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Submission to the Australian Bureau of Statistics on:

Australian and New Zealand Standard Classification of Occupations (ANZSCO)
Comprehensive Review

August 2023

Prepared by Denise Ryan

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The Design Institute of Australia

The Design Institute of Australia (DIA) is the peak professional association for designers in Australia, representing professionals in all design disciplines for nearly seventy years.

Our policy and advocacy priorities reflect the environment designers are operating in, for example embedding circular economy principles and protecting intellectual property. We are headquartered in Melbourne, with active branches in each state and territory and representation on international design bodies.

Australia's Design Sector

Australia has a vibrant and engaged design community that has achieved international recognition for its creativity in a broad range of fields.

The design industry is also important to our economy. IP Australia estimates that the contribution to Australia's GDP of design-related industries and workers was approximately $67.5 billion per annum by 2018, or more than 3.5% of GDP – equivalent to the size of the construction industry[1].

DIA Recommendations

Following consultation with members and the wider design sector, the DIA has developed three key recommendations to address errors and omissions in ANZSCO.

There is strong evidence for these proposed changes and none are expected to result in disruptions to data collection or analysis.

In seeking to achieve feasible statistical balance we recommend the current ABS review should address the following:

1. Categorise the cognate design occupations together under a new Sub-Major Group 'Design', to reflect the contemporary labour market and allow new and emerging specialisations to be more easily incorporated.

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[1] Falk, M. R., Campbell, M. et al. 2020. Design's Role in the Australian Economy. IP Australia, Canberra

2. Restore the Interior Design occupation (232511) to Skill Level 1, commensurate with industry expectations of education and experience.

3. Revise Unit Groupings and occupation titles by

    a) adding additional occupations to the existing design Unit Groups capturing established job titles that currently do not have occupation codes;

    b) creating a new Unit Group for the cluster of new design occupations primarily in the digital realm;

    c) repositioning occupations and revising the titles within the existing design Unit Groups; and

    d) moving Environmental Design (232511) out from Interior Design as it is not a specialisation of Interior Design and may be more suitably grouped elsewhere.

The DIA also recommends that the ABS monitor the growing specialisations within design that we anticipate will exceed the benchmark for inclusion in ANZSCO within the next five years.

These changes would align with updates to the Australian and New Zealand Standard Research Classification (ANZSRC) recommended by the DIA in 2019.

The evidence underpinning these recommendations is set out below and in the attachments to this submission.

Rationale

Design occupations are a cognate group with a common core approach and skills in problem identification, analysis of user needs, creative ideation and iteration to realise a design solution.

This is similar to the approach of occupations in IT and Manufacturing where some design occupations currently are listed, but the inclusion of an aesthetic consideration sets design apart. Similarly, although the importance of aesthetics is shared, the focus on meeting user needs and delivering commercial production distinguishes design from fine arts practices. The aesthetic aspect and commercial focus of design are included in its definition in intellectual property law.

Many areas of the design sector are regulated to protect consumers from a range of potential harms, including physical harm from unsafe products or materials. Inadequate knowledge of the standards framework can have real consequences, which is why Industrial Designers and Interior Designers are expected to hold at minimum a three year degree and appropriate experience.

Evidence

The DIA conducted a consultation process with the design sector over several months to elicit input on contemporary job titles. This involved targeted interviews, two surveys and a major forum in addition to activities such as reviewing job advertisements, recruitment documents and tertiary education listings.

Forum participants identified a range of issues arising from the limitations of the current classification structure:

Confusion for jobseekers and employers, causing mismatch in skill expectations.

In job ads, 'Product Designer' has been increasingly used to describe digital product design, which relates more to UX/UI/Service than tangible object design. This causes a lot of confusion for job seekers.

Inaccuracy in our job description affects what education is available, affects perception, even by employers and HR, and this ultimately affects our wages.

The occupations proposed in the DIA schema reflect the above input, guided by the principles of statistical feasibility and balance.

The largest group of new occupations within the design professions is, understandably, in the digital space. The growth in new job titles is partly offset by greater specificity and therefore improved balance in existing occupations. For example, the number of people in the different design roles listed in the Jobs and Skills Australia tool NERO (Nowcast of Employment by Region and Occupation) suggests that some current categories may be overloaded with occupations that could be separately listed.

The growth in jobs in the Digital, Experience, Service and Strategic Designers space mirrors the growth in the ICT Professionals space and there are some occupations at the boundaries that are similar. The occupations drawing on design methods within an ICT environment that are distinguished by their aesthetic and cultural focus should be categorised with the design professionals occupations.

