the order has multiple items, both.<sup>55</sup>
- While logistics is often associated with the supply chain, it is only a single aspect of it. The latest Supply Chain Management (SCM) systems,<sup>56</sup> which are primarily digital, include product handling and software integration. These systems provide companies with the necessary resources to manage order fulfilment by tracking products from suppliers, manufacturers, and wholesalers through transportation and logistics providers, all the way to the retailer and customer.

## 3. Environmental, Social, and Corporate Governance (ESG)

### 3.1 Climate Change, Environmental, Social, and Governance (ESG), and Sustainability.

- Climate change and the concept of Environmental, Social, and Governance (ESG) have been determined as a priority for the State government regarding future policy objectives.<sup>57</sup> The S criteria cover aspects such as community relationships, reputation, labour relations, indigenous policies, diversity, and inclusion. Lastly, the G criteria include the procedures that enable effective decision-making to comply with the law and satisfy the needs of stakeholders.

The 8 priority industries identified by the WA State Government are:

- Energy
- Mining and METS
- Tourism, events, and creative industries
- Space Industries
- International Education
- Health and medical life sciences
- Defence industries
- Primary industries
- Climate Change and its impact on the supply chain are likely to cause issues throughout the wholesale sector. The recent Kimberley floods highlighted the vulnerability of Australia's supply chains. In early March the flooding left only one sealed highway in and out of the outback region creating shortages of fresh fruit, meat and vegetables<sup>58</sup>.
- Sustainability and renewable energy are quickly becoming an issue for the Wholesale sector. Both from the point of view of the public's growing desire for ethically and sustainably sourced products and the growing momentum behind the State Governments' environmental and sustainability strategies. The WA Government have outlined six key policies in The Western Australian Climate Policy. The priority

themes are:

- Clean manufacturing and future industries
- Transforming energy generation and use
- Storing carbon and caring for our landscapes
- Lower-carbon transport
- Resilient cities and regions
- Government leadership

All these objectives will have an impact on the wholesale sector.<sup>59</sup>

## 4: Training and Education Needs

### 4.1: Current and Anticipated Training Needs

- As an importer, exporter, or wholesaler, it is important to acquire new skills to effectively manage your supply chain from start to finish in the digital age. With suppliers located all around the world, it is crucial to have the ability to interpret transport data, handle inventory movements, comply with regulations, and establish efficient operational procedures. These skills are highly sought after in today's globalized market.
- As the Wholesale workforce works in a more automated environment with customers completing their orders online, more focus will need to be geared towards the skills utilised to build customer engagement and loyalty. For example, developing content, such as videos, that supports the product or service they offer.
- The advent of technology has brought efficiency benefits, including real-time information analysis and the ability to track and trace at all times. The surge in this volume of data has given rise to its own set of challenges. It is vital to ensure the accuracy of the data, and its compatibility with the various platforms/programs utilized by the company, and to constantly monitor and evaluate what needs to be addressed in the 24-hour logistics environment. This level of data analysis and its interpretation into actionable outcomes will require training and ongoing Career Professional Development.
- As WA businesses are now trading with global wholesalers, there is a growing need for a skilled workforce that is culturally sensitive and informed. The cultural knowledge required extends into all aspects of the wholesale process. From language and customs to business practices and local regulations.
- As the e-commerce market share continues to grow, along with 24/7 sales channels, the industry aims to diversify and expand service offerings to a potentially global customer base. The expectation is that revenue is set to increase from online sales. To meet these challenges there is a demand for a workforce that has a cross-section of ITC skills. From eCommerce development, and digital and social media, to SEO optimisation and content creation.
- Traditionally wholesale has positioned itself as a middleman between the manufacturer and the retailer. However, it is now suffering due to “sales bypass” – where customers now use the internet to transact directly with the manufacturer. To meet this challenge wholesalers have sought to deal more openly with the retail public. Table 1 shows the highest projected demand over the next five years for General Sales Assistants – which requires excellent verbal and communication skills, the ability to translate customer enquiries into sales, and a strong focus on teamwork.
- Specialist wholesale sectors, such as Specialised Industrial Machinery and Equipment Wholesaling and Professional and Scientific Goods Wholesaling, will continue to require a highly skilled and knowledgeable Sales Representative workforce. WA Investment/Diversity Plan
- Data analysis – Supply chains are complex systems producing large amounts of information. The conflicting objectives of cost efficiency and customer satisfaction need to be balanced for a company to succeed. As wholesale supply chains become more intricate businesses must be able to review the

impact of various strategies on all aspects of a supply chain, conduct a competitive analysis and benchmarking to assess the competitive environment and identify business opportunities.

