



GERARD DANIELS

# Hairdressers Registration Board of WA

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## Training, Registration and Legislation Survey and Analysis

### Report

December 2007

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## 1 Executive Summary

The Hairdressers Registration Board of WA (“HRB”) was established by legislation that passed through Parliament in 1946. The roles and powers of the HRB are contained in the legislation.

The HRB’s core function is to provide for registration of hairdressers and other purposes such as maintaining industry standards for the protection of consumers.

The three main benefits of registration in the hairdressing industry are:

- Recognition and protection of professional qualifications;
- Maintenance and protection of hairdressing standards in the industry; and
- Protection of consumers from unqualified or semi skilled people practicing as hairdressers.

The HRB appointed Gerard Daniels to undertake a survey of hairdressers examining issues relating to training, registration and legislation of the state’s hairdressers.

## 2 Key Findings

### 2.1 Hairdressers registered with the HRB are predominantly practicing hairdressers who received their initial training in WA via an apprenticeship.

Seven in 10 registered hairdressers are qualified practicing hairdressers. It is their needs and concerns, therefore, which dominate views on the HRB and what they perceive its role to be. As a result, their focus is on protecting their business position and on maintaining the value of their skills.

Four in five registered hairdressers did their initial training through a four/five year apprenticeship and, for half of them, their highest qualification is the WA Trade Certificate. As their skills were obtained via a mixture of on-the-job training and theoretical learning, this is the entry-level training that they hold in the highest regard.

### 2.2 The HRB’s constituency is dominated by longer term registrants, which works both for and against the HRB.

Almost three in five registered hairdressers have been registered for more than seven years. They have lived through the changes that the HRB has undergone over recent years.

Longer term registrants have a greater understanding of the HRB’s role and more of them nominate all bar three of the roles (information on compliance, information on PI and managing hairdresser numbers) than do their counterparts who’ve been registered for a shorter period of time. This is most likely because their longer involvement with the HRB has simply given them a greater opportunity to understand what the HRB does and appreciate and value of the role they play in the industry.

They place the highest value on registration and are amongst the most satisfied of the HRB’s constituents. They are the HRB’s silent majority.



**2.3 Registered hairdressers view the HRB's role as, first and foremost, the protection of skills and the maintenance of standards.**

Skills, standards and professionalism dominate the top three perceived roles of the HRB.

78.1% believe the HRB's role is to regulate the industry to ensure hairdressers working in WA have a minimum standard of skills. This is the role perceived by significantly more respondents than any other.

72.4% believe the HRB's role is to maintain the professionalism of the industry and 71.1% believe it is to assess the competency of overseas trained hairdressers.

Also, among the more popularly perceived roles are the roles of regulating the industry to ensure incompetent hairdressers are de-registered so they cannot practice in WA (65.8%) and giving the public confidence that when they chose a registered hairdresser, they will receive a professional service (62.6%).

**2.4 The secondary role of the HRB is the provision of information to hairdressers, to assist them in their job and in running their businesses.**

67.0% believe the HRB's role is to provide information on occupational health and safety, 64.3% believe it is to provide hairdressers with information on wages and employment conditions and 63.4% believe it is to provide hairdressers with information on compliance issues.

**2.5 What is not perceived to be in the HRB's job description is the handling of complaints, dispute resolution and the management of hairdresser numbers.**

Complaints and dispute resolution is clearly not viewed as a role of the HRB. Only 47.4% of respondents believe the HRB is there to handle consumer complaints about hairdressers, only 39.5% believe the HRB is there to resolve disputes between hairdressers and customers. However, 45.1% of salon owners do support involvement of the HRB in dispute resolution.

36.8% of respondents believe the HRB role includes the management of the numbers of hairdressers that are allowed to operate in Western Australia so there are enough hairdressers to meet consumer demand.

**2.6 Respondents do value registration, but more from an industry perspective than from a personal perspective.**

72.9% believe it is important that they, personally, are registered with the HRB and just over half believe registration is very important. While there is a "no ticket, no start" element to this value, the value of registration derives more from professional pride and the additional "rubber stamping" of their qualifications to show they've achieved a sufficiently high standard to qualify as a professional. This separation of educational qualifications and professional ticket occurs in many other professions (eg. law, medicine and accounting) and adds extra value to the qualifications.

More importance, however, is placed on registration from an industry perspective.

84.0% believe registration is important from an industry perspective. 61.7% believe it is very important. While part of this value derives from the stamp of approval registration gives their qualifications, value from an industry-wide perspective is also derived from the HRB's role in regulating and policing the industry. The more the HRB fulfils this aspect of its role and is seen to fulfil this aspect of its role, the more value it gives registration with the HRB.



Personal difference in the value of registration can be seen in respondents' perceptions of the HRB's role. The most popularly perceived aspects of the HRB are industry-related: standards and professionalism of the industry; not qualifications-related.

Those who don't value registration, from either a personal or an industry perspective, either see no value for their registration dollar or see no difference between WA standards and standards in other states. Both are communication problems. The former is one of the HRB communicating to registered hairdressers what it does and also being seen out and about in the industry doing its job. The latter is a case of promoting WA's superior standards: there are plenty of WA-trained hairdressers who believe WA's standards are worth maintaining and protecting.

**2.7 Registration is valued, but the HRB is perceived to not deliver a service that matches this value. This presents the risk that lack of satisfaction may undermine the value of registration in the longer term.**

Registration is important to more than seven in 10 personally and more than eight in 10 from an industry perspective.

However, service delivery receives ratings at the five to six in 10 level. Only 57.0% are satisfied with the service provided by the HRB, 61.3% believe the HRB performs its role well and only 48.9% believe the HRB communicates well with them.

Unlike registration, where the majority who valued it rated it very important, the majority rate the HRB's performance only quite well.

This mismatch between demand (the value of registration) and delivery (the service provided by the HRB) raises risk that if satisfaction levels are not improved, the value of registration may be undermined in the long term. This risk is greatest amongst those with reason to complain about the HRB's performance or in a position to influence other members of the industry, namely salon owners who are not registered hairdressers, respondents who have experience working under different regulatory systems overseas and respondents who have worked with newly qualified hairdressers who have less than four years training.

**2.8 The HRB's service has improved over the last four years. Communication and visibility are the key reasons for this.**

56.8% of those who've been registered since before 2003 believe the service has improved, with 23.2% believing it has improved a lot. 35.9% see no change and only 7.1% believe it has deteriorated.

More respondents who first registered more than seven years ago have noticed an improvement compared to those who registered more recently. This may be attributable to a greater understanding of what the HRB has done in the past.

The key changes identified have been ones of increased communication, improved content of communication and increased visibility of the HRB at the salon level.

**2.9 Of the three new training initiatives, awareness of the two that compete with the existing four year apprenticeship is strongest, with awareness of the competency-based training stronger than the one year Certificate III Course.**

83.9% of respondents were aware of the competency-based training with nominal three year term.

58.3% were aware of the one year full-time Certificate III course.



Only 45.7% were aware of the 12 month Salon Assistant Traineeship.

While awareness of the competency-based training is universally high, awareness of the one year Certificate III course is highest amongst salon owners, who, in times of full employment, stand to benefit most from having a “qualified” hairdresser available in a shorter period of time.

**2.10 On balance, the new training initiatives are perceived to be inferior to the four year apprenticeship, with more respondents rating them worse than rating them better. Their concerns are greatest in the area of practical skills.**

Both the competency-based training and the one year Certificate III Course are felt to be inferior to the existing four year apprenticeship. 42.9% believe the competency-based training will produce a somewhat or much worse graduate and 70.2% believe the one year Certificate III course will produce a much worse or somewhat worse graduate.

**2.11 The competency-based training with a nominal three year term met with the greatest support out of the two training initiatives. While two in five felt it would produce a graduate with similar overall competency to the existing four year apprenticeship, more felt it would produce an inferior graduate than felt it would produce a superior graduate.**

42.9% believe the competency-based training will produce a graduate that is much worse or somewhat worse than the existing four year apprenticeship. As the major difference between the two is one of time to practice their skills, it is not surprising their main concern rests with the practical skills of the graduates. 50.4% believe that the competency-based training will produce graduates with much or somewhat worse practical skills than the apprenticeship.

*“As hairdressing skill is about experience – not exams or paper work – as competency based is assessed, the graduates are most likely to have understated ability.”*

*“I trained a long time ago and feel whilst 3 years of tech could have been reduced (the technical side can be learnt quickly) the practical side ie. the experience in dealing with different hair products and clients poses more problems that need time to learn.”*

69.6% of respondents said they were not consulted about their views on the reduction in the four year term for apprenticeships before the introduction of the nominal three year term for competency-based training for hairdressing apprentices.

**2.12 Respondents are damning in their views of the one year Certificate III Course, believing it will produce graduates that are deficient in knowledge, practical skills, client skills and work ethic and team skills compared to the existing apprenticeship.**

70.2% rate the overall competency of one year Certificate III course graduates much or somewhat worse than the existing apprenticeship.

43.1% believe that the one year Certificate III course will produce graduates with much worse practical skills, 45.8% believe they will have much worse client skills, 43.3% believe they will have much worse work ethic and team skills and 37.7% believe they will have much worse knowledge than the existing apprenticeship.

74.7% believe that the one year Certificate III course will produce graduates with much or somewhat worse practical skills, 75.6% believe that their client skills will be worse overall, 73.6% believe their work ethic and team skills will be worse overall and 67.2% believe they will have worse knowledge overall than the existing apprenticeship.



*“No salon experience! That is where most of the learning takes place is in the salon!”*

*“Not enough hands on experience with clients or the skills to cope with a stressful salon environment.”*

*“I really do not believe that people could learn enough to be a competent hairdresser as this takes several years of training. It is obvious that after 4 years at university most graduates need on the job experience, this will be repeated in this system. 1 year is a joke and is an absolute insult to my training.”*

*“May learn all required practical and theory skills but client contact and communication is imperative and can't be taught.”*

77.7% of respondents disagree that a hairdresser who has completed a one year Certificate III course in hairdressing is sufficiently qualified to be registered with the HRB, 54.4% strongly disagree.

**2.13 There is an overwhelming preference for an apprenticeship over the institutional pathway for entry level hairdressing training. The apprenticeship is perceived to produce a hairdresser with superior practical skills, which the trainee has taken time to develop and hone before becoming a senior hairdresser. Shortening the time allowed to develop these skills will short-change the trainee of valuable time to practice without the pressure of seniority.**

92.9% of respondents personally think the apprenticeship provides the best entry-level training to become a qualified hairdresser.

*“It is adequate and to be a good hairdresser requires the time to practice effectively in a regulated environment to become confident and maturely 'grow' into a hairdresser.”*

*“Theoretical knowledge is one thing. Practical experience is something totally different. Why do we want to produce a watered down version of the quality we have already. Some of it (is) very basic at best.”*

91.9% of respondents would not like to see apprenticeships shortened to less than three years.

*“I think you still need that time to learn skills. We want great hairdressers qualifying not 'production line' ones.”*

*“You need this long to become skilled, not just qualified - we have a lot of qualified hairdressers – but not so many skilled!”*

*“These people are dealing with chemicals, appearances, etc. and need to be fully confident in knowledge and skill. It takes this time and more.”*

*“You need to gain much more experience on hundreds of different types of heads/ hair/ personalities/ face shapes/ body shapes/ skin tones..etc.”*

**2.14 Almost 45% of respondents have worked with hairdressers with less training than a four year apprenticeship combining theoretical knowledge and practical skills. While just under half rate their competency excellent or good, respondents who've worked with those with average or worse skills are very wary of attempts to reduce the entry-level training required for WA hairdressers.**

Working with newly qualified hairdressers whose entry-level training is less than that currently required in WA influences hairdressers' attitudes to the new training initiatives.



Competency-based training with a nominal three year term: Where respondents have worked with such hairdressers who have excellent or good skills, they believe the competency-based training will produce a graduate that is very similar to graduates of the existing four year apprenticeship. Where they have worked with newly qualified hairdressers whose skills were poor, below average or average, they were consistent in their view that the competency-based training would produce a worse skilled graduate across all knowledge and skill areas.

One year Certificate III course: While respondents who had not worked with newly qualified hairdressers that had less than four years training felt the one year Certificate III Course graduates would be worse than those who've done an apprenticeship, those who've worked with such hairdressers whose skills were poor, below average or average were particularly strong in their views.

**2.15 The greatest risk of lowering the standards of theoretical and practical training required for hairdressers is the impact on the value of their qualifications and the perceived professionalism of the industry.**

If hairdressers with less theoretical and practical training were allowed to practice in WA, respondents were most concerned about decreasing the value of their qualifications and lowering the perceptions of the professionalism of the industry.

**2.16 Hairdressers do believe that requirements for maintaining registration following an extended career break should be increased.**

Currently, hairdressers on an extended career break only have to pay their registration fee to maintain their registration.