We are also proposing that the outdated job title Graphic Artist be retired as an occupation as it has been entirely superseded by the job title Graphic Designer in the labour market.

Environmental Design is not a specialisation of Interior Design. It is an interdisciplinary approach combining aspects of the built environment and science disciplines and as such Environmental Designers (232511) should be categorised elsewhere.

We tested several iterations of our proposal within our design sector networks. Feedback supported our position, with the following comment typical of responses:

> *Your proposal and categories…really resonate and reflect what I'm also seeing in the market and the clustering of practices that seem to be organically occurring in organisations, education and the public-purpose sector.*

In terms of our recommendation on the skill level of Interior Designers, the industry standard for these jobs aligns with the minimum qualification for other design disciplines, that is, a degree from a recognised tertiary education provider. In order to be registered with a state building authority or other regulatory body a relevant degree is required. Qualifications such as Advanced Diploma or Diploma (Skill Level 2) are insufficient unless equivalent experience is demonstrated. The job title Interior Decorator (399912) does not need to be included with the interior design as it is a non-professional Skill Level 2 occupation (degree not required). The description for Interior Decorator should be amended to more precisely describe their occupation and to clarify the difference between their work and that of Interior Designers:

> *Current: Plans the interior **design** of commercial or residential premises and arranges for decorating work to be done.*

> *Proposed: Plans the interior **styling** of commercial or residential premises and arranges for decorating work to be done.*

Changes to design knowledge and skills needs

Over the past several decades the minimum qualification for design roles has shifted from diploma level vocational education to university degrees, with some roles requiring graduate level qualifications. Designers are working in fields with more complexity and better regulation, so the skills gained through a greater focus on education rather than training equip graduates to adapt and develop throughout their careers.
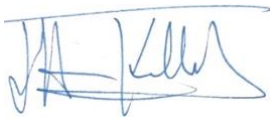
An emerging trend in higher education is for design to be taught as a foundation practise, as distinct from the specific disciplines such as graphic design, industrial design or interior design. This is particularly the case for new and emerging fields such as strategic design.

This approach flows from developments in the sector where some designers are applying their skills to areas outside the field they graduated in due to the lag in tertiary courses offering qualifications in newer fields.

Summary

The ANZSCO review process is of great importance to members of the design sector. It provides the possibility to see the diverse range of design occupations through a unifying lens that recognises common skills and approach and provides a structure able to more easily accommodate future growth and changes.

Thank you for the opportunity to contribute to this consultation. For questions and follow up please contact the DIA Senior Policy Advisor Denise Ryan at policy@design.org.au or on 0477 369 520.

Jo-Ann Kellock FDIA (hon)
CEO

Table 1: Existing ANZSCO categories

Major Group	2 Professionals [Bachelor degree or higher qualification, or at least five years of relevant experience]			
Sub-Major Group	23 Design, Engineering, Science and Transport Professionals			26 ICT Professionals
Minor Group	232 Architects, Designers, Planners and Surveyors			261 Business and Systems Analysts, and Programmers
Unit Group	2323 Fashion, Industrial and Jewellery Designers	2324 Graphic and Web Designers, and Illustrators	2325 Interior Designers	2611 ICT Business and Systems Analysts
Occupations	232311 Fashion Designer 232312 Industrial Designer 232313 Jewellery Designer	232411 Graphic Designer 232412 Illustrator 232413 Multimedia Designer 232414 Web Designer	232511 Interior Designer	261113 User Experience Designer (ICT)
Occupations *(with alternative titles and specialisations included)*	**232311 Fashion Designer** *Costume Designer (S)* **232312 Industrial Designer** *Product Designer (A)* *Ceramic Designer (S)* *Furniture Designer (S)* *Glass Designer (S)* *Textile Designer (S)* **232313 Jewellery Designer**	**232411 Graphic Designer** *Graphic Artist (A)* *Exhibition Designer (S)* *Film and Video Graphics Designer (S)* *Publication Designer (S)* **232412 Illustrator** *Animator (S)* *Cartoonist (S)* *Technical Illustrator (S)* **232413 Multimedia Designer** *Digital Media Designer (A)* *Interactive Media Designer (A)* *Instructional Designer (S)* **232414 Web Designer**	**232511 Interior Designer** *Commercial Interior Designer (S)* *Environmental Designer (S)* *Interior Designer* *Residential Interior Designer (S)* *Retail Interior Designer (S)*	**261113 User Experience Designer (ICT)** *UI Designer (A)* *Usability Architect (A)* *User Interface Designer (A)* *UX Designer (A)*

A = Alternative title. S = Specialisation.
Notes: Graphic Artist is no longer used. Environmental Designer is not a specialisation of Interior Design.

