



South Australian Hair and Beauty Association (SAHBA) Co-Presidents Report 2023

Presented by Co-Presidents Marcela Lastra and Merrill Gratton

Introduction:

2023 marks a significant transition for the South Australian Hair and Beauty Association (SAHBA). As we reflect on the challenges and achievements of the past year, we are grateful for the unwavering support of our members, partners, and stakeholders.

Leadership Transition:

We begin by expressing our heartfelt gratitude to Rose Bradshaw for her outstanding leadership as President of SAHBA since 2015. Rose's dedication and advocacy have been instrumental in advancing the interests of the hair and beauty industry. Her resignation, although bittersweet, opens new opportunities for the association. We extend our best wishes to Rose as she embarks on her new journey.

Following Rose's departure, Trisha Hicks assumed the presidency; however, due to personal commitments, she had to step down. In response to this leadership vacuum, Marcela Lastra and Merrill Gratton assumed the role of Co-Presidents in 2023. Our aim is to share the responsibilities of leading this volunteer association and continue advocating for our industry. We also acknowledge the invaluable contributions of Daniela Herrera, our Operations and Marketing Manager whose dedication and expertise have enhanced the professionalism of SAHBA. As Daniela transitions to a full-time role, we welcome Sabrina Uhlmann as our interim SAHBA Administration Team and express our gratitude for her commitment. We will be appointing a new administration person shortly.

Operational Changes:

In our fiscal responsibility commitment, we strategically relocated our office in 2024. This move allows us to meet our financial obligations while focusing on rebuilding the SAHBA brand. We are implementing more efficient systems to serve our members and the industry better. We would like to thank The French Beauty Academy for making their Board room available for our meetings as an interim measure.

Membership:

Membership remains a primary concern for SAHBA, and the Board actively seeks to expand our membership base. We welcome new partners, including The French Beauty Academy, Excellent Edges, and Waste Free Systems. The return of TAFE SA as an RTO member is also a cause for celebration as we join forces to advocate for the industry. Each Board member actively seeks new members and we thank them for their support.

While our membership numbers have remained steady, we recognise the need to attract new members, particularly in emerging sectors such as Dermal Therapies, Cosmetic Tattooing, Make-Up, and Nail Technology. Our board representation is diversifying to reflect these changes and ensure a broader industry perspective

Our membership fees have not changed in 2024, however, there will be a strong push to engage with students to build awareness of the SAHBA Brand.

MEMBERSHIP FEES.

- STU - Student Membership - Free
- STU - Apprentice/Trainee Membership - Free
- SOO - Single Owner/Operator with ABN (No employees) - \$168
- QPM - Qualified Professional/Trainer - \$168
- SOE - Employer with ABN and Employees - \$399
- GF - Group Membership (more than 1 business premises) - \$399
- AB - Group Membership (additional associate branch of a parent group) - \$78.75
- RTO - Registered Training Organisation/ Training Provider - \$567
- SIS - Single Industry Supplier Organisation with ABN - \$567

A Partnership prospectus has been developed and actively used to build membership.

Government Advocacy and Achievements:

SAHBA met with Honourable Minister Blair Boyer MP and Michael Brown Member for Florey to showcase our industry's plight and advocate for change and support from the government.

SAHBA continues to advocate for the interests of the hair and beauty industry at the government level. Our efforts have yielded significant achievements, including adding the Diploma of Beauty Therapy to the Skills Training List (STL) in January 2023. We have engaged with key government officials to address industry challenges and secure support for traineeships in Certificate IV in Beauty Therapy, Certificate III in Make up, and Diploma of Salon Management

We are grateful that the government funded a one-off financial investment in administrative support and website upgrades, which strengthened our operational capabilities.

Our partnership with the South Australian Skills Commission underscores our commitment to addressing industry issues and promoting trade recognition. Merrill Gratton has been appointed to the SA Industry Skills Council for Retail, Tourism, Hospitality, and Personal Services to represent Hairdressing, Barbering, and Beauty for 2024 - 2025. This is a two-year appointment to address issues facing our industry.