63.6% of respondents supported the introduction of a refresher course for registered hairdressers to maintain their registration if they have not practiced for more than five years. Only one in three supported hairdressers being made to sit the HRB's Theory and Practical Examination.

Those least in support of either of these moves are the group most affected by any change – those respondents who are currently not working as hairdressers.

**2.17 Hairdressers are evenly split on whether the HRB should conduct training courses in hairdressing.**

**2.18 Usage of the HRB website is low, but those who do use it rate it well in terms of content and ease of use.**

Only 17.5% of respondents have used the HRB website, in spite of 81.5% in all having access to the internet at home or at work. Whether or not this is an awareness issue or an interest or needs issue is beyond the scope of this study.

71.2% found it easy to find the information they were looking for, 74.3% found it easy to understand the information on the website and 71.8% found the information on the website answered their questions.

**2.19 Readership of the HRB newsletter is high and readers feel it is well written, but there is room for improvement in the content.**

65.7% of respondents usually read the newsletter and 78.9% read or flicked through the Q3 2007 HRB newsletter. While 90.7% felt the information in the last newsletter was easy to understand, only 68.0% felt it was informative.

### 3 Conclusions and Recommendations

This study has described hairdressers' attitudes to the HRB, its role, registration and training.

Registered hairdressers value registration from a personal perspective, but particularly from an industry-wide perspective, consistent with their perception that the HRB's primary role is to regulate and police the industry.

Hairdressers are proud of their skills, proud of their profession and proud of the standards of hairdressing in WA. These need to be protected. That is part of the HRB's role.

The majority of registered hairdressers completed an apprenticeship combining theoretical learning and on-the-job practical skills development. This apprenticeship occurred over time. Hairdressers hold these three elements – theory, practice and time to practice – as the gold standard against which entry-level training should be measured. They are not against hairdressers whose basic training does not meet this standard per se, but they are if these hairdressers are deficient in any of their skills. Lesser skilled hairdressers undermine the high WA standards that they value.

While hairdressers value registration and the role of the HRB, they believe the HRB needs to improve the service it provides to registered hairdressers and to increase the value that they derive from their registration dollar. The changes that the HRB has made over recent years have been noticed, but the need to further improve continues.

Hairdressers believe the HRB should continue to focus on regulating and policing the industry and that it must be seen to be doing this. The goal must be the maintenance of standards and continuing to support and enhance the professionalism of the WA industry and the hairdressing vocation.

In effect, the respondents require that the HRB undertake the roles that its legislation empowers it to undertake; and undertake them with great efficiency and effectiveness, constantly communicating its activity to registered hairdressers and consumers.

It is **recommended** that:

#### 3.1 The HRB continues to visibly police and regulate the industry, with a focus on the maintenance of standards.

Hairdressers want to see the HRB active in the industry, visiting salons and checking registrations, protecting skills and maintaining standards. If their salon receives a visit, they know the HRB is active.

The HRB must use its newsletters and the website to communicate these activities to its constituency, so even if it has been a while since they received a visit; hairdressers know the HRB is out there doing its job and the sorts of successes its achieving.

#### 3.2 The HRB communicates its role and demonstrates the benefits of registration, starting from the beginning of the apprenticeship, so hairdressers understand and value registration right from the outset, rather than learning to appreciate it over time.

HRB's long term members are the ones who understand the HRB's role and who value registration the most. However, they make up just fewer than three in five registered hairdressers. Role clarity and value of registration tend to be lower amongst the more recently registered hairdressers. These remaining two in five newer members need gain the same level of knowledge and understanding as their longer term counterparts.



The HRB needs to start communicating the benefits of registration and the role it plays from the day that hairdressers start their apprenticeship. Continual marketing of the HRB's effective actions will increase the value that registered hairdressers see in their registration. They will look forward to obtaining their registration and value it for the protection it provides.

The HRB website and newsletter need to be updated to provide information that is relevant to registered hairdressers. We are mindful that the HRB is not an association for hairdressers; rather it is a regulator with limited powers. However, it can develop web links to key information, such as award and conditions information, for its registrants. We suggest that it maintain some 'registrant only' information on its website that can only be accessed by registered hairdressers (perhaps using their unique registration number as a password), which will allow the HRB to build value for its registered hairdressers.

**3.3 The HRB increases the value of registration by requiring registered hairdressers to continue to practice their skills. Registered hairdressers who take a career break should be required to let their registration lapse into a “non-practicing” status and undergo a refresher course to update their skills before returning to “practicing” status.**

Many legislated occupations (such as nurses and speech pathologists) require their members to undertake a certain number of hours of work over a period of time to keep their registration current, recognising that continual practicing of skills is required to maintain standards and keep up to date with industry changes. The HRB should review the practices in other trades in relation to continual learning. Any continuing learning reform will be limited by the powers in the Act, the result of broad consultation with hairdressers and the capacity of training resources.

The HRB should particularly consider the introduction of a refresher course as a requirement of registration of returning to work hairdressers. This should not be applied retrospectively to current non-practicing hairdressers. If implemented, the HRB should give considerable warning (eg. two years) so those planning a career break can do so understanding this new requirement.

**3.4 The HRB increases the value of registration by protecting suitably qualified, registered hairdressers and their consumers. In particular, it should develop with stakeholders a final position on the minimum standards for registration and a strategy for tackling unregistered hairdressers.**

Our analysis demonstrates that hairdressers have significant concerns about the quality of pre-entry training and these concerns should affect the views of the HRB in its registration process. The HRB should consult with industry stakeholders regarding the status for registration of any programme that is not equivalent to the traditional or competency-based apprenticeship of a minimum of three years duration. The HRB should also ensure that it is an influential stakeholder in any discussions about reforms to pre-entry training; and act as a facilitator for registered hairdressers to express their views about proposed changes to pre-entry training.

Anecdotally, unregistered hairdressers, who often work from home or travel to clients' houses, are a bug-bear of salon-based registered hairdressers and undermine the integrity of the registration system. The HRB needs to develop a strategy to identify these operators and encourage them to register. This is an important and demonstrable component to the HRB's role of policing and regulating the industry. Identifying them would not be easy and there may be value in the HRB using registered hairdressers to assist with this.



Encouraging these operators back into the fold will also be a challenge. There will need to be value in registration for unregistered hairdressers. While further research is needed to identify what may be of benefit, access to other benefits of registration (cheaper insurance, access to HRB 'registrant only' information) may be of value. The HRB may wish to consider how it informs consumers that operators are not licensed or, alternatively, publish the full list of current licensed hairdressers, as is done by a variety of legislated occupations in WA.

**3.5 The HRB promotes WA's standards, so hairdressers looking to work in WA appreciate what it takes to be a registered hairdresser in WA; and consumers understand the high standards of skills of WA hairdressers.**

WA hairdressers believe they have high standards and want these standards maintained. By identifying what WA does differently and how they produce a quality hairdresser, those from outside WA can appreciate the need to register in WA.

The words to this communications campaign come from the hairdressers themselves, defending the longer apprenticeship over shorter versions or institutional pathways. The HRB website, which is presumably used by consumers, needs to promote the high standard of hairdressing in WA.



## 4 Objectives

The key objective of this study has been:

*“To determine registered hairdressers’ awareness and understanding of the role of the Hairdressers Registration Board of WA and their attitudes to the HRB.”*

Specifically, this project has:

- Measured perceptions of the HRB’s role.
- Measured attitudes to the HRB and perceived change over the last two years.
- Explored attitudes to “registration” and the value they believe it confers.
- Measured awareness of new training initiatives proposed/being introduced by other training providers.
- Measured attitudes to these new training initiatives.
- Measure attitudes specific to individual training programs.
- Determined overall preferences for hairdressing training (apprenticeship versus Institutional pathway) and explore reasons for those preferences.
- Determined whether members have worked with hairdressers with less training than a four year apprenticeship combining theoretical knowledge and practical skills.
- Ranked the concerns that lowering the standards of theoretical and practical training would have for hairdressers.
- Measured experiences with HRB website.
- Measured readership of the HRB newsletter.
- Profiled members and determined if attitudes and opinions differ by:
  - Role – hairdresser, salon owner (practicing hairdresser, qualified non-practicing hairdresser, not a hairdresser) and apprentice;
  - Gender;
  - Age;
  - Highest hairdressing qualification received;
  - Qualification gained to enter the industry (eg. four year apprenticeship, etc.);
  - Other industry training they have received/sent their staff on (this is where we will profile all of the training programs and pick up the Volona type providers);
  - Where they received their initial training in hairdressing;
  - Where worked as a hairdresser (eg. WA, elsewhere in Australia, overseas); and
  - Where they are currently located (eg. Perth, Regional town, Rural WA) – Note: we would specify the regional towns to include those with TAFEs offering hairdressing courses (eg. Bunbury).

The information gained from this study is being used to advise the HRB on training, registration and legislation issues.



## 5 Methodology

To meet these objectives, a quantitative research study, consisting of a self-administered questionnaire, was posted to all registered hairdressers as well as salon owners and apprentices on the HRB database, in November 2007.

### 5.1 Questionnaire Design

A structured questionnaire was designed by Beth Dungey, Market Research Consultant for Gerard Daniels, with the HRB. It was designed to meet the objectives of the assignment.

### 5.2 Sampling and Data Collection

A mail survey, with returns optically scanned by Savant Surveys and Strategies to minimise data entry error, was chosen as the most cost-effective and efficient research approach given the contact details HRB had for the registered hairdressers on its database.

All registered hairdressers, salon owners and apprentices for whom HRB had complete contact details were mailed a copy of the questionnaire and invited to participate in the study. A total of 784 responded during the data collection period (15 November – 6 December, 2007).

Overall, a sample of 784 derived from a population of 7800 provides a maximum sampling error of +3.3% at the 95% level of confidence.

### 5.3 Response Rates

The survey achieved a response rate of 10%, after discounting questionnaires that were returned undelivered.

The size of the returned sample is sufficient to extrapolate to the broader population of registered hairdressers. Based on a population of 7800, a minimum sample of 366 is required.

### 5.4 Statistical Analysis

The data was analysed using a number of techniques including descriptive statistics, frequencies, cross-tabulations and statistical tests of significance.

### 5.5 Validity

Each question was carefully reviewed to ensure that only one concept or idea was measured in each question. The questionnaire was reviewed by representatives of Gerard Daniels and approved by HRB prior to its administration.

### 5.6 Sample Profile

The registered hairdresser population can be profiled as follows:

- Almost three in five have been registered for more than seven years;
- Almost seven in 10 are qualified practicing hairdressers;
- Just under one in three are salon owners, most of whom are also practicing hairdressers;
- One in five has a non-practicing role in the industry;
- Predominantly female;

- Half are aged 25 – 44 years;
- Three in four were initially trained in WA and four in five completed a four/five year apprenticeship in a salon;
- The WA Trade Certificate is the highest qualification for almost half;
- Just under one in five have worked elsewhere in Australia and just over one in five have worked overseas; and
- Two in five have worked with a newly qualified hairdresser with less than four years theoretical and practical training. Just under half rate their competency as excellent or good, just under a third rates it average.

The key demographic descriptors of the overall sample are presented in the following table.