Table 2: DIA proposed ANZSCO categories for design

Major Group	2 Professionals				
Sub-Major Group	2X Design Professionals				
Minor Group	2X Design Professionals				
Unit Group	2X21 Graphic Designers and Illustrators	2X22 Digital, Experience, Service and Strategic Designers	2X23 Fashion, Jewellery and Textile Designers	2X24 Industrial Designers	2X25 Interior Designers and Set Designers
Occupations	2X2111 Graphic Designers 2X2112 Illustrators	2X2211 Digital Designers 2X2212 Experience Designers 2X2213 Service Designers 2X2214 Strategic Designers	2X2311 Fashion Designers 2X2312 Jewellery Designers 2X2313 Textile Designers	2X2411 Industrial Designers	2X2511 Interior Designers 2X2512 Set Designers
Occupations *(With alternative titles and specialisations included)*	**Graphic Designer** *Communication Designer (A)* *Content Designer (A)* *Visual Communication Designer (A)* Book Designer (S) Brand Designer (S) Film and Video Graphics Designer (S) Publication Designer (S) Signage Designer (S) Wayfinding Designer (S) **Illustrator** Animator (S) Cartoonist (S) Technical Illustrator (S)	**Digital Designer** *Digital Media Designer (A)* *Digital Product Designer (A)* *Interactive Media Designer (A)* *Multimedia Designer (A)* App Designer (S) Game Designer (S) Learning Designer (S) UI Designer (S) User Interface Designer (S) Web Designer (S) **Experience Designer** *Customer Experience Designer (A)* *Interaction Designer (A)* *User Experience Designer (A)* *UX Designer (A)* Senior Experience Design Lead (S) **Service Designer** **Strategic Designer** *Business Designer (A)* *Design Strategist (A)* *Organisation Designer (A)* *System Designer (A)*	**Fashion Designer** Costume Designer (S) **Jewellery Designer** **Textile Designer** *Fabric Designer (A)*	**Industrial Designer** *Product Designer (A)* Ceramics Designer (S) Colour and Trim Designer (S) Furniture Designer (S) Glass Designer (S) Lighting Designer (S) Packaging Designer (S) Senior Product Designer (S)	**Interior Designer** Commercial Interiors Designer (S) Creative Director (S) Design Director (S) Design Studio Leader (S) Principal Interior Designer (S) Residential Interior Designer (S) Retail Interior Designer (S) Senior Interior Designer (S) **Set Designer** Exhibition Designer (S) Screen Set Designer (S) Theatre Set Designer (S)

Interior Designers occupation overview

<u>Occupation Description:</u>

Interior Designers plan, design, detail, coordinate and supervise the construction of commercial, residential, institutional, recreational and temporary interior spaces within built environment enclosures to transform and improve their performance, experience, meaning and/or purpose in response to humans needs.

<u>Indicative Skill Level:</u>

In Australia:
- AQF Bachelor Degree or higher qualification (ANZSCO Skill Level1)

- Registration or licensing may be required.

In New Zealand:
- NZQF Bachelor Degree or higher qualification

- Registration or licensing may be required.

Relevant experience and/or on-the-job training may be required in addition to the formal qualification. A pathway into the profession is via the occupation of Interior Decorator 399912 as those tasks are a subset of the Interior Designer occupation.

The specialisations Commercial Interior Designer and Residential Interior Designer relate to Building Classification 2-9 and Building Classification 1 of the National Construction Code respectively.

<u>Tasks Include:</u>

- determining the objectives and constraints of the project brief by consulting and coordinating with clients, stakeholders, users and specialist consultants

- researching and analysing spatial, functional, economic, ergonomic, comfort, safety, sustainability, inclusivity and aesthetic requirements

- create designs that encourage and facilitate optimal use of a space by inhabitants

- formulating spatial planning and design concepts that respond to the established brief

- preparing sketches, diagrams, visualisations and scaled drawings to communicate design concepts

- negotiating and coordinating design solutions with clients, architects, project managers, engineering engineers, services consultants, building owners, facility managers, suppliers, builders and construction trades

- selecting, designing, specifying, procuring and recommending appropriate materials, furniture, joinery, lighting, fixtures, fittings, equipment, soft furnishings, and artwork

- detailing and documenting new building work for construction to comply with required building codes, standards and authorities

