

## Beauty

### Industry Overview

the beauty industry consists of mainly small and medium sized businesses with the majority being owner operated. Beauty salons typically provide services such as massage, facials and nail care and hair removal.

Recently practitioners have moved into a range of non-regulated results driven services which involve skin penetration treatments such as cosmetic tattooing and skin needling of which there are currently no qualifications available. The use of specialised products, equipment and technologies are required to deliver these services and training is nil or minimal on the use of the equipment and the techniques required to perform the services safely and competently.

As at May 2017 there were 35,400 people employed as beauty therapists with employment expected to grow to 45,500 by 2022. 98% of workers in this industry are female with full time work currently at 49.5%.

<sup>1</sup>

There are approximately 22,353 hairdressing and beauty salons in Australia employing 84,871 people. The industry is predicted to have an annual growth of 1.3%.<sup>2</sup>

The beauty industry is highly competitive and expected to remain this way. The majority of salons are located in the metropolitan area.

### Supply, demand and skills shortages

The beauty industry is in many ways competing with the medical and health sector and procedure such as enzyme peels, micro-dermabrasion, Intense pulsed light and laser hair reduction generating a range of discussion within the industry regarding who is responsible for these types of procedure and the implications of unskilled practitioners not having the skills or knowledge to safely deliver these services.

The number of salons and home operators offering cosmetic tattooing, injectables, skin needling and body enhancements has exploded. Cosmetic nurses must operate under the direction of a doctor however industry notes with concern the number of unqualified individuals performing these services. The threat is that these services are increasingly offered by unskilled or unqualified people which places the consumer at high risk of infection or permanent injury.

The demand for these services is increasing at an alarming rate but the supply of skilled and qualified practitioners is not.

In an increasingly fast-paced and high pressured society individuals are seeking spa and wellness destinations for stress reduction and relaxation. Spa destinations across Australia are regularly promoted by Tourism Australia as well as in the state and territory government tourism strategy and plans. One key location that is promoted is in Denmark WA which has the highest number of spa and wellness operators per capita in Australia.<sup>3</sup>

<sup>1</sup> Australian Government Department of Jobs and Small Business (2018) Job Outlook Beauty Therapists.

<sup>2</sup> IBISWorld

<sup>3</sup> Tourism Australia, Explore Western Australia's Southwest Region. <https://www.australia.com/en-ie/things-to-do/aquatic/explore-western-australias-southwest-region.html>

## Beauty

---

### Emerging Technologies or innovative advances

---

New technologies are constantly emerging within the beauty sector and with rapid technological advances comes benefits and risks to the consumer. Advances in intense pulsed light (IPL) and laser equipment and the accessibility to low cost equipment are seen as an opportunity to generate additional income often with little or no training in how to safely use the equipment. The ability to purchase high level laser equipment on line without restrictions is causing concern amongst practitioners as the potential for harm is great. Technology is outpacing the capacity of the industry to monitor and with minimal legislation to protect the public there is a greater risk of burns and disfigurement.

---

### Specific training product issues

---

The difficulty faced by training package developers is that new and emerging trends are not able to have qualifications or specialised skill sets developed quickly enough to meet the demands of the public for new treatments to enhance general appearance or to slow down the aging process. Specialised areas such as brow bars and body piercing and may not necessarily require or need full qualifications but a refined set of skills that meet industry standards. The Advanced Diploma of Intense Pulsed Light and Laser Hair Reduction is awaiting endorsement by the AISC and it is anticipated this will better meet the needs of the industry.

All forms of cosmetic tattooing require a high skill level to ensure the safety and wellbeing of the consumer. This is an area that serious consideration should be given to ensure licensing or some form of regulation is implemented.

The need for training through qualifications, specialised skill sets and some form of regulation in this rapidly expanding industry cannot be underestimated as many of the procedures are dangerous and invasive.