**Table 1: Sample Profile**

% respondents  
(n=784)

<b>How Long Have Been Registered with HRB of WA</b>	
Never – I am still an apprentice	11.7
Less than one year (first registered in 2007)	7.3
1 – 3 years (first registered 2004 – 2006)	11.2
4 – 7 years (first registered 2000 – 2003)	8.9
More than 7 years (first registered before 2000)	58.7
I am a salon owner, but not a registered hairdresser	2.2
<b>Current Role in the Industry</b>	
Hairdresser	43.5
Salon owner and practicing hairdresser	28.9
Salon owner and qualified hairdresser, not currently practicing	2.6
Salon owner and not a qualified hairdresser	1.6
Apprentice	12.8
Assessor	0.1
Lecturer	0.3
Non-practicing hairdresser	10.2
<b>Current Role in the Industry (summarised)</b>	
Total qualified practicing hairdresser	68.8
Total salon owner	31.4
Total non-practicing role in the hairdressing industry	22.2
<b>Non-Practicing Hairdresser – Last Year Practiced (n=75)</b>	
1980s	1.3
1990s	18.7
2000	8.0
2001	8.0
2002	4.0
2003	4.0
2004	6.7
2005	13.3
2006	18.7
2007	17.3
<b>Gender</b>	
Male	10.5
Female	89.5

**Table 1: Sample Profile**% respondents  
(n=784)

<b>Age</b>	
Under 20 years	10.2
20 - 24 years	12.1
25 - 34 years	23.3
35 - 44 years	29.4
45 - 54 years	15.3
55 - 64 years	7.9
65 years and over	1.7
<b>Where Did Initial Hairdressing Training Take Place</b>	
Western Australia	77.9
Elsewhere in Australia (NSW, Victoria, QLD, SA, Tasmania, NT, ACT)	6.2
New Zealand	2.2
Elsewhere overseas	13.6
<b>Initial Hairdressing Qualification</b>	
4 or 5 year apprenticeship in a hairdressing salon	80.5
Certificate III in Hairdressing	7.3
Certificate IV in Hairdressing	2.7
Other	9.4
<b>Highest Hairdressing Qualification Received</b>	
Certificate III in Hairdressing	16.7
Certificate IV in Hairdressing	4.7
Certificate IV in Trichology	0.4
WA Trade Certificate	49.6
Diploma in Hairdressing	14.0
Diploma of Hairdressing Salon Management	2.2
Degree in Hairdressing	2.2
Other (Please specify)	10.2
<b>Other Hairdressing Training Received – by training provider</b>	
Product suppliers (eg. Joico, Schwarzkopf, etc.)	35.9
TAFE courses	10.9
On the job training by employer	7.7
Company workshops (eg. Toni & Guy workshops, etc.)	4.4
Private Training Providers (eg. Volona, Taylor & Weir, etc.)	5.5
Other	0.4
Insufficient information provided to code training provider	59.1
<b>Salon Owners – Other Hairdressing Training Courses Sent Staff To</b>	
Product suppliers (eg. Joico, Schwarzkopf, etc.)	44.8
On the job training by employer	5.2
Company workshops (eg. Toni & Guy workshops, etc.)	1.7
Private Training Providers (eg. Volona, Taylor & Weir, etc.)	2.3
TAFE	0.6
Insufficient information provided to code training provider	66.1



**Table 1: Sample Profile**

% respondents  
(n=784)

<b>Where Worked as a Hairdresser</b>	
Western Australia	96.6
Elsewhere in Australia (NSW, Victoria, QLD, SA, Tasmania, NT, ACT)	18.4
New Zealand	3.7
Elsewhere overseas	22.6
<b>Where Currently Works as a Hairdresser</b>	
Perth	65.3
Regional WA town with a TAFE or other training provider offering a hairdressing course	11.0
Elsewhere in WA	9.2
Elsewhere in Australia	0.4
Overseas	0.1
Not currently working as a hairdresser	13.9
<b>Have You Ever Worked With a Newly Qualified Hairdresser with Less than Four Years Theoretical and Practical Training</b>	
Yes	44.4
No	55.6
<b>What Is Your General Opinion of their Competency</b>	
Excellent	21.1
Good	27.1
Average	30.8
Below Average	14.9
Poor	6.0

Not all results will add to 100%, due to either rounding or multiple responses being allowed.

## 6 The Role of the HRB

### 6.1 Perceptions of the HRB's role

Respondents have clear views of what they believe the HRB's role to be.

First and foremost, 78.1% believe the HRB's role is to regulate the industry to ensure hairdressers working in WA have a minimum standard of skills.

Maintaining the professionalism of the industry (72.4%) and assessing the competency of overseas trained hairdressers (71.1%), both related to the regulation of minimum standards, are considered part of the HRB's role, but by significantly fewer respondents.

Falling into a clear third position is the provision of information on occupational health and safety, indicated by 67.0%.

A series of tasks, including de-registration, information on pay and conditions and on compliance and supporting public confidence in the industry are believed to be part of the HRB's role by three in five respondents.

The following table outlines full perceptions of the HRB's role.

**Table 2: Perceived Role of the HRB**

	%
Regulate the industry to ensure hairdressers working in WA have a minimum standard of skills	78.1
Maintain the professionalism of the industry	72.4
Assess competency of overseas-trained hairdressers to determine if they have the minimum standard of skills to work as a hairdresser in WA	71.1
Provide hairdressers with information on occupational safety and health	67.0
Regulate the industry to ensure incompetent hairdressers are de-registered so they cannot practice in WA	65.8
Provide hairdressers with information on wages and employment conditions	64.3
Provide hairdressers with information on compliance issues, ie. WorkSafe, etc.	63.4
Give the public confidence that when they chose a registered hairdresser, they will receive a professional service	62.6
Assess competency of eastern states-trained hairdressers to determine if they have the minimum standard of skills to work as a hairdresser in WA	57.8
Provide hairdressers with information on professional indemnity and public liability	56.4
Lobby government to maintain minimum standards of skills for hairdressing in WA	55.5
Maintain the professionalism of hairdressing as a vocation	54.2
Handle consumer complaints about hairdressers	47.4
Resolve disputes between hairdressers and customers	39.5
Manage the numbers of hairdressers that are allowed to operate in Western Australia so there are enough hairdressers to meet consumer demand	36.8
Other (see Appendix III for details)	10.5

A2. What do you think is the role of the Hairdressers Registration Board? Please tick as many boxes as you need. (n=740)

Substantial differences in the perceptions of the HRB's role emerged between different groups of hairdressers. Full details of these are contained in Appendix XIX, with the key differences outlined below.



The HRB's primary constituents are practicing hairdressers and salon owners. These are the people who are in the business of hairdressing. More practicing hairdressers and salon owners than apprentices and those in non-practicing roles, in general, view the HRB's role to include:

- Assessing the competency of overseas-trained hairdressers;
- Giving the public confidence when that when they choose a registered hairdresser, they will receive a professional service;
- Assessing the competency of eastern-states trained hairdressers; and
- Lobbying the government to maintain minimum standards for WA.

Practicing hairdressers also place more emphasis on regulating the industry to ensure hairdressers working in WA have a minimum standard of skills than their non-practicing counterparts.

Salon owners also place greater importance on those aspects of the HRB's role that support them in the management of their business – regulating the industry to ensure incompetent hairdressers are de-registered and cannot practice in WA; maintaining the professionalism of hairdressing as a vocation; and resolving disputes between hairdressers and customers.

More of those in non-practicing roles saw the HRB's role including the provision of information on wages and employment conditions and information on compliance issues.

Perceptions of the HRB's role also tended to broaden with the length of time a respondent had been registered. For every role (except three – providing information on compliance issues; providing information on professional indemnity; and managing the number of hairdressers allowed to operate in WA), more of those who had been registered with the HRB for more than seven years felt that each task was a role of the HRB compared to those who have been a registered hairdresser for a shorter period of time, particularly since 2007 or since 2004. This is likely linked to the fact that the longer a hairdresser has been registered, the greater the likelihood that they've seen the need for the HRB to be active in some of these roles.

Gender differences, relating to HRB's role emerged, with more females than males viewing the role of the HRB to include providing assistance in managing business issues such as:

- Providing hairdressers with information on occupational safety and health;
- Providing hairdressers with information on wages and employment conditions;
- Providing hairdressers with information on compliance issues; and
- Handling consumer complaints about hairdressers.

Respondents' experience with lesser qualified hairdressers was evident in their views of the HRB's role on a number of the standards and competency tasks. Differences emerged between respondents who have worked with newly qualified hairdressers who have had less than four years training and have differing skills levels, with more of those who have worked with those with poorer skills than better skills viewing the HRB's role as including:

- Giving the public confidence that when they chose a registered hairdresser, they will receive a professional service;
- Assessing the competency of eastern states-trained hairdressers; and
- Lobbying the government to maintain minimum standards of skills for hairdressing in WA.

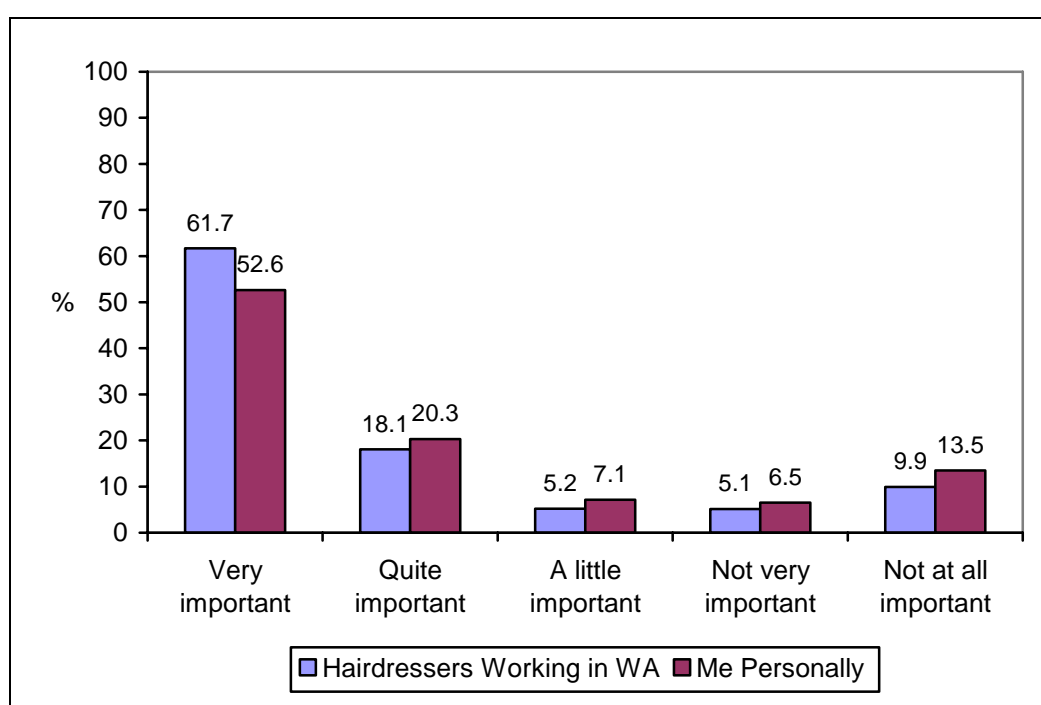
## 6.2 Attitudes to “Registration” and the Value they Believe it Confers

Respondents place more importance on everyone else being registered with the HRB than they do on their own personal registration.

61.7% believe it is very important that all hairdressers working in WA are registered with the HRB and 84.0% believe it is very or quite important.

In contrast, significantly fewer place such importance on their own personal registration with the HRB. 52.6% believe it is very important that they, personally, are registered with the HRB and 72.9% believe it is very or quite important.

**Chart 1: Importance of Registration with the HRB**



A3. How important to you is the requirement that all hairdressers working in WA are registered with the HRB? (n=768)

A4. How important to you personally is being registered with the HRB? (n=764)

### 6.2.1 Importance of Registration from an Industry Perspective

By and large, the difference between those who rate industry-wide registration as important and those who rate it as not important depends on how effective they believe the HRB is at regulating and policing the industry. This is an action issue and a communication issue.

The other key difference between the two groups was their attitude to the qualifications. Those who felt registration was important recognised the differences in the entry-level qualifications available and saw registration as a stamp of approval that identified whether the qualification met WA standards. Those who saw registration as unimportant felt that entry-level qualifications should be accepted at face value and the HRB had no role in evaluating those qualifications against WA standards. This is a communication issue.

Respondents who believe it is very or quite important that all hairdressers working in WA are registered with the HRB felt that registration:



- Protected WA’s high industry standards (34.3%);
- Ensured that the hairdresser had achieved the required minimum qualification and level of competency to work in WA regardless of where they had trained (17.0%);
- Was essential for regulating the industry and preventing unqualified people from working in the industry (15.6%); and
- Was important for maintaining the credibility of hairdressing and maintaining the professionalism of the industry (13.3%).

Those who felt industry-wide registration was very important were also passionate about their trade and maintaining their profession.

*“I did a 5 year apprenticeship. I regard myself as a professional and am proud to be registered as that. This puts a stop to non hairdressers or crash course hairdressers operating as hairdressers.”*

*“...I am a professional who is extremely dedicated to being a barber. This is a profession that I have done 22 years and I am still learning every day. Cutting hair is the easy part of my profession.”*

*“Because we have done the training and experience and these backyard operators are undercutting us as professionals.”*

*“It creates a standard of hairdressing which is important to maintain our credibility as a professional industry.”*

Respondents who believe it is not very or not at all important that all hairdressers working in WA are registered with the HRB felt that registration:

- Means nothing, it is a piece of paper, qualified hairdressers are “qualified” (14.3%);
- The market/clients/salon owners determine who is good, not the HRB (13.3%);
- Was not required in other states or overseas, so why was it in WA (11.4%);
- Is just a money spinner for the HRB, they get no value from their registration (10.5%);
- Was not effective at stopping unregistered hairdressers from working (9.5%); and
- Did not catch the poor operators as the standard of skills needed to be periodically assessed after registration (8.6%).

The following table summarises the explanations for the industry importance ratings. The full list of explanations for ratings is contained in Appendix V.