#### 4.2: Training Challenges and Opportunities

- The capacity to source products from around the world necessities interacting with the global supply chain. Wholesalers must ensure they have current knowledge of licencing and regulatory requirements for all products they are moving but do not necessarily require those licences (i.e., dangerous goods).
- There is a growing demand for the use of skill sets as a faster means of equipping workers with the relevant skills as job roles change (due to policy, or technology/innovation) or where the wholesale sector is highly specialised. For example, Sales Representatives are often hired based on either their industry experience in the sector (for example building wholesalers often hire trades workers) or, on their level of education (medical graduates are often hired by pharmaceutical wholesalers).
- To implement modern warehousing technologies like AS/RS, AGV, GTP, and logistics management software systems, qualified trainers with technical expertise, industry experience, and Training and Assessment qualifications are essential. However, the industry faces a challenge as individuals possessing such expertise and experience are highly sought-after and tend to prefer industry jobs due to higher pay. Thus, finding VET trainers with the required qualifications and experience may prove difficult.
- Digital skills were highlighted as an emerging fundamental skill across the wholesale sector. All occupations that work within the sector will, during their working day, interact with and be required to interpret the information provided via a computer system. Those working in large wholesale organisations will use some form of SCM or WMS logistics package, and those working in even the smallest of wholesale businesses will use computers in their daily working lives.<sup>60</sup>
- As systems have become more complicated, and collect more information, Data analysis is now becoming essential, especially for small business owners, and mid-tier employees and above in medium to large organisations.<sup>61</sup>
- As wholesale businesses develop, particularly large employers, so do their warehousing and logistics infrastructure. Not just from a technical/software-based perspective, but also from a physical perspective. Warehousing in particular has integrated new technologies into the daily routines of workers. With this integration comes new issues around work health and safety.
- New forms of supply chain management such as 3PL and 4PL will require wholesalers to learn new methods to service multiple customer profiles and needs. 3PL and 4PL now mean customers expect a more complete customer service experience and multiple options regarding the supply of products.<sup>62</sup>
- e-Commerce and social media. Many wholesalers are seeing the value in having their own e-Commerce platforms. Depending upon the size of the business, this will require companies to invest in training staff to provide both the technical requirements for an e-Commerce platform and the customer service and social media skills required.
- As mentioned above there is no industry-agreed qualification framework that provides a pathway into, or career development framework, for the wholesale sector. There was previously WRW01 which contained a qualification pathway from Certificate II in Wholesale Operations up to a Diploma of Wholesale Management. Even though there may not be a need for a full training package stakeholders report that the current aligned qualification SIR30316 - Certificate III in Business-to-Business Sales is:
  - Rarely used<sup>63</sup>
  - Not considered fit for purpose as it was last updated in 2016
  - Has a problematic name - the old qualification clearly stated “Wholesale” The current naming convention does not make it clear that this is a wholesale-aligned qualification.<sup>64</sup>
- Training providers report that they would not advise someone going into wholesale to take this qualification. They would advise them to take one of the higher-level TLI qualifications.<sup>65</sup>