---

### Legislative changes in WA and impact on the industry

---

On June 21<sup>st</sup> 2018 the Radiological Council of WA released new requirements regarding cosmetic use of Lasers. It appears there was little if any consultation with the industry stakeholders and the concern is that the Radiological Council has chosen the lowest common denominator Certificate IV in Beauty Therapy for exemption from licence. The Certificate IV in Beauty Therapy qualification has low national participation and completion rates and in 2016 were only 618 completions compared with the Diploma of Beauty having 3,148 completions. <sup>4</sup>

The Certificate IV in Beauty Therapy qualification contains only one core unit dealing with skin treatments *provide facial treatments and skin care recommendations*. The higher unit of *provide specialised facial treatments* which could be more relevant to the types of procedures within the licencing exemption regulation, is an elective unit.

The *provide facial treatments and skin care recommendations* unit in Certificate IV in Beauty Therapy relating to skin treatments is insufficient in knowledge requirements to justify, or qualify the practitioner for regulation exemption.

---

<sup>4</sup> SkillsIQ - 2018 Personal Services Industry Skills Forecast

## Beauty

There is no knowledge of the anatomy and physiology of the skin, Fitzpatrick Skin types, infection control or skin penetration required or included in the Certificate IV in Beauty Therapy qualification.

Issuing licensing exemption and permitting holders of a Certificate IV in Beauty Therapy to use lasers for cosmetic procedures irrespective of qualification/units detailed in their statement of attainment, is a serious concern. The Radiological Council legislation has removed the need for people to access higher qualifications in order to gain the advanced underpinning skills and knowledge required to understand the risk and use of these technologies. It is not just the use of the machines and the required attendance at a laser safety course that important it is the advanced skills and knowledge of the skin and hair and any contraindications that can occur during laser treatments that is essential.

The new qualification, *Advanced Diploma for Impulse Light Therapy and Laser Hair Reduction* contains entry requirements for the at least a *Diploma of Beauty Therapy AND 12 months' post-qualification experience* as a beauty therapist with a primary focus on providing facial services, skin services and hair reduction services". The entry requirements were determined by industry due to the high level of risk and skill required to operate this type of equipment. This qualification was submitted to the AISC for endorsement in July 2018.

---

### Extract from the Radiological Council of WA: Licensing for Cosmetic use of Lasers

---

Non-medical practitioners may be able to use lasers for cosmetic procedures. with a current exemption from licence. An exemption from licence still requires an application to the Radiological Council and an exemption certificate to be issued. There are three types of exemptions from licence issued for cosmetic use of lasers, these are for hair removal, superficial cosmetic procedures (removing skin reddening, pigment treatments and vascular treatments) and tattoo removal.

To be eligible for an exemption from licence to use lasers for **hair removal**, you will need to be an Enrolled Nurse, Registered Nurse or hold a **Diploma or Certificate IV in beauty therapy** (or equivalent), have attended a recognised laser safety course and have undertaken 25 hours practical training under the immediate personal supervision of a person licensed in WA for the use of lasers for hair removal.

To be eligible for an exemption from licence to use lasers for **superficial cosmetic procedures** (removing skin reddening, pigment treatments and vascular treatments), you will need to be an Enrolled Nurse, Registered Nurse or hold a **Diploma or Certificate IV in beauty therapy (or equivalent)**, have attended a recognised laser safety course and have undertaken 50 hours practical training in each of the three procedures this exemption covers under the immediate personal supervision of a person licensed in WA for use of lasers for superficial cosmetic procedures. The use of lasers for superficial cosmetic procedures does not include treating issues such as varicose veins and raised spots.<sup>5</sup>

While the industry is pleased to have licensing for the use of laser equipment it is anticipated that the above licensing, which was implemented without adequate input from qualified practitioners, will effectively stop enrolments in the Advanced Diploma for Impulse Light Therapy and Laser Hair Reduction in WA.

---

<sup>5</sup> Radiological Council of WA. <http://www.radiologicalcouncil.wa.gov.au/Pages/FAQ/Lasers.html>

## Beauty

### Industry workforce priorities for the next four years

For industry and government to have greater oversight into current and emerging practices to ensure non-qualified operators are either closed down or controlled by stronger regulation. Licensing/ regulation must be in consultation with qualified operators to ensure it meets industry standards

Qualifications and/or skill sets such as:

- micro blading
- skin rejuvenation
- body enhancements
- skin needling
- cosmetic tattooing