**Table 3: Reasons Why Registration is Important/Not Important from an Industry Perspective**

	% Very + quite important (n=525)	% A little important (n=33)	% Not very + not at all important (n=105)
Maintain professional standards in WA	34.3	9.1	1.0
Know hairdresser is qualified	17.0	6.1	2.9
Regulate industry/maintain safety standards/stop unqualified hairdressers operating	15.6	3.0	1.0
Profession - responsibility to maintain our profession	13.3	6.1	0.0
Consumer confidence	6.9	3.0	0.0
Fairness (general), if one is registered we all should be	5.3	0.0	0.0
Belief that apprenticeship/WA training is better than elsewhere	3.8	0.0	0.0
Need to be registered to get a job	1.5	0.0	1.0
Provides help, information for hairdressers, support to hairdressers	1.1	0.0	0.0
Limit competition/monitor or control number of hairdressers	1.0	3.0	0.0
Ensures hairdressers up to date/professional development	0.8	0.0	0.0
Registration means nothing – qualified hairdressers already qualified	0.0	9.1	14.3
Market/clients/owners determine who is good	0.0	0.0	13.3
No registration needed in other states/OS	0.2	9.1	11.4
Money spinner/get no value out of it	0.2	6.1	10.5
Ineffective – does not stop unregistered hairdressers from working	1.0	9.1	9.5
Registration does not catch poor operators – standard of skills need to be assessed periodically after registration	0.4	0.0	8.6
Know nothing about HRB/nothing to do with HRB	0.0	9.1	6.7
Get nothing out of it	0.0	3.0	5.7
Fees are expensive	0.2	6.1	3.8
Ineffective - no impact on industry/profession	0.2	0.0	2.9
HRB does not do their job	0.0	0.0	2.9
Hinder employment of staff	0.0	0.0	2.9
Other	7.4	21.2	12.4

A3. How important to you is the requirement that all hairdressers working in WA are registered with the HRB? Why do you say this? (n=663)

Registration was very or quite important from an industry perspective for more respondents who've been registered with the HRB for more than seven years than those who've were first registered more recently, more apprentices, more respondents who did their initial training in WA, more respondents who not worked interstate or overseas, and for respondents who work outside the Perth metropolitan area.

### 6.2.2 Importance of Registration from a Personal Perspective

The difference between those who personally rate registration as important and those who rate it as not important is one of “chalk and cheese.” Those who rate it as important do so for personal and professional pride. Those who rate it as not important primarily believe they get nothing for the \$64.80pa or \$93.80pa in registration fees.



Respondents who believe it is very or quite important that that they, personally, are registered with the HRB felt that:

- It shows that I am qualified/have achieved high enough standard to be qualified to work in WA (28.0%);
- The HRB provides help, information and support to hairdressers (15.6%);
- It shows we are professionals and proud to be a professional (15.2%);
- It helps us to maintain high standards in WA (11.0%); and
- They need to be registered to work in WA (9.0%).

*“As a salon owner (now retired) I have always been proud of my hairdressing skills and being registered keeps our standard of skills high.”*

*“As I came over from New Zealand it gives the employer confidence that I am to WA standards! But in saying that (I) don't understand how incompetent hairdressers slip through.”*

*“Because I am proud of being a hairdresser and proud that WA has always had high standards of hairdressing.”*

*“Because I am proud of what I do and this way everyone knows I am qualified and registered.”*

*“Because I have personal integrity and a love for my profession I know I'm good.”*

*“Because I like to know I am part of a professional group of talented, respected hairdressers and our best interests are heard.”*

*“Because of WA's high standard of training (through TAFE the apprenticeship system along with tech attendance) it gives confidence in approach to our craft.”*

*“As a hairdresser of 43 years, I believe the standard of hairdressing work has dropped considerably over the last decade and believe without HRB will further lower standards.”*

Respondents who believe it is not very or not at all important that that they, personally, are registered with the HRB felt that:

- Registration was just a money spinner for the HRB and they got no value for their fees (29.3%); and
- They get no benefit from the HRB (20.3%).

*“After 16 years of hairdressing registration is purely a legality that has provided no assistance in any of the above roles I have marked. Standards have dropped.”*

*“As the HRB do nothing for me personally and never have. They just take my money once a year.”*

*“Because they don't do anything, 2 newsletters a year that's all, no meetings, education just take money off you for your licence and publish newsletters who they've taken to court. It's not education or interesting about industry – could put more information.”*

*“Because I do not receive anything besides an invoice for \$110 from the registration board.”*

*“Because I don't know where my money is going. Just on a bit of paper? Never been shown or helped to understand where it goes or what they do?”*

*“Because I know I have to but don't think it's fair to pay fees, especially when other states don't.”*

*“Because I've got my certificates required to say that I've got the adequate training yet I've got to pay to say so (absolutely a joke).”*

The following table summarises the explanations for the personal importance ratings. The full list of explanations for ratings is contained in Appendix VI.

**Table 4: Reasons Why Registration is Important/Not Important from a Personal Perspective**

	% Very + quite important (n=454)	% A little important (n=42)	% Not very + not at all important (n=133)
Know hairdresser is qualified	28.0	4.9	0.0
Provides help, information for hairdressers, support to hairdressers	15.6	2.4	0.0
Profession - responsibility to maintain our profession	15.2	0.0	0.8
Maintain professional standards in WA	11.0	0.0	0.0
Need to be registered to get a job	9.0	11.9	2.3
Ensures hairdressers up to date/professional development	7.7	2.4	0.0
Regulate industry / maintain safety standards / stop unqualified hairdressers operating	5.3	2.4	0.0
Consumer confidence	4.2	0.0	0.8
Belief that apprenticeship/WA training is better than elsewhere	2.4	0.0	0.0
Fairness (general), if one is registered we all should be	0.7	2.4	0.0
Fees are expensive	0.4	7.1	3.0
Know nothing about HRB/nothing to do with HRB	0.2	7.1	2.3
To benefit the industry	2.0	4.8	0.0
Limit competition/monitor or control number of hairdressers	0.2	2.4	0.0
HRB does not do their job	0.0	2.4	1.5
Money spinner/get no value out of it	0.0	14.3	29.3
Get nothing out of it	0.2	14.3	20.3
Registration means nothing – qualified hairdressers already qualified	0.0	2.4	6.0
No registration needed in other states/OS	0.2	4.8	5.3
Ineffective – does not stop unregistered hairdressers from working	0.2	0.0	5.3
Registration does not stop poor operators – standard of skills need to be assessed periodically after registration	0.2	0.0	4.5
Market/clients/owners determine who is good	0.4	0.0	3.8
Hinder employment of staff	0.0	0.0	1.5
Other	8.1	23.8	18.0

A4. How important to you personally is being registered with the HRB? Why do you say this? (n=629)

In a similar trend to registration from an industry perspective, registration was also very or quite important from a personal perspective for more respondents who've been registered with the HRB for more than seven years than those who've were first registered more recently, more apprentices, more respondents who did their initial training in WA, more respondents who not worked interstate or overseas, and for respondents who work outside the Perth metropolitan area.

### 6.3 Attitudes to the HRB

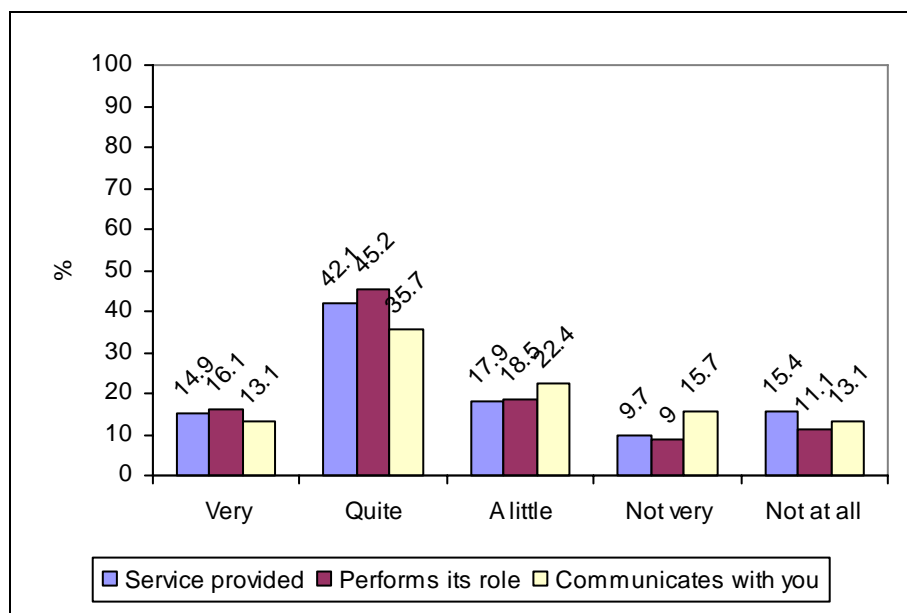
The high levels of importance respondents place on registration with the HRB are not matched by attitudes to the HRB, which are mediocre at best.

57.0% of respondents are very or quite satisfied with the service provided by the HRB. Only 14.9% are very satisfied.

61.3% believe the HRB performs its role (as described in A2) very or quite well. Only 16.1% believe the HRB performs its role very well.

48.9% believe the HRB communicates very or quite well with them. Only 13.1% believe it communicates very well.

**Chart 2: Attitudes to the HRB**



A5. How satisfied are you, overall, with the service provided to you by the HRB? (n=753)

A6. How well does the HRB perform its role (as you described its role in A2)? (n=719)

A7. How well does the HRB communicate with you? (n=747)

While the sample numbers are small, there is a niche in the market where attitudes are particularly poor. Significantly fewer salon owners who are not registered hairdressers are very or quite satisfied with the service provided by HRB (17.6%), rate the HRB's performance of its role very or quite well (18.8%) and believe the HRB communicates very or quite well with them (23.5%) compared to their counterparts who are registered hairdressers and, particularly, who first registered more than seven years ago.

Satisfaction with the HRB overall is also weak amongst respondents who have worked outside Australia and NZ, respondents who are currently working in Perth and respondents who have worked with newly qualified hairdressers who have less than four years of training.

Significantly fewer respondents currently working in Perth and those who've worked with newly qualified hairdressers who have less than four years of training believe HRB performs its role very or quite well or believe HRB communicates well with them.

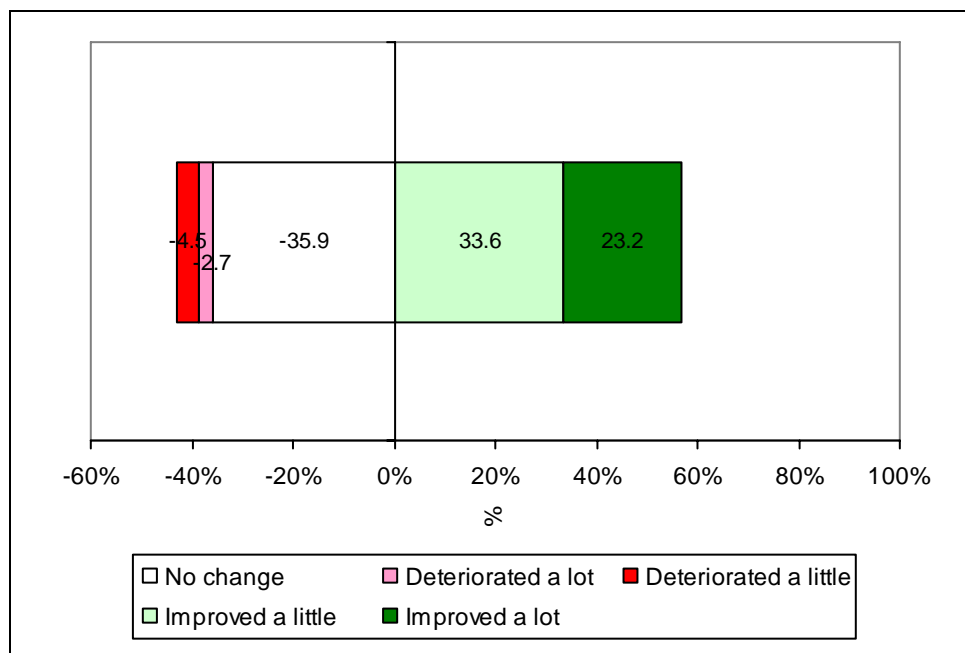
## 6.4 Perceived Change over the Last Four Years

On balance, more respondents feel that the service provided by the HRB has improved over the last four years than feel it has remained the same or deteriorated.

56.8% of those who've been registered since before 2003 believe the service has improved, with 23.2% believing it has improved a lot.

35.9% believe it has not changed over the last four years and 7.1% believe it has deteriorated.

**Chart 3: Perceived Change in Service Provided by the HRB**



A8. Have you noticed any change in the service provided by the HRB over the past four years (since 2003)? (n=551)

Those respondents who are more likely to have noticed an improvement include those who first registered more than seven years ago (61.4% compared to 37.9% of those who first registered in 2000 – 2003), those working outside Perth and major regional centres (75.5%), those not currently working as a hairdresser (72.1%) and those who've worked with newly trained hairdressers with less than four years training who have poor skills (75.0%),

The difference between those who believe the HRB's service has improved and those who believe it has deteriorated is primarily one of communication. The HRB and its activities are more visible to those who believe service has improved, while those who feel it has deteriorated do not appear to be aware of what the HRB is doing.