- coordination with structural engineers and waterproofing specialists and integration of their work into the design

- coordination and integration of with building services engineers building services including but not limited to structural, electrical, fire, mechanical, hydraulic and , security and waterproofing (designed by specialist consultants)and integration of their work into the design

- writing specifications and contract documents for use by builders and calling tenders on behalf of clients

- inspecting construction work in progress to ensure compliance with plans, specifications and quality standards

- conducting post-occupancy evaluations for quality improvement

Table 3: How designers describe their work

Fashion & Jewellery Design			
Job titles	Skills used	Design discipline	Qualifications
Fashion and Costume Designer Freelance Clothing Designer Senior Project Officer	Garment design Sourcing fabrics and trims Patternmaking Developing products with local and offshore manufacturers	Fashion Practice Entrepreneurship	Fashion Design Diploma 4 year Costumiers apprenticeship Master of Arts (Fashion) Post Graduate in Industrial Education and Training

Industrial Design			
Job titles	Skills used	Design discipline	Qualifications
Industrial Designer Product Designer Senior Industrial Designer Industrial Design Engineer Senior Product Designer Senior Lecturer and Director of Industrial Design Professor of Industrial Design	Research and analysis Communication Problem solving Creative thinking / ideation / concepting CAD Prototype making / 3D modelling (digital) / 3D printing / CNC machining Networking with manufacturers Client management Documentation/drafting Designing layout/artwork Production management Spatial planning	Industrial Design Product Design Soft Goods Design	Bachelor of Technology (Industrial Design) with Honours Bachelor of Industrial Design Bachelor of Engineering, Adv. Diploma in Visual Arts, Diploma in Product Design Master of Industrial Design PhD

Graphic Design			
Job titles	Skills used	Design discipline	Qualifications
Graphic Designer Freelance Graphic Designer Illustrator	Interaction design Design research Visual design Service design Design strategy Branding	Graphic Design Visual Communication Visual Communication Design Visual Communication for the built environment - Wayfinding	Bachelor of Arts (Graphic Design) Advanced Diploma of Interactive Visual Media Advanced diploma Advertising and Graphic Design Associate Diploma Graphic Design Software design Advanced Certificate in Commercial/Graphic Art PhD

Interior Design

Job titles	Skills used	Design discipline	Qualifications
Interior Designer Interior Architect Principal Interior Design Design Studio Leader (Interior Design) Designer- joinery designer Creative Director	Space planning Documentation Sketching Specification & procurement Project management Specialist technical skills Client consultation Layout and material selection Liaison between builders, architects/interior designers and clients	Interior Design Interior Design - under architectural services Interior Design, strategy and space planning Interior Architecture Workplace Design Residential Building Interior Design Joinery design	Bachelor of Interior Architecture Bachelor of Design (Major Interior Design) B App Sc [Built Env] combined with Grad Dip Int Des Bachelor of Arts (Interior Design) Hons Bachelor of Interior Architecture, Honours Class 1 Advance Diploma Advertising and Graphic Design Advanced Diploma in Interior Design Interior Design Diploma PhD (Architecture)

Service, UX and Digital Design

Job titles	Skills used	Design discipline	Qualifications
Designer Service Designer Strategic and Tactical Designer Senior Innovation Specialist Data Governance and Policy Strategist Senior Experience Design Lead	Visualisation & ideation Wireframing Prototyping Facilitation Design thinking Design strategy Product design Development User research, stakeholder and user engagement & analysis, user testing Journey mapping, service blueprinting, process planning Brand design	User Experience Design UX/UI Design Service Design	UX Certificate UX Australia conferences, self-study Masters of Research (Design Led Innovation) Bachelor of Industrial Design Bachelor of Design (Honours) Master of Design

Strategic Designers occupation overview

Occupation Description:

Strategic Designers advise on digital strategy, product management, service and systems design, public consultation design and support digital innovation using UX and UI research and human centred design methods.

Indicative Skill Level:

In Australia:
- AQF Bachelor Degree or higher qualification (ANZSCO Skill Level 1)

In New Zealand:
- NZQF Bachelor Degree or higher qualification

Relevant experience and/or on-the-job training may be required in addition to the formal qualification.

Tasks Include:

- application of human centred design methods to identify the problem and design a solution

- creative problem solving

- conducting user research using a variety of methods

- application of human centred design methods to identify the problem and design a solution

- application of research insights to inform tangible prototypes to test products or services

- visualising design research insights in findings reports, presentations, user journeys, personas and service blueprints