- There has been no major update to the SIR30316 - Certificate III in Business-to-Business Sales since 2016-<sup>66</sup> this is the SIR Training package qualification aligned to the occupation of Wholesaler. This, coupled with the increased use of technology and software systems, means the qualification requires a complete review to ensure it reflects the growth in technology use and the resulting increase in the collection and analysis of data. This has become increasingly important in industries such as Pharmaceuticals Wholesaling.
- SIR30316 - Training providers report that for many prospective students, this qualification is not an obvious choice as a training pathway to becoming a wholesaler. This may have resulted from the removal of the Wholesale Training Package WRW01 and its consolidation into the SIR Retail Training Package. The outcome of this was both a name change that no longer reflected “Wholesale’ (B2B is a function of wholesaling - but how it is performed has changed substantially) and the removal of the higher-level qualifications - SIR30316 is a CERT III, and the wholesale training package offered Diploma Level qualifications.
- Training providers report that, due to the level of the units of competency in the Cert III in Business-to-Business Sales (SIR30316), up until 2020 industry's preferred qualification was BSB40615 - Certificate IV in Business Sales. However, this qualification was superseded by BSB40120 - Certificate IV in Business. Stakeholders reported that BSB40120 was not a suitable replacement for BSB40615 and moved to SIR30316, even though it is a lower AQF level they viewed it as better for occupational outcomes than BSB40615.<sup>67</sup>
- All RTOs consulted reported they do not promote this qualification, or any other equivalent, as a suitable qualification to be a Wholesaler. RTOs view this qualification as suitable for sales reps and general sales workers.

The ABS website states for the occupation group 1333:

*“Most occupations in this unit group have a level of skill commensurate with a bachelor’s degree or higher qualification. At least five years of relevant experience may substitute for the formal qualification. In some instances, relevant experience and/or on-the-job training may be required in addition to the formal qualification (ANZSCO Skill Level 1).<sup>68</sup> As this description implies- a CERT III is not considered of a high enough level to provide competency to be a Wholesaler.”*

#### 4.3: Career Pathways and Graduate Outcomes

- As an occupation, the aligned VET qualification for a Wholesaler is SIR30316 - Certificate III in Business-to-Business Sales. RTOs that deliver this occupation report that they primarily service large companies rather than individuals. The qualification is mainly used to train sales teams and sales representatives. What is of note is that the majority of training delivered in WA is delivered by trainers who have their head offices in Victoria.

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Graph 6 <https://www.ncver.edu.au/research-and-statistics/data/databuilder>