Respondents who believe the HRB's service has improved felt:

- o Communication has increased (48.6%);
- o Communication is more informative/they are kept up to date with industry changes (29.3%); and
- o HRB is more visible (14.1%).

Respondents who believe the HRB's service has deteriorated felt:

- o The HRB collect their fees but do nothing for them (15.2%);
- o They were not kept up to date/need more information from HRB (12.1%);
- o Still have unregistered/unqualified hairdressers working in WA (12.1%); and
- o Poor service, inefficient, no help (12.1%).

The following table summarises the explanations for the perceived change in the HRB's service. The full list of reasons for respondents' perceptions of the change in service is provided in Appendix VII.

**Table 5: Reasons Respondents Believe HRB's Service Has Changed**

	% Improved a lot + a little (n=249)	% Remained the same (n=140)	% Deteriorated a lot + a little (n=33)
Communication increased	<b>48.6</b>	5.0	0.0
Kept up to date with industry, profession, hairdressing changes; more informative communication	<b>29.3</b>	1.4	0.0
More visible, more calls, more visits from HRB	<b>14.1</b>	0.7	0.0
Policing non-registration	5.6	0.0	0.0
Efficient, thorough, helpful, professional service	5.2	1.4	0.0
Newsletter/communication has improved (no mention of better info)	2.4	1.4	0.0
Changes (unspecified)	0.8	0.0	0.0
No changes	0.0	<b>28.6</b>	0.0
Have not needed them	0.4	7.1	0.0
Little checking of salons, few visits from HRB	1.2	7.1	3.0
Do not hear from them	1.2	5.7	3.0
Service declined	0.0	0.7	0.0
Raise public awareness of importance of registration	0.0	0.7	0.0
Collect money but do not give advice, help, etc.	0.4	<b>11.4</b>	<b>15.2</b>
Not kept up to date, need more information	1.6	5.7	<b>12.4</b>
Poor service, inefficient, no help	1.2	4.3	<b>12.1</b>
Still have unregistered/unqualified hairdressers	1.2	2.1	<b>12.1</b>
Incompetent, hinder hairdressers	0.0	1.4	6.1
Fee increase	0.8	3.6	6.1
No value, pointless organisation	0.0	2.9	3.0
More training required	0.0	0.0	3.0
Do not treat us with respect	0.0	0.0	3.0
Disagree with paying for registration	0.0	0.7	3.0
Need to do more for the industry	0.0	0.7	3.0
Other	4.0	9.3	18.2

A5. How satisfied are you, overall, with the service provided to you by the HRB? Why do you say that? (n=422)



## 7 Hairdressing Training

### 7.1 Preferred Pathway for Entry-Level Hairdressing Training

There is overwhelming support for the apprenticeship as the preferred pathway for hairdressing training.

92.9% of respondents personally think the apprenticeship provides the best entry-level training to become a qualified hairdresser. Only 2.3% support the full-time institutional pathway, 3.2% believe both produce the same outcome and 1.6% gave a range of other suggestions varying the time taken and mix of theory versus practical skill development.

The arguments in support of the apprenticeship are more time (26.6%), the value of the hands-on work in the salon (28.4%) and the fact that it is a more balanced approach, combining theory with the opportunity to put it into practice (25.5%). In the words of some of the respondents:

*“They have already taken 4 year ladies and 4 years men and made that in 4 year total and still not got it right. Imagine in 3 years or less?”*

*“Because the first year should be basic skills and fully supervised models. The second year should be supervised customers and the third year should be competent skilled hairdressing working alone.”*

*“It is adequate and to be a good hairdresser requires the time to practice effectively in a regulated environment to become confident and maturely 'grow' into a hairdresser.”*

*“Theoretical knowledge is one thing. Practical experience is something totally different. Why do we want to produce a watered down version of the quality we have already. Some of it (is) very basic at best.”*

*“Hairdressing needs client based learning equivalent. Shortened apprenticeship gives an impression of qualification - not experience.”*

The main argument in favour of the full-time institutional pathway was the belief that it would benefit the salons, with new starters already having some skills (26.7%).

*“I think this is more beneficial to salon taking apprentice on as the basics are already taught.”*

*“I did a pre apprenticeship and it helped to gain extra skills for the salon: can't compare.”*

*“It gives the person extra time to grow up and give also when they go into a salon they can start to cover their wages.”*

The following table summarises the arguments for each pathway. The full list of reasons for is provided in Appendix VIII.



<b>Table 6: Reasons Supporting the Preferred Entry-Level Training</b>	Apprenticeship (n=557)	Institutional (n=15)	No difference (n=17)
Hands on/Salon based	<b>28.4</b>	20.0	5.9
More time	<b>26.6</b>	0.0	0.0
Balanced (Combined Salon/Learning-Theory/Practice)	<b>25.5</b>	0.0	0.0
People skills/Communication	10.2	0.0	0.0
Working with/Learning from others-seniors	8.3	0.0	0.0
Covers all aspects/All rounded training	8.1	0.0	0.0
Better standards/Improve public perception	5.4	0.0	0.0
Learn more	5.2	0.0	0.0
Best way/Tried & true/Only way I know	4.7	0.0	0.0
Confidence	2.3	0.0	0.0
Weeds out those that won't stick/Gives them a taste	1.3	6.7	0.0
Beneficial to salon/Extra skills	0.2	<b>26.7</b>	0.0
Receive better training	6.8	13.3	5.9
Gradual learning/Allows to mature/Start with basics	6.5	13.3	0.0
Depends on... trainer/owner/apprentice	0.4	6.7	<b>35.3</b>
Does not matter/End result the same	0.8	0.0	<b>29.4</b>
Suggested combinations specified	0.5	0.0	11.8
Other	2.9	33.3	11.8

E1a. Which training approach do you personally think provides the best entry-level training to become a qualified hairdresser? Why? (n=601)

The current entry-level training to become a qualified hairdresser in WA is a three year nominal term apprenticeship combining practical on the job experience with theoretical off the job education. There is overwhelming support for this time period to not be shortened.

91.9% of respondents would not like to see apprenticeships shortened to less than three years.

The arguments in support of retaining the nominal three year apprenticeship include three years is just enough time to train, anything less is not enough (19.3%), need time to gain experience in practicing skills and in client contact (21.1%), there is too much to learn and you need time to learn it (19.0%) and it would lower standards as you need time to improve your skills (21.8%).

*“Having seen the impact in the UK of this, I know that standards will drop.”*

*“I think you still need that time to learn skills. We want great hairdressers qualifying not 'production line' ones.”*

*“These people are dealing with chemicals, appearances, etc. and need to be fully confident in knowledge and skill. It takes this time and more.”*

*“Once, WA hairdressers were the highest standard of training in the world. We worked hard with pride.”*

*“You need this long to become skilled, not just qualified - we have a lot of qualified hairdressers - but not so many skilled!”*

*“Hairdressing is a highly skilled craft. Shortening or fast tracking will only downgrade the industry. It will encourage money hungry shonky employers and risk customers having under skilled, undereducated hairdressers working on them.”*



*“Time factor: need experience and only time can provide that, through trial and error.”*

*“Because hairdressing is an art and the more experience you have the better you are.”*

*“Because apprentices need time to practice and master skills before applying these skills onto a client and need guidance in client welfare before being left alone.”*

*“You need to gain much more experience on hundreds of different types of heads/hair/personalities/face shapes/body shapes/skin tones....etc.”*

*“A great deal can be learned through observations without pressure in the early stages of an apprenticeship plus plenty of exposure to clients.”*

The arguments in support of shortening the term to less than three years include the training can be done in less time and this would reduce the drop-out rate (26.9%) and there is a skills shortage and a shorter time would make hairdressing more appealing (23.1%).

*“In UK it's done in 2 years and still (get) good hairdressers. We need to get more apprentice hairdressers and encourage them.”*

*“European standards require 2 years and it means the students don't get bored and the employers cannot exploit them as readily.”*

*“Because it can be done in less time. It's hairdressing not brain surgery. Supply and demand. We need hairdressers.”*

*“A lot of young apprentices drop out before completing because first and second year are minimal, unstimulating tasks. Intensify training, shorten the time frame and become fully qualified.”*

The following table summarises the arguments for and against reducing the three year term. The full list of reasons is provided in Appendix IX.

<b>Table 7: Reasons For and Against Reducing the Term of the Apprenticeship</b>	The “no” argument (n=554)	The “yes” argument (n=52)
It would lower standards and you need time to improve your skills	21.8	0.0
Need time to gain experience in practicing skills and in client contact	21.1	1.9
3 Years is just enough time to train, anything less is not enough	19.3	3.8
There's too much to learn and you need time to learn it	19.0	0.0
3 Years is already too short/Need longer/Cannot fit everything in	8.3	0.0
Not enough time/Takes time/Many years	6.7	0.0
Go back to 4 years/Should be 4 years minimum/Some need 5 years	6.0	0.0
Lack of maturity/Need time to mature/Too young	5.6	0.0
Need time for training/Better training/Supervision	5.2	0.0
Need confidence/Build up confidence over time	3.1	0.0
Ridiculous/Never/Works well as is/Not fair on others	2.0	0.0
Can't learn in 1 or 2 years	1.3	0.0
The training can be done in less time and this would reduce the drop-out rate	0.0	26.9
There's a skills shortage and a shorter time would make hairdressing more appealing	0.2	23.1
Depends on individual/How good/How well trained	1.6	17.3
Other suggestions specified	1.1	19.2
Other	2.5	15.4

E2a. Would you like to see the apprenticeships shortened to less than three years? Why/why not? (n=606)

No demographic cross-analysis of preferred pathways for entry-level hairdressing training has been conducted as there is clear support (nine in 10 respondents) for the apprenticeship and for not shortening the apprenticeship.<sup>1</sup>

## 7.2 Awareness of and Attitudes to New Training Initiatives

A number of new hairdressing courses have recently been introduced. These are:

- Competency-based training for hairdressing apprentices with a nominal three year term.
- One year full-time Certificate III course in hairdressing conducted at a training college.
- 12 month Salon Assistant Traineeship which gives trainees a 12 month credit towards an apprenticeship.

The first two are “competitors” to the existing four year apprenticeship available in WA that combines theoretical education with practical on the job experience. The third is an interim step towards an apprenticeship.

Awareness of these three initiatives varies considerably. Before receiving the questionnaire, 83.9% of respondents were aware of the competency-based training with nominal three year term, 58.3% were aware of the one year full-time Certificate III course and 45.7% were aware of the 12 month Salon Assistant Traineeship.

Awareness of the competency-based training is universally high across the different groups of hairdressers, but is particularly high amongst apprentices (90.8%).

Awareness of the full-time Certificate III course is highest amongst salon owners (64.9%) and, not surprisingly, amongst those who did their initial training in the eastern states (77.8%) and those who have worked interstate (68.3%).

The 12 month Salon Assistant Traineeship has comparatively high awareness amongst salon owners (59.3%) and those who have worked interstate (54.8%).

Respondents were asked to compare the first two initiatives with the existing apprenticeship available in WA on a number of measures. Both compared poorly to the existing apprenticeship, with significantly more respondents voicing concerns over the one year Certificate III course than the three year competency-based training. As a comparison, the proportion who rated the one year Certificate III course much worse than the apprenticeship is similar to the proportion who rated the three year competency-based training much worse or somewhat worse than the apprenticeship.

### 7.2.1 Competency-Based Training with a Nominal Three Year Term

The competency-based training for hairdressing apprentices with a nominal three year term combines salon-based on the job training with off-the-job training at a registered training organisation, such as TAFE.

On balance, respondents believe that this new initiative compares poorly to the existing four year apprenticeship overall, and across all four measures of knowledge, practical skills, client skills and work ethic and team skills. 15.0% believe that the overall competency of graduates will be much worse than the existing apprenticeship and 42.9% believe it will be much worse or somewhat worse. Only 17.3% felt it would deliver a more competent graduate than the existing apprenticeship.