The South Australian Skills Commission's role is to

- Advise the Minister for Education, Training and Skills
- Prepare the South Australian Skills Standards
- Regulate the SA traineeship and apprenticeship system
- Engage with the industry on training, skills and workforce needs

- Promote career pathways, lifelong learning & flexibility

Skills Shortage Solution Grants

SAHBA submitted four separate EOI applications to address our industry's needs.

1. Attraction - Student pathways to our industry - Developing a career pathways resource
2. Recruitment - Pre Apprenticeship training in Certificate II in Salon Assistant + matching and mentoring employers and apprentices
3. Retention -Salon Management for Hairdressers and Barbers to run effective and efficient salons
4. Attraction and Upskilling - Retraining of Hairdressers and Barbers in Micro-credentials

We must submit a joint proposal that describes an industry-wide workforce development approach for attracting, recruiting, retaining, and succession of trade-qualified hairdressers and barbers, underpinned by SAHBA's workforce analysis.

Industry Development:

Staffing challenges persist in the beauty, barbering, and hairdressing sectors, and SAHBA is actively engaged in industry development initiatives. We have supported the addition of new qualifications to the Traineeship and Apprenticeship Schedule and collaborated with industry stakeholders to navigate future challenges.

Our collaboration with organisations like the National Jobs and Skills Council Service and Creative Skills Australia strengthens vocational training and industry consultation on both state and national levels.

Beauty Traineeships

The Board has supported and engaged with industry and has submitted an application to add the following qualifications to the TAP (Traineeship and Apprenticeship Schedule)

- Certificate IV in Beauty Therapy
- Certificate III in Makeup
- Diploma of Salon Management

The National Jobs and Skills Council Service and Creative Skills Australia <https://sacsa.org.au/> has been working with SAHBA and it's members as we forge a national network to navigate our way forward. SAHBA welcomes this relationship to strengthen Vocational Training and industry led consultation on a state and national level.

The SAHBA Jobsite has been disabled as we struggle to maintain it due to financial constraints.

Department of Education - August Careers Month was held, with schools attending our members' salons for a day of industry immersion. Thank you to our board members Raneé, Marcela, and Angela for hosting such a bespoke, interesting, and hands-on event. This will forge relationships with the schools' pathways program.

The Board continues to work with the Department of Education (DE) to build awareness for careers in hair and beauty and support the Pathways program by advocating for Flexible Industry pathways projects.

We said goodbye to Emma McCaskill and welcomed Bart Lacey as the Industry Engagement Consultant for the Department of Education Student Pathways and Careers. We look forward to strengthening this relationship.

Competitions

We did not hold competitions in 2023 as salons struggled to meet the cost of living pressures and post-COVID fallout. This will be tabled for 2024 as we celebrate SAHBA's 90th anniversary.

Achievements

2023 APAC Insider Business Awards Winner: Hair & Beauty Trading Association of the Year - Australia

APAC Business Awards have spotlighted exceptional achievements across the Asia-Pacific region, acknowledging businesses that have demonstrated resilience, innovation, and unwavering commitment to their missions.

The APAC Business Awards have showcased the remarkable strides made by enterprises in the region, highlighting their significant contributions to the business landscape while staying true to their core values. This recognition underscores the flourishing environment where businesses thrive and positively impact society.

Among the esteemed 2023 APAC Insider Business Awards winners is SAHBA Hair & Beauty Association, honored as the [Hair & Beauty Trading Association of the Year - Australia](#). SAHBA, known as the South Australia Hair & Beauty Association, is a non-profit organization operated by dedicated industry professionals committed to advancing the hair and beauty sector

Conclusion:

SAHBA remains committed to advancing the interests of the hair and beauty industry in South Australia. Despite challenges, we are confident in our ability to adapt and thrive with the support of our members, partners, and stakeholders. We express our gratitude to the Board and our members for your hours of volunteer work providing support and guidance as we advocate the industry. As we move forward, we are excited about future opportunities. With renewed determination and collective effort, we will continue to elevate standards, promote professionalism, and support the growth of the hair and beauty industry in South Australia.

Thank you.

Marcela Lastra and Merrill Gratton

Co-Presidents, South Australian Hair and Beauty Association