



Measuring Skills Needs An Introduction

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*Designing and Delivering Skills Strategies
for Cities*

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Overview

- Why measuring skills is important?
- Industry sectors are changing
- Knowledge/talent base as a key indicator
- Prospects for Occupations
- Interaction and connectivity
- Conclusions

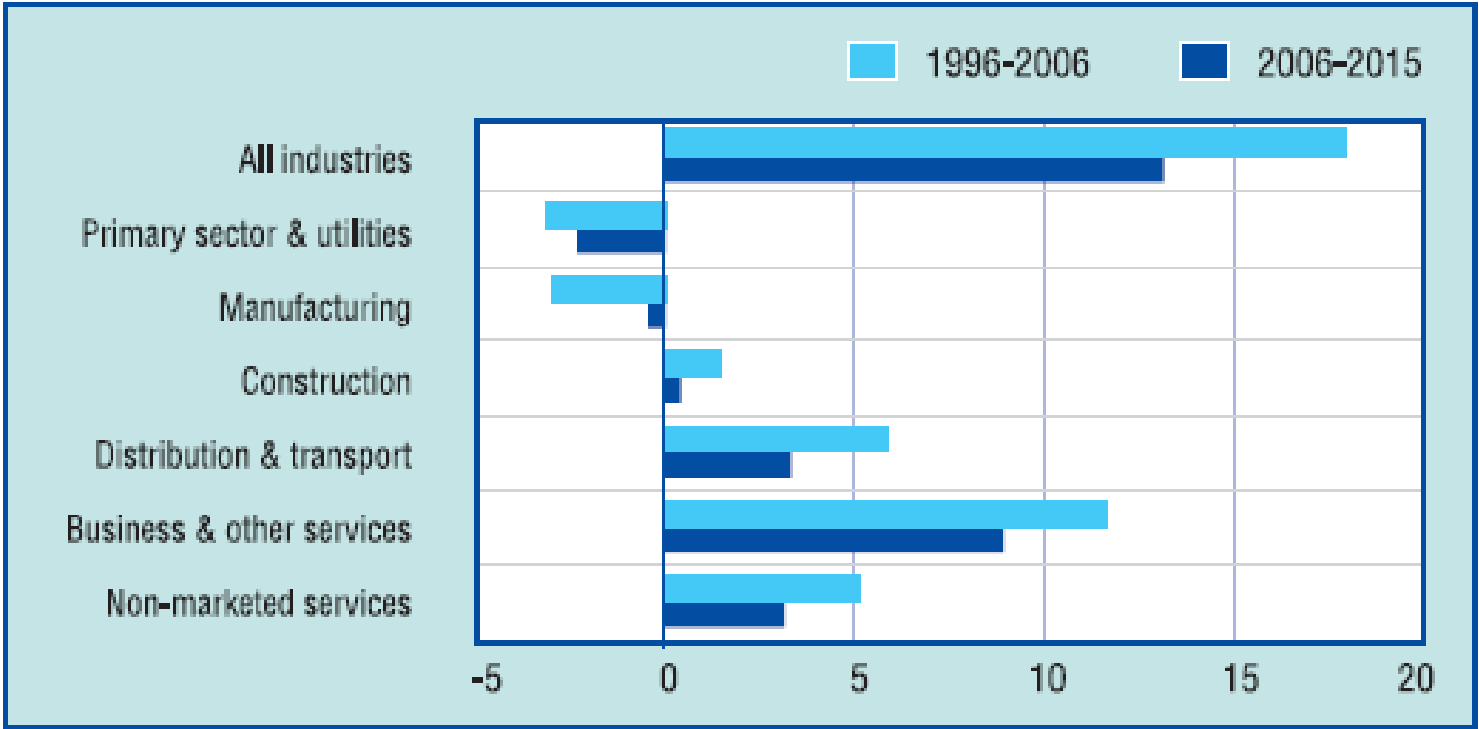
Why measuring is important?

- ‘The enduring competitive advantages in a global economy lie increasingly in local things – knowledge, relationships, motivations, that distant rivals cannot match’ (Porter 1998:78).
- 3 elements to understand skills needs:
 - Industry
 - Knowledge
 - Interactivity
- Scarcity of data at local/regional level

Sectoral Changes

Industry composition and size of firms (SMEs / large) impact skills needs & employment growth

Figure 1: Employment trends by broad sectors (change in millions), 1996-2015, EU-25, Norway & Switzerland