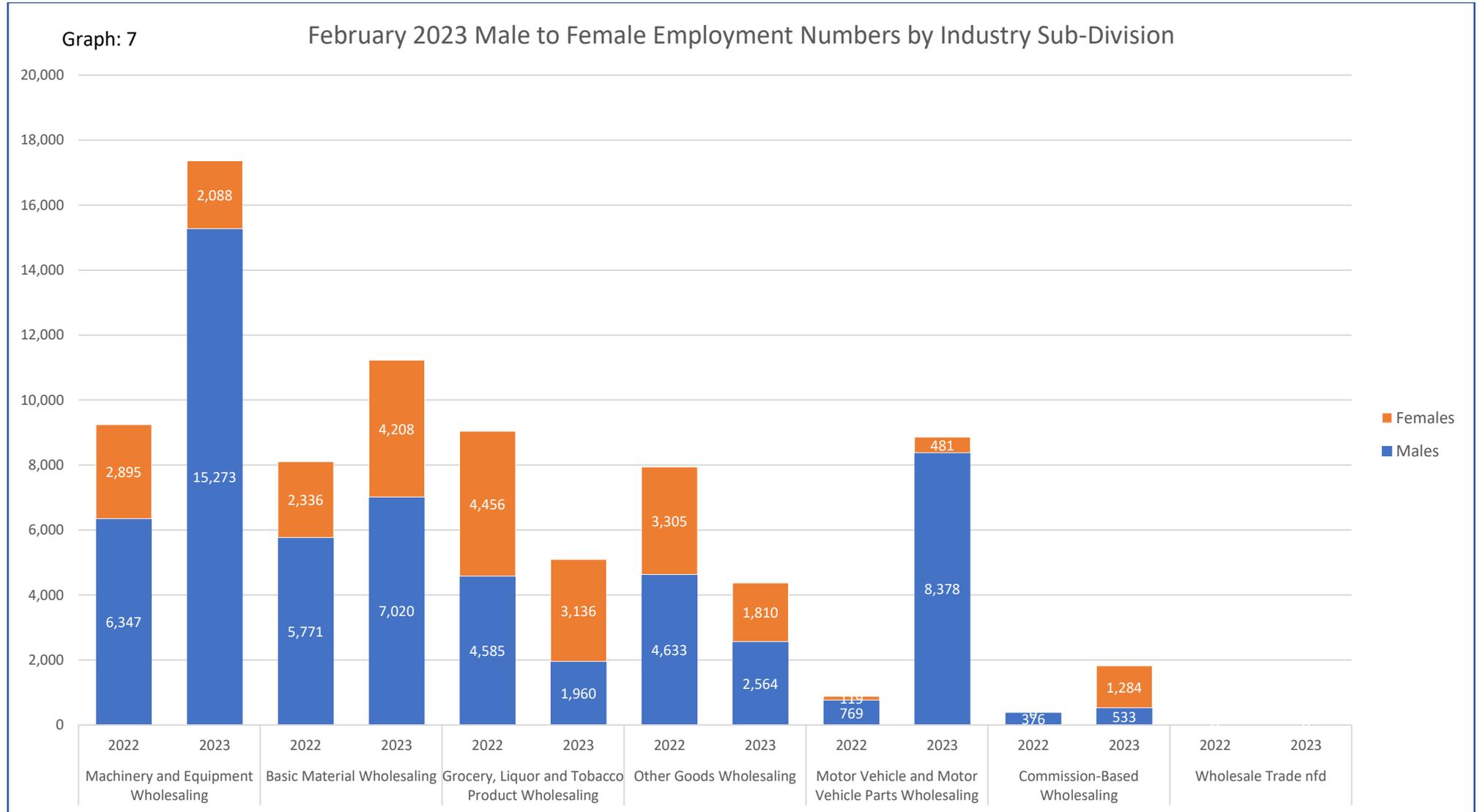


- VET qualifications for the main occupations working within the wholesale sectors in WA are:

ANZSCO Code	Occupation title	Related Qualification
7411	Storepersons	TL11215, TL120420
3232	Fitter (General)	MEM30319
6211	Sales Assistant (General)	SIR30216, SIR20216, SIR10116
1311	Sales and Marketing Manager	Usually requires a graduate qualification
2254	Sales Representative (Industrial Products)	SIR30316
1333	Wholesaler	SIR30316
5311	General Clerk	BSB20120
6213	Motor Vehicle Parts Interpreter	AUR31020
7213	Forklift Driver	TLILIC0003
1421	Retail Manager (General)	SRI50317, SIR
7311	Truck Driver (General)	TLI31216
3212	Motor Mechanic (General)	AUR30412, AUR31116, AUR30620

- The wholesale division is split into 39 classes based on the industry that the wholesaler sells into. As many of the industry classes require extensive product knowledge, due to their specialist nature, wholesale businesses often hire from aligned industry sectors – for example, plumbing wholesale hires ex-trade plumbers as they have both product knowledge, trade licence, and networks already in place. The wholesale sector, therefore, offers an excellent pathway for ex-trades workers who can no longer work in their industry due to health issues caused by the physical wear and tear of working as a tradesman.
- Wholesale as an industry division employs a wide range of occupations. This opens opportunities for those working within wholesale to transition from one career to another. For example, sales assistants, sales representatives, and store persons.
- NCVET qualification completer outcomes by qualification 2022 have no entry for SIR30316 - Certificate III in Business-to-Business Sales.