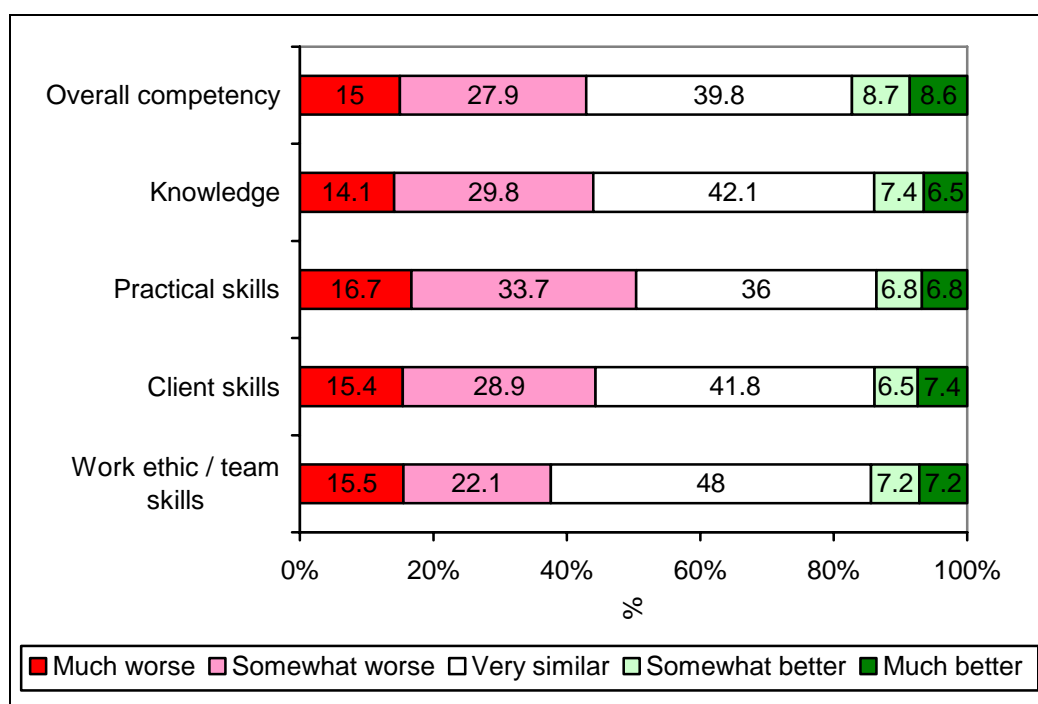
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<sup>1</sup> The number of respondents selecting the other options is too small for reliable demographic cross-analysis.

Their concerns are greatest in the area of the graduates' practical skills. 50.4% believe that the competency-based training will produce graduates with much or somewhat worse practical skills than the apprenticeship, compared to 44.0% for knowledge and 44.3% for client skills.

Their concerns are least in the area of work ethic and team skills, although they still exist, with only 37.7% believing the competency-based training will produce graduates with much or somewhat worse skills than the apprenticeship.

**Chart 4: Attitudes to Competency-Based Training with a Nominal Three Year Term Compared to Existing Four Year Apprenticeship**



D2 Compared to the existing four year apprenticeship available in WA, how do you think the competency-based training with a nominal three year term will compare: overall competency of graduates (n=713); knowledge of graduates (n=707); practical skills of graduates (n=706); client skills of graduates (n=706); and work ethic and team skills of graduates (n=709).

No group of hairdressers believed that the competency-based training would produce a better skilled graduate than the existing apprenticeship.

Respondents who were consistent in their views that the competency-based training would produce a worse skilled graduate across all five measures included those who did their initial training in WA, those whose initial qualification was the apprenticeship or a Certificate IV in hairdressing and, notably, those who've worked with newly qualified hairdressers that had less than four years training and whose skills were poor, below average or average. Interestingly, those who worked with lesser training newly qualified hairdressers with excellent or good skills were not prepared to say that the competency-based training would produce a better skilled graduate; only that it would produce one that is very similar to the apprenticeship. The full list of differences between the different groups of hairdressers is found in Appendix XIX.

The main drawbacks of competency-based training with a nominal three year term were seen to be drop in skill levels (17.2%), less experience (15.9%) and too rushed (15.0%).



*"You're cutting the time in an apprenticeship where experience (is) gained and professionalism and quality will be lost just to get more hairdressers out there!"*

*"I did 4 years to be a competent men's hairdresser. Now in 3 years you expect them to be competent in both men's and women's!"*

*"Less real life skills in dealing with hair. Just because you finished apprenticeship doesn't mean you are fully qualified. Need the practice."*

*"I prefer the old way. As a client I find young hairdressers lack skills in many areas. Manners, ethics included."*

*"As hairdressing skill is about experience - not exams or paper work - as competency based is assessed, the graduates are most likely to have understated ability. But given equality to more experienced hairdressers."*

*"Less in salon/hands on experience with regular skills, minimal management skills, less time for irregular circumstances, clientele."*

*"I trained a long time ago and feel whilst 3 years of tech could have been reduced (the technical side can be learnt quickly) the practical side ie. the experience in dealing with different hair products and clients poses more problems that need time to learn."*

*"Don't have enough time to teach everything properly-have to make them work experience longer so they warrant their pay in first year-am having to make them work on the floor at a very young age with little skill. We now have to learn more in less time."*

*"There wouldn't be sufficient time for absorbing, learning, practicing all that is required within the industry."*

*"Knowledge is cramped down because there won't be time to go through it all. Not enough lessons on skills like cutting the same haircut to get it perfect (ie. more than 4 times)."*

The following table summarises the drawbacks of competency-based training with a nominal three year term. The detailed list of drawbacks is provided in Appendix X.

**Table 8: Drawbacks of Competency-Based Training with a Nominal Three Year Term** %

Drop in skill levels/Standards	17.2
Less experience	15.9
Too rushed/Crammed	15.0
Not enough time/3 years not long enough	11.9
Issues with training (Not given enough/Pass when not ready etc)	11.1
Lack of Customer Service/Client-people skills	7.6
Some may not be able to cope/Left behind	7.4
4 <sup>th</sup> year needed to 'hone' skills/Put everything together/Final supervision	6.6
Salon negatives (Costs/Staff movements/More pressure)	6.1
Too young/Not mature enough	5.8
Less knowledge	5.6
Lack of confidence	5.0
Other negatives	1.3
No drawbacks if training done properly	1.3
Still too long	0.8
No drawbacks	10.3

**Table 8: Drawbacks of Competency-Based Training with a Nominal Three Year Term** %

Other	2.4
Don't know	3.2

D4. Please describe the drawbacks of a competency-based training program for hairdressing apprentices with a nominal three year term over the existing four year apprenticeship. (n=621)

The main benefits of competency-based training with a nominal three year term were seen to be they would qualify faster and become a senior faster (24.7%) and it would help with the worker shortage and encourage applicants (16.6%).

*"They qualify earlier which benefits the employer financially."*

*"Apprentices qualify quicker which is more attractive to people wanting to become hairdressers."*

*"The benefits are that it is less time training. So you don't struggle on apprenticeship wages for 4 years."*

*"Better wages, more incentives, don't have to do the extra year, faster moving employers."*

*"At this present time there is a shortage of senior hairdressers - so now I guess we will have more qualified ones quicker."*

*"Apprentices will be fast tracked rather than wasting a year at the basin. Also encourages older applicants to become hairdressers."*

*"Less apprentices more places for new apprentices. Opportunity to earn a senior wage sooner."*

*"As young people get bored/disinterested maybe will entice people to do 3 year apprenticeship over a 4 year apprenticeship."*

*"Term not so long - so more people will apply. Hairdressing by the 3rd year can get boring unless you have a passion for it."*

The following table summarises the benefits of competency-based training with a nominal three year term. The detailed list of benefits is provided in Appendix XI.

**Table 9: Benefits of Competency-Based Training with a Nominal Three Year Term** %

Qualify faster /On the floor quicker/Become a senior faster	24.7
Help with worker shortage/Encourage applicants	16.6
Better pay	9.1
More time with clients/Hands on/In salon	8.2
Flexible with ability (better ones advance quicker)	8.1
4 years too long/3 is long enough	6.4
No benefit – Needs to be 4 years/Longer than 3	6.0
Increased motivation/enthusiasm/less boring	5.0
Concerns with skill levels/Not as well qualified at the end	4.4
Salon benefits from it (More productive/Confident/Earn more money from)	3.5
More likely to complete/Won't drop out	3.2
Better training scheme	2.9
Attract more mature/older apprentice	1.7
Other positive	1.3



**Table 9: Benefits of Competency-Based Training with a Nominal Three Year Term** %

Other negative	1.7
Concerns with training standards/Depends on training	1.2
No big difference	0.5
No benefits	8.9
Not applicable	0.7
Other	3.0
Don't know	4.9

D3. Please describe the benefits of a competency-based training program for hairdressing apprentices with a nominal three year term over the existing four year apprenticeship. (n=596)

69.6% of respondents said they were not consulted about their views on the reduction in the four year term for apprenticeships before the introduction of the nominal three year term for competency-based training for hairdressing apprentices. 21.4% could not recall if they were consulted and the remaining 9.0% said they were.

No particular group of respondents were consulted about their views on the reduction in term.

This lack of consultation has had no impact on respondents' negative response to new competency-based training initiative. The only area where those who were consulted differed to those who were not consulted related to work ethic and team skills. Significantly more of those who were consulted believed the new initiative would produce a much or somewhat better work ethic and team skills (26.2%) than those who were not consulted (12.8%), but at 26.2% this still represents a lack of support for the initiative.

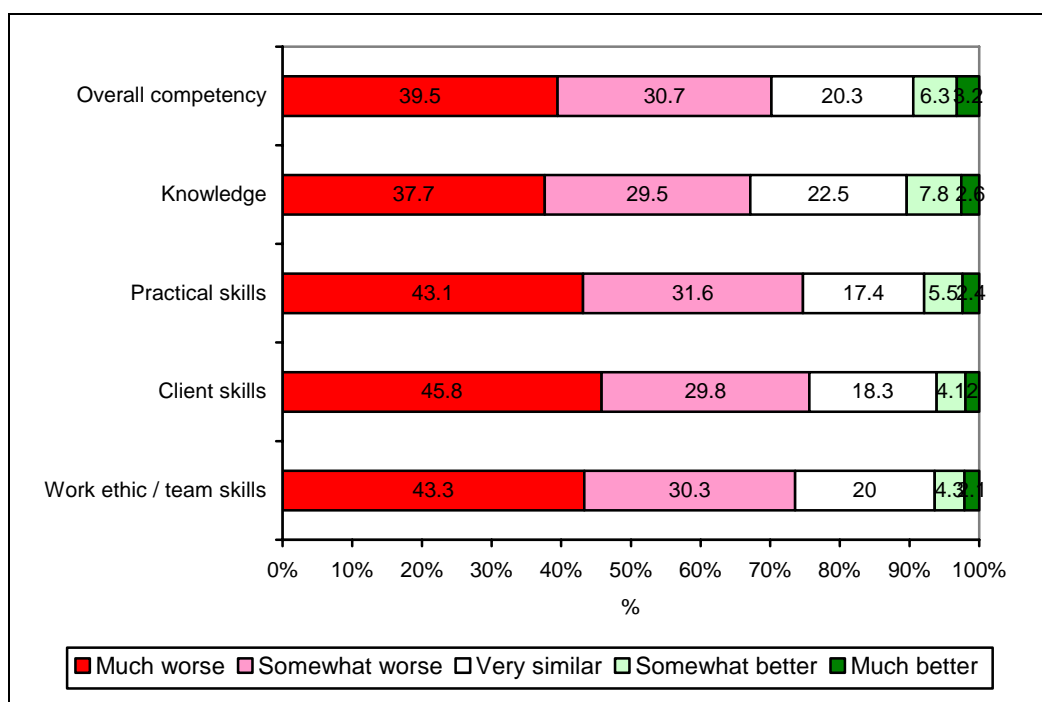
### 7.2.2 One Year Certificate III Course

The one year Certificate III course in hairdressing is an institutional based course completed through off-the-job training only.

Respondents believe that this new initiative compares even more poorly to the existing four year apprenticeship overall than the competency-based training with a nominal three year term. And it compares poorly across all four measures of knowledge, practical skills, client skills and work ethic and team skills. 39.5% believe that the overall competency of graduates will be much worse than the existing apprenticeship and 70.2% believe it will be much worse or somewhat worse.

Their concerns are greatest in the areas of the graduates' skills. 43.1% believe that the one year Certificate III course will produce graduates with much worse practical skills, 45.8% believe they will have much worse client skills and 43.3% believe they will have much worse work ethic and team skills than the apprenticeship, compared to 37.7% for knowledge.

**Chart 5: Attitudes to One Year Certificate III Course Compared to Existing Apprenticeship**



D6. Compared to the existing apprenticeship available in WA, how do you think the one year Certificate III course will compare: overall competency of graduates (n=664); knowledge of graduates (n=658); practical skills of graduates (n=656); client skills of graduates (n=655); and work ethic and team skills of graduates (n=656).

As with the competency-based training, no group of hairdressers believed that the one year Certificate III Course would produce a better skilled graduate than the existing apprenticeship.

Respondents who were consistent in their views that the one year Certificate III Course would produce a worse skilled graduate across all five measures included respondents who were practicing hairdressers or were salon owners and those whose initial qualification was the apprenticeship. While respondents who had not worked with newly qualified hairdressers that had less than four years training felt the one year Certificate III Course graduates would be worse than those who've done an apprenticeship, those who've worked with such hairdressers whose skills were poor, below average or average were particularly strong in their views. The full list of differences between the different groups of hairdressers is found in Appendix XIX.