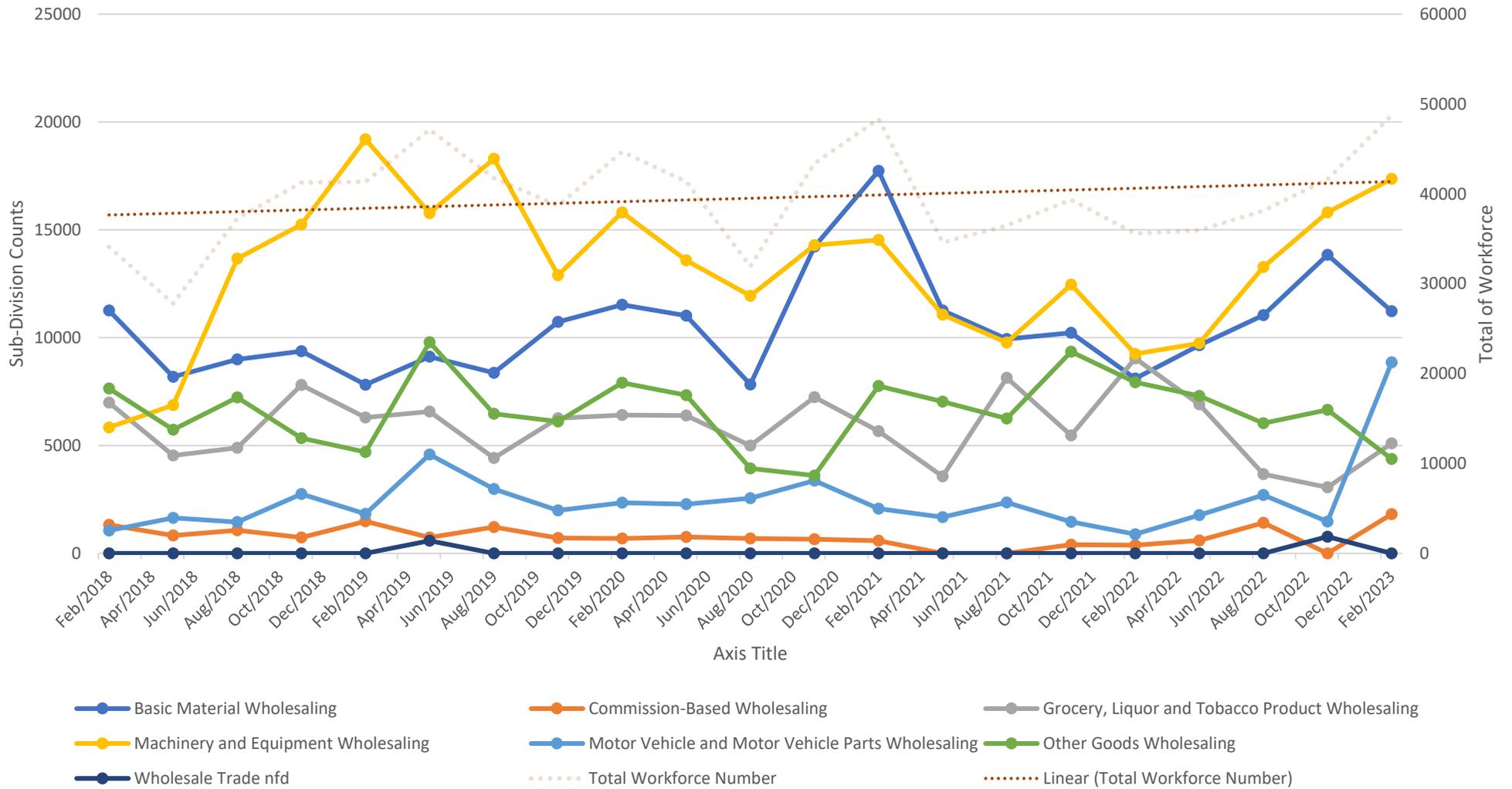
## 5: Graphs



Graph 7 <https://www.abs.gov.au/statistics/labour/employment-and-unemployment/labour-force-australia/latest-release>

Graph: 8

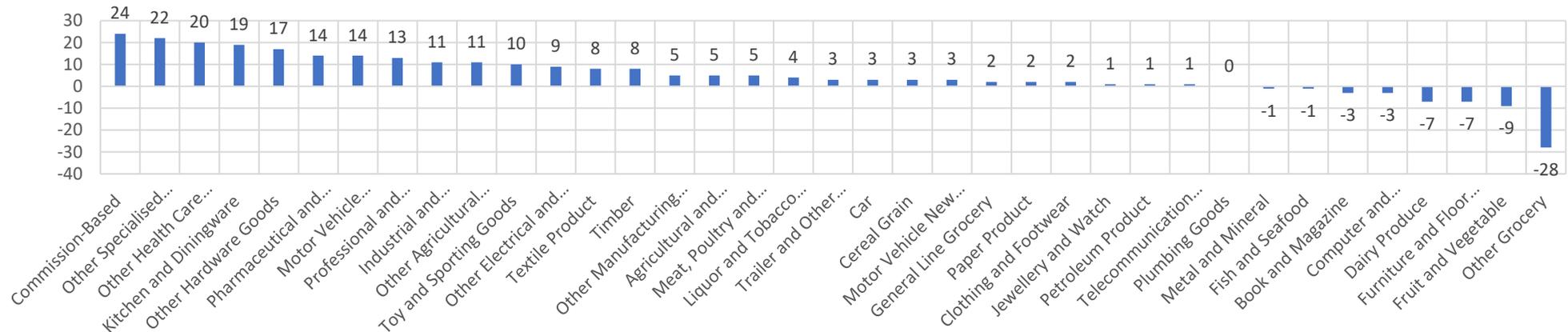
### February 2023 WA Wholesale Workforce By Industry Sub-Division



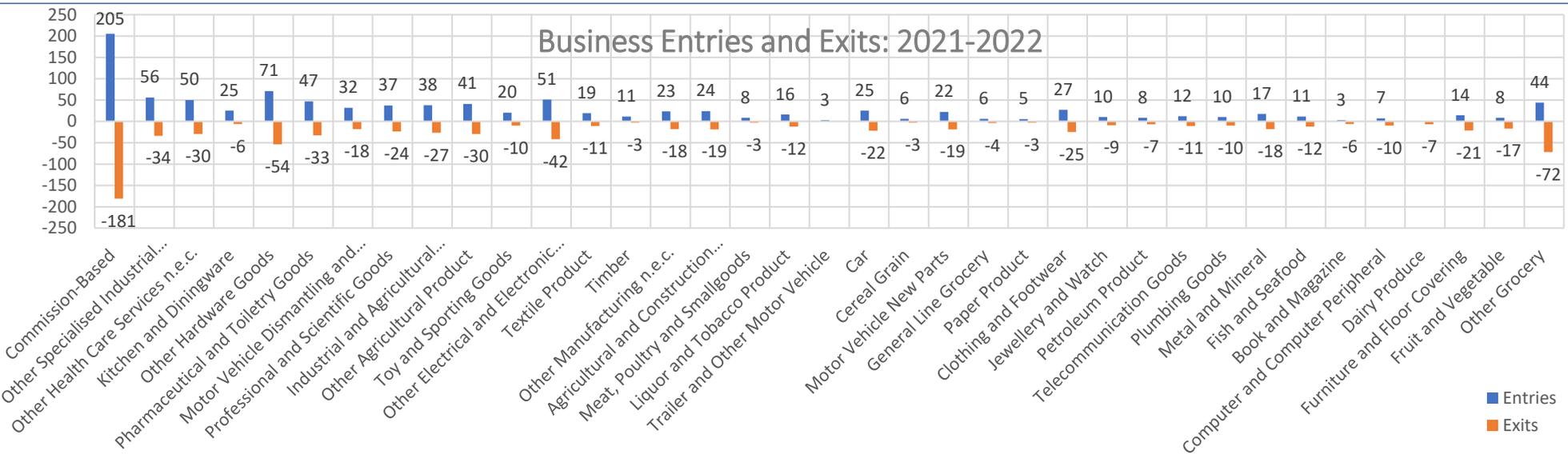
Graph 8 <https://www.abs.gov.au/statistics/labour/employment-and-unemployment/labour-force-australia/latest-release>

Graph 9

### Aggregate Business Entries and Exits: 2021-2022



### Business Entries and Exits: 2021-2022



Graph 9 <https://www.abs.gov.au/statistics/economy/business-indicators/counts-australian-businesses-including-entries-and-exits/latest-release>