The main drawbacks of the one year Certificate III Course were seen to be the lack of practical salon-based experience (33.1%), the time was too short to learn everything in one year (21.1%), the hairdressers would not gain client-people skills (18.9%) and they would lack skills and competency in general (17.5%).

*“They won't have the experience in customer service or the hands on experience.”*

*“Won't have as good people skills and as much salon knowledge.”*

*“No salon experience! That is where most of the learning takes place is in the salon! Terrible idea. Would never employ one.”*

*“Not enough hands on experience with clients or the skills to cope with a stressful salon environment.”*



*“Not learning to work in a salon environment - time issues, clients, working as a team. Too quick to process information and not being able to put into practice with salon setting.”*

*“Only learn basic hairdressing and not how to work in a salon environment.”*

*“The best hairdressers see skills put into practice by all their seniors to form their own style- these students won't have this.”*

*“I really do not believe that people could learn enough to be a competent hairdresser as this takes several years of training. It is obvious that after 4 years at university most graduates need on the job experience, this will be repeated in this system. 1 year is a joke and is an absolute insult to my training.”*

*“It is impossible to retain and fully understand the chemical side and effects, let alone the precision required in styling in one year.”*

*“Too much crammed into short space of time, not enough variety in trainer. Will be unable to gain the amount of communication skills required in class environment and this takes more than 1 year.”*

*“Not dealing with customers. Manikins and models never have an opinion and are always happy.”*

*“May learn all required practical and theory skills but client contact and communication is imperative and can't be taught.”*

The following table summarises the drawbacks of the one year Certificate III Course. The detailed list of drawbacks is provided in Appendix XII.

**Table 10: Drawbacks of One Year Certificate III Course** %

No experience/need experience in a salon	33.1
Not long enough/Can't learn everything in one year	21.1
Lack client-people skills	18.9
Lack skills/Competency	17.5
Need to learn interaction/teamwork/daily running of salon	9.3
Poor knowledge	7.3
Poor training/Less variety of	6.1
Come with attitude/Have to retrain/Over confident	4.0
Need more maturity/Difficult for youngsters	3.0
Lack confidence	2.7
Disadvantages the 'not so good' ones	1.3
Other negative	5.1
No drawbacks/OK	3.2
Not applicable/No comment	1.0
Other	3.5
Don't know	4.6

D8. Please describe the drawbacks of a one year Certificate III course in hairdressing over the existing apprenticeship. (n=593)

Respondents struggled to find any benefits of the one year Certificate III Course. 28.1% felt there would be no benefits, 4.7% felt there was no advantage (you can't train in one year) and 4.3% felt they'd still need more experience.

The actual benefits that were identified included qualify faster/earlier (12.7%), better training/more knowledge/more confidence (11.4%) and that it would help to reduce the skill shortage (9.7%).

*“Walk into a job quicker.”*

*“It is good because some people are fast learners and don't need to waste a few years.”*

*“Definitely quicker and more appealing. Lets the mature age group apply.”*

*“Full time learning with no distractions.”*

*“More frequency in the 'book'/'paper' work side of things keeping them fresher in their minds.”*

*“Qualify earlier, full time training, learning conditions may be better - not in a salon cleaning all day.”*

*“For more opportunities to have a qualified hairdresser/trainer to train students. Intensive coaching and mentoring. More motivated hairdressers.”*

The following table summarises the benefits of the one year Certificate III Course. The detailed list of benefits is provided in Appendix XIII.

**Table 11: Benefits of One Year Certificate III Course** %

No benefits	28.1
No advantage - Not long enough/Can't train in one year	4.7
Still need more experience/Cannot replace salon experience	4.3
Quicker/Qualify earlier	12.7
Better training/More knowledge/Confidence etc	11.4
Reduce skill shortage	9.7
Help you get started/Get theory over with/Gives basic knowledge/A head start	5.6
Good for salon (More useful/Less costs/Less training given etc)	4.7
Better for more mature people/ex hairdressers returning etc	4.1
Reduced skills/Lowered standards	3.4
Get an insight/To see if you like it	3.2
More incentive/motivation/Enthusiasm	1.9
As long as good training received	1.5
Better pay	0.9
Not applicable/No comment	1.9
Other	5.0
Don't know/Don't understand the program	9.7

D7. Please describe the benefits of a one year Certificate III course in hairdressing over the existing apprenticeship. (n=537)

With such a poor comparison to the existing apprenticeship, it is not surprising that 77.7% of respondents disagree that a hairdresser who has completed a one year Certificate III course in hairdressing is sufficiently qualified to be registered with the HRB. Such is the strength of their concern that 54.4% strongly disagree. This level of disagreement is particularly strong amongst respondents who've worked with newly trained hairdressers with less than four years training and who have poor or below average skills.



Their main concerns relate to insufficient salon (practical) experience (38.7%), insufficient time to learn the skills required (34.2%) and the fact that they would have a lower standard of skills/be insufficiently competent (22.8%).

*"I have worked with some college hairdressers here and in the UK they usually have good theory skills but not good in the practical and client skills."*

*"I look back at my first year (I was trained from day dot, on floor in 6 months) and I was still lacking after my first year. There is a safety in doing a longer apprenticeship as you do make mistakes."*

*"The practical side is so important. Someone who is great at theory could get their cert 3 and when put into an actual workplace, can't cope."*

*"In salon experience is invaluable in the learning process - time management - staff relationships - varied client base etc. and I have had experience with overseas and interstate hairdressers who have completed these similar 1 year courses and they don't have the skills we hairdressers who have done 4 years in salon have had."*

*"I did similar training in New Zealand, but found I missed out learning from watching and helping."*

*"Eastern states trained hairdressers are not of the high standard of WA trained hairdressers!"*

*"WA has such a high standard of hairdressers and I want it to stay that way. Our industry."*

*"Bring down the whole profession."*

*"Ladies hairdressing was 4 years with an extra year to 2 years for men's. Then was reduced to 4 years for combined now 3 years. And most (4 year) new hairdressers (qualified) cannot do a basic men's scissor over comb!"*

14.0% voice no strong concerns on whether or not a one year Certificate III graduate is sufficiently qualified to be registered with the HRB and 8.3% agree that they are sufficiently qualified.

The main argument in support of the one year Certificate III course was that the course still covers all aspects of hairdressing and they still have to pass their test (36.4%).

*"Same skills are taught and focussed on more because constantly in learning environment."*

*"Because if they have passed the course they obviously know what they are doing."*

*"If they pass normal exam that apprentices do then of course they should qualify."*

The following table summarises the arguments for and against graduates of the one year Certificate III Course being registered with the HRB. The detailed list of benefits is provided in Appendix XIV.

**Table 12: Reasons Respondents Agree or Disagree that a Graduate of the One Year Certificate III Course is or is not Sufficiently Qualified for Registration with the HRB**

	% Strongly agree + agree (n=44)	% Neither agree nor disagree (n=52)	% Strongly disagree + disagree (n=403)
Not enough salon experience	11.4	7.7	<b>38.7</b>
Not enough time/1 Year is not enough	4.5	9.6	<b>34.2</b>
Unqualified/Not competent/Lower standards/Lack skills	11.4	5.8	<b>22.8</b>
Not enough knowledge gained	4.5	0.0	10.2
Lack client-people skills	4.5	0.0	8.9
Not enough training given	2.3	1.9	6.7
Not fair to previous hairdressers/System should be equal/Need to earn the right	0.0	0.0	6.2
Need interaction/teamwork/daily running of salon	4.5	0.0	4.2
Too young/Immaturity	0.0	0.0	3.0
Would not employ them/Client confidence in them would be low	0.0	0.0	2.2
Lack confidence	2.3	0.0	2.0
Have to retrain/Have bad habits/Over confident	0.0	0.0	1.0
Would depend on the individual/Based on skills not time	11.4	<b>40.4</b>	0.2
Don't know enough about program/Not heard of it/What's taught	0.0	7.7	1.0
Would depend on the training	2.3	5.8	0.2
Still have to pass test/All aspects covered/Same skills taught	<b>36.4</b>	3.8	0.0
HRB not needed/Don't do a good job/Nothing to do with them	4.5	9.6	1.2
Need different registration system/Suggestions for	4.5	5.8	0.5
Comment made/No reason given	4.5	1.9	0.5
Other	13.6	3.8	2.5
Don't know	0.0	9.6	0.2

D9a. Do you agree or disagree that a hairdresser who has completed a one year Certificate III course in hairdressing is sufficiently qualified to be registered with the HRB? Why/Why not? (n=499)

### 7.3 Hairdressers' Concerns

Respondents were presented with a list of six concerns that have previously been raised with the HRB about allowing hairdressers with less theoretical and practical training to practice in WA and were asked to rank them.

As often happens with a self-administered questionnaire, despite detailed instructions a number of respondents rated the six concerns. This inadvertent error provided an important insight into their concerns.

As Chart 6 below shows, respondents drew little distinction between the six concerns:

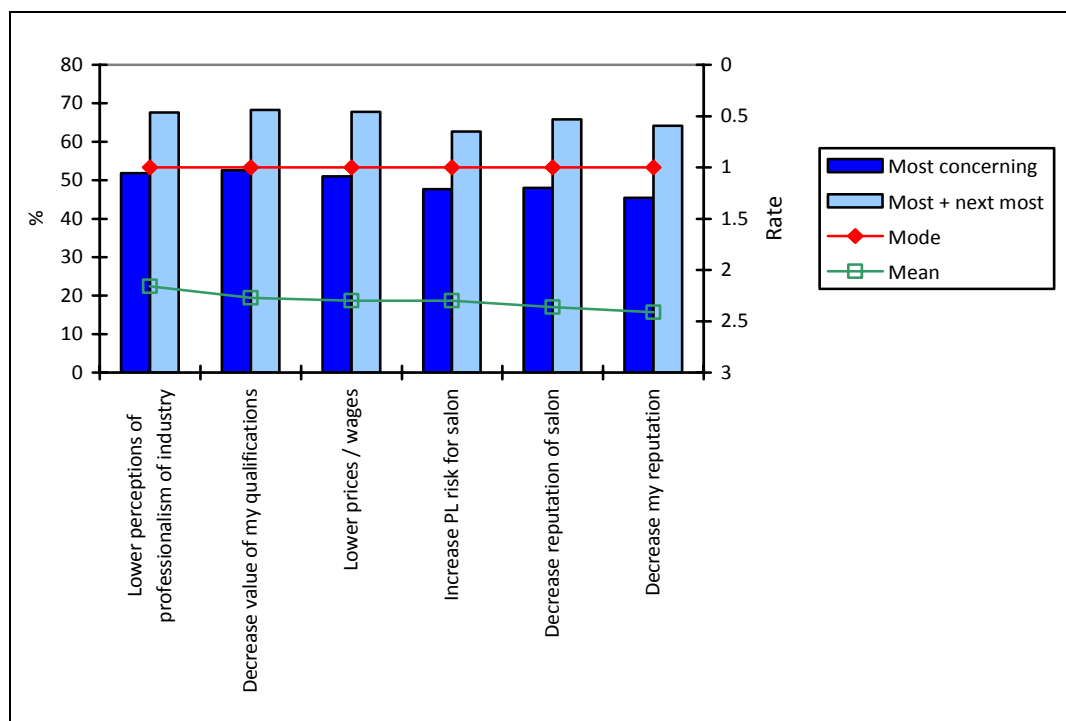
- o The most popular rating they received was a "1" for most concerning.
- o Their average rating ranged from 2.16 (lower public perceptions of the professionalism of my industry) to 2.41 (decrease my reputation if my clients receive a cut/colour from a lesser trained hairdresser).
- o There was no difference in the proportion who rated each a "1" for most concerning.

- o There was no difference in the proportion who rated each a “1” or “2” for most or next most concerning.

In fact, the only significant differences to occur were between the average ratings for lower public perceptions of professionalism of my industry compared to both decrease the reputation of my salon/the salon I work for and decrease my reputation if my clients receive a cut/colour from a lesser trained hairdresser; and for decrease the value of my qualifications compared to decrease my reputation if my clients receive a cut/colour from a lesser trained hairdresser.

These small differences indicate how strongly respondents feel about all six issues.

**Chart 6: Rating of Respondents’ Concerns about Allowing Lesser Qualified Hairdressers to Practice in WA**



E5. Listed below are a number of concerns that have been raised in the past about allowing hairdressers with less theoretical and practical training to practice in WA. Please rank all of them in order of how much of a concern these are to you, where 1 = most concerning, 2 = next most concerning, through to 6 = least concerning. (n=304 – 310 raters).