Table 1: Counts of Wholesale Businesses Operating at End of Financial Year 2022						
Wholesale Group	200+ Employees	20-199 Employees	5-19 Employees	1-4 Employees	Non employing	Total
Commission-Based		13	67	306	669	1055
Other Hardware Goods		21	97	141	223	482
Other Specialised Industrial Machinery and Equipment	4	26	77	133	207	447
Other Grocery		31	77	123	205	436
Other Electrical and Electronic Goods		19	79	120	172	390
Other Agricultural Product		18	65	76	197	356
Industrial and Agricultural Chemical Products		11	40	91	138	280
Motor Vehicle New Parts		9	53	82	86	230
Pharmaceutical and Toiletry Goods		4	27	47	137	215
Clothing and Footwear		12	26	65	103	206
Professional and Scientific Goods		6	32	64	94	196
Other Health Care Services n.e.c.		7	26	41	108	182
Liquor and Tobacco Products		10	31	52	85	178
Agricultural and Construction Machinery	3	20	39	48	64	174
Other Manufacturing n.e.c.		6	30	49	81	166
Motor Vehicle Dismantling and Used Parts		3	24	66	72	165
Metal and Mineral		9	31	46	79	165
Furniture and Floor Covering		5	30	52	70	157
Fruit and Vegetable		28	32	23	48	131
Toy and Sporting Goods			12	34	80	126
Car		3	9	29	74	115
Textile Product		3	15	33	60	111
Kitchen and Diningware			11	30	63	104
Meat, Poultry and Smallgoods		14	21	18	50	103
Petroleum Product	3	10	20	20	45	98
Computer and Computer Peripheral		5	13	22	42	82
Fish and Seafood		8	7	23	41	79
Jewellery and Watch			5	21	49	75
Timber		4	12	18	39	73
Paper Product		8	14	18	33	73
Telecommunication Goods		3	6	25	31	65
Plumbing Goods		6	9	16	30	61
General Line Grocery	3	7	18	5	14	47
Dairy Produce		4	11	17	11	43
Cereal Grain		3	4	8	27	42
Commercial Vehicle		3	3	7	16	29
Wool		3	3	9	11	26
Book and Magazine			3	8	14	25
Trailer and Other Motor Vehicles				8	11	19
<b>Total</b>	<b>13</b>	<b>342</b>	<b>1079</b>	<b>1994</b>	<b>3579</b>	<b>7007</b>

Table 1: <https://www.abs.gov.au/statistics/economy/business-indicators/counts-australian-businesses-including-entries-and-exits/latest-release>

## 6: Your input

- **Why this report?** The WA Government has 8 skills councils to engage stakeholders to advise the State Training Board and the Department of Training and Workforce Development on the training and priorities of industry with particular reference to skills development.
- **Input.** LDSC welcomes input on 08 9388 8781 or <https://www.ldsc.asn.au/contact.html>
- **Industry Advisory Group.** LDSC invites stakeholders to join our Wholesale Industry Advisory Group 08 9388 8781 or <https://www.ldsc.asn.au/contact.html>

## 7: Industry Consultation

Regular industry consultation is undertaken by the Logistics and Defence Skills Council via Industry Advisory Groups (IAGs), Registered Training Organisations (RTOs), LDSC Annual RTO Forums, LDSCs Board of Management (BoM) meetings, regional consultations, participation in industry advisory committees, teleconferences, email, social media, and the use of online surveys.

Ongoing contact is made throughout the year via emails, newsletters, surveys (our most recent State of the Industry Survey had 89 industry respondents: across all industries under the LDSC remit. This data has also been included in these responses); and other channels by the LDSC to members and non-members of our RTO and IAG networks. Consultation is also maintained through ongoing ad-hoc group and individual meetings throughout the year.

Participating organisations include many small, medium and large companies and organisations within the retail sector across WA. These include local Chambers of Commerce and Industry (CCIs), Industry Associations, Unions, Local and Commonwealth Government Departments, and Regional Development organisations.

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