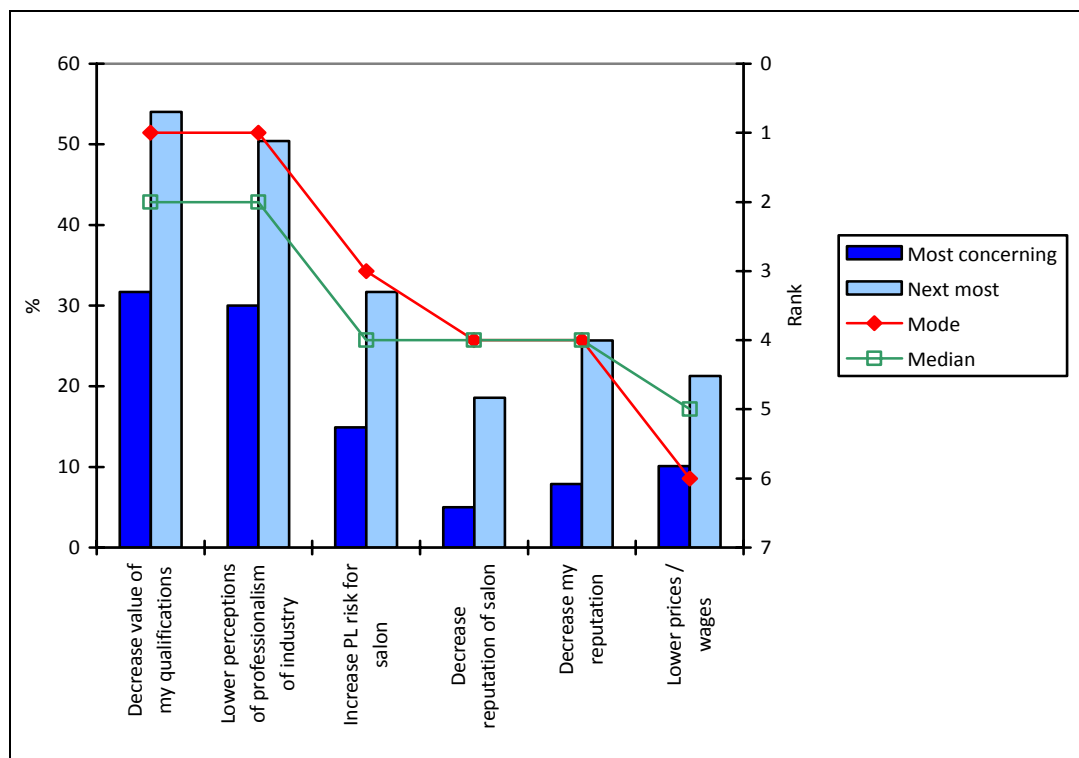
Those respondents who answered the question correctly and, as a result, were forced to make a distinction between the six issues grouped them into three groups.

As Chart 7 below shows, respondents were most concerned about decreasing the value of their qualifications and lowering the perceptions of the professionalism of the industry. Three in 10 ranked these the most concerning issue and one in two ranked them most or next most concerning issues. The most popular rank for these was “1”.

The second group of concerns consisted of increased public liability risk for the salon, followed by decreased reputation of the salon and decreased personal reputation of the hairdresser. The most popular rank for increased public liability risk for the salon was “3”, with the most popular rank for the other two being “4”.

The issue of least concern to respondents was lower prices or wages, which was most likely to be ranked “6 – least concerning”.

**Chart 7: Ranking of Respondents’ Concerns about Allowing Lesser Qualified Hairdressers to Practice in WA**



E5. Listed below are a number of concerns that have been raised in the past about allowing hairdressers with less theoretical and practical training to practice in WA. Please rank all of them in order of how much of a concern these are to you, where 1 = most concerning, 2 = next most concerning, through to 6 = least concerning. (n=403 – 404 rankers).

## 7.4 Requirements for Maintaining Registration Following a Career Break

Registered hairdressers who take a career break, such as stopping work to raise a family, can maintain their registration by paying their annual fee. There is currently no need for them to practice their skills to maintain them.

Respondents, however, are concerned about the impact of a substantial career break. 63.6% felt that registered hairdressers should take a refresher course to maintain their registration if they have not practiced for more than five years. 35.4% felt they should sit the HRB’s Theory and Practical Examinations.

The respondents who were most in support of taking a refresher course included those whose highest qualification was a Certificate IV in hairdressing (80.6%) and those who were known to have had experience with private training providers (80.6%).<sup>2</sup> Those whose highest qualification was the Certificate IV in hairdressing were also amongst the most in support of hairdressers who’ve not practiced in five years sitting the HRB’s Theory and Practical Examinations (57.1%).

<sup>2</sup> Care should be taken with data relating to experience with the private training providers as this information was coded from free text responses. Not all respondents identified where they had done their additional training.



The group that is most affected by any change in the requirements for maintaining registration after a career break – those respondents who are currently not working as hairdressers – are the least interested in formally requalifying. Only 44.0% indicated they should have to do a refresher course and only 17.5% felt they should sit the HRB's Theory and Practical Examinations.

## 7.5 HRB's Role in Conducting Training Courses in Hairdressing

Respondents are evenly split on whether the HRB should be conducting training courses in hairdressing. 56.2% believe they should; 43.8% believe they shouldn't.

Those respondents most in support of the HRB conducting training courses are found in greater numbers amongst hairdressers registered before 2000 and respondents whose initial qualification is the Certificate IV in hairdressing.

Respondents who support the HRB conducting training believe they would be able to ensure standards and train to (WA) standards (33.1%), there can't be too many courses available so why not have the HRB also provide them (26.9%) and the more qualified response that the HRB should conduct training but only in specific areas such as refresher courses, senior courses and courses aimed at increasing skills of hairdressers so they qualify to practice in WA (21.4%).

*"If they are setting benchmarks for skills, they have to also assist to bring people to them."*

*"They are most up to date provider of relevant information in hairdressing, and know what an acceptable standard of hairdressing is."*

*"If they are assessing people for registration then they should provide courses for those who need it and those who want to improve."*

*"So that all hairdressers attain the same overall standard. If the HRB offered courses on various aspects eg. new cutting, colouring techniques for established hairdressers alongside apprentices. That would be beneficial to maintain standards."*

*"Another source of training recognised in WA would be proved useful."*

*"In hairdressing you never stop learning, so the more courses there are, the more you learn."*

Those who are against the HRB conducting courses believe there are already sufficient training opportunities available between TAFE, private providers and salon-based training (50.4%) and that training is not the HRB's role and they should stick to regulation and licensing (26.3%).

*"There are plenty of companies offering quality training courses."*

*"We have it all provide for free (included) with our salons/college and representatives ie. Wella."*

*"Because I consider the TAFE system the best, due to the insistence on the high standard of hairdressing lecturers in the system."*

*"I don't think it is the place for the HRB to conduct training only to assess if someone is trained."*

*"Prefer to have separate training facilities. Otherwise could be conflict of interest (with disputes etc)."*

*"It's not their area of expertise. They need only to focus on admin, legal, safety issues."*

*"Leave it to the experts. Not a core business of HRB."*



*“They should concentrate their efforts of industry future and initiative there are plenty of courses already on offer.”*

The following table summarises the arguments for and against the HRB conducting training. The full list of reasons is provided in Appendix XV.

**Table 13: Reasons For and Against the HRB Conducting Training Course in Hairdressing**

	The “no” argument (n=236)	The “yes” argument (n=323)
Enough now/Up to salon/TAFE/Other providers etc/Don’t need	50.4	0.6
Not their job/Stick to what they know/Their job is to oversee/regulate/license not train	26.3	2.2
Lack of knowledge/Out of touch/No hairdressers work there	8.5	1.2
Negative attitude towards HRB/Can’t do what they’re supposed to do now/Do something useful with our money	7.6	5.0
Ensure standards/Able to train to their own standards/Same standards/Good course	3.0	33.1
Can’t get too many/The more the better/Why not/Good idea	1.3	26.9
Only in specific areas (Refresher/Older/Senior hairdressers/Raising standards/Under qualified/ Specific topics/Other than apprentice training	4.7	21.4
Need more courses/HRB more accessible/More information	0.4	5.3
Better relationship/More contact with workers/Know what we’re doing	0.4	1.9
Depends on the type of course	0.0	1.9
Not applicable	0.0	0.6
Other	6.4	5.6
Don’t know	1.3	0.0

E3a. Do you believe the HRB should be conducting training courses in hairdressing? Why/why not? (n=559)

## 8 The HRB Website

Only 17.5% of respondents have used the HRB website, in spite of 81.5% in all having access to the internet at home or at work. The most sought-after information from the website related to registration, which 54.9% of those who've visited the website were looking for.

**Table 14: Information Sought from the HRB Website**

	%
Registration	54.9
Occupational Health & Safety	28.2
Publications	16.9
Exams	13.4
Professional conduct	12.7
Inspections	4.9
Other (see Appendix XVI for details)	31.7

B2. Thinking about the last time you used the HRB website, what sort of information were you looking for? (n=142)

Users rated the website well in terms of content and ease of use.

71.2% felt it was very or quite easy to find the information they were looking for (21.9% felt it was very easy).

74.3% felt it was very or quite easy to understand the information on the website (25.0% felt it was very easy).

And 71.8% found the information on the website answered their questions.

No major differences between groups of hairdressers emerged in website usage or in ratings of content and ease of use.

Only 72 respondents suggested other information they'd like to see on the website. These included information relating to pay and conditions, upcoming events and training courses, information on registration and competency assessment, an employment service and the ability to check who is a registered hairdresser. Some of this information is already available on the website, indicating a lack of awareness of the content of the website.

The following table summarises the suggestions for other information to be included on the website. The detailed list of suggestions is provided in Appendix XVII.

**Table 15: Other Information To Be Included on the HRB Website**

	# suggestions
Rates/Wages/Superannuation	9
Training/Seminars	8
Conditions/Changes/Issues	8
Employment service	6
Upcoming events/Competitions/Trends etc	5
Ability to check salon/registration/people working from home	4
Where the money goes from registrations	4
Information on registration/Competency assessment	4
Website not necessary (Waste of time/Couldn't get on/doesn't work)	6
Abolish HRB/Why need to be registered	4
All/All stated	4
None/Not applicable	5



**Table 15: Other Information To Be Included on the HRB Website**

# suggestions

Comment only	3
Other	8
Haven't used/Not sure/Won't use again	4

B6. What other information would you like to see included on the website? (n=72)

## 9 The HRB Newsletter

Readership of the HRB newsletter is relatively high, but with room for improvement. 65.7% of respondents usually read it and a further 19.5% sometimes do. 14.8% of respondents usually don't read the HRB newsletter.

In light of this, readership of the Q3 2007 HRB newsletter was particularly high. 38.0% of respondents had read all of it, 21.0% had read most of it, 10.3% had read some of it and 9.6% had flicked through it and looked at the articles that interested them, making a total readership of the Q3 2007 HRB newsletter of 78.9%. A further 7.5% have yet to read the newsletter but still intend to do so.

Readership, both usual readership and readership of the Q3 2007 HRB newsletter, is strong across the board, and is strongest amongst hairdressers who've been registered since before 2000 and older respondents. If there are any groups that are not reached by the newsletter, they tend to be apprentices and those with a non-practicing role in the industry.

Readers felt the magazine was well-written, but the content did not meet the needs of all of its readers.

90.7% felt it was very or quite easy to understand the information in the last newsletter (39.8% felt it was very easy).

And while two in three readers (68.0%) found it very or quite informative (21.3% found it very informative), 22.4% found it only a little informative. 9.6% found it not very or not at all informative. While older readers and those who've been registered since before 2000 found it the most informative, there was no group for whom there were few respondents that found it informative.

Respondents made a range of suggestions for what they'd like to see included in the newsletter. Many were similar to suggestions for the website, including upcoming events and training courses, information relating to pay and conditions and an employment service. Other suggestions included general industry news and awards recognition. Respondents were split on the publishing of information relating to prosecutions with some wanting it and others indicating they did not like this information being published.

The following table summarises the suggestions for other information to be included on the website. The detailed list of suggestions is provided in Appendix XVIII.



**Table 16: Other Information To Be Included on the HRB Newsletter** %

Info on Training/Seminars	15.9
Rates/Awards	14.5
Conditions/Regulations etc	14.5
Any/more general industry-related news	12.3
Events/Upcoming shows	9.3
Crackdown on bad salons/List of prosecutions etc	7.9
Positive news/Awards/Recognition	5.7
Employment service	4.8
Negativity about HRB (Registration costs/Need to disband)	4.8
What HRB does for us?	4.8
Don't 'Name & shame' (Don't like this)	4.0
Push for wage increase	1.8
Specific area of interest mentioned	7.9
Didn't receive one (newsletter)	2.6
Newsletter-waste of money	1.3
Fine/Quite happy	2.6
Not applicable	2.2
Other	5.3
Don't know	6.6

C5. What other information would you like to see included on the newsletter? (n=227)

**Disclaimer:** The content of this report may be limited due to the scope of information provided by the client. Therefore, this report should be received in good faith and in the form of advice only, with no explicit directive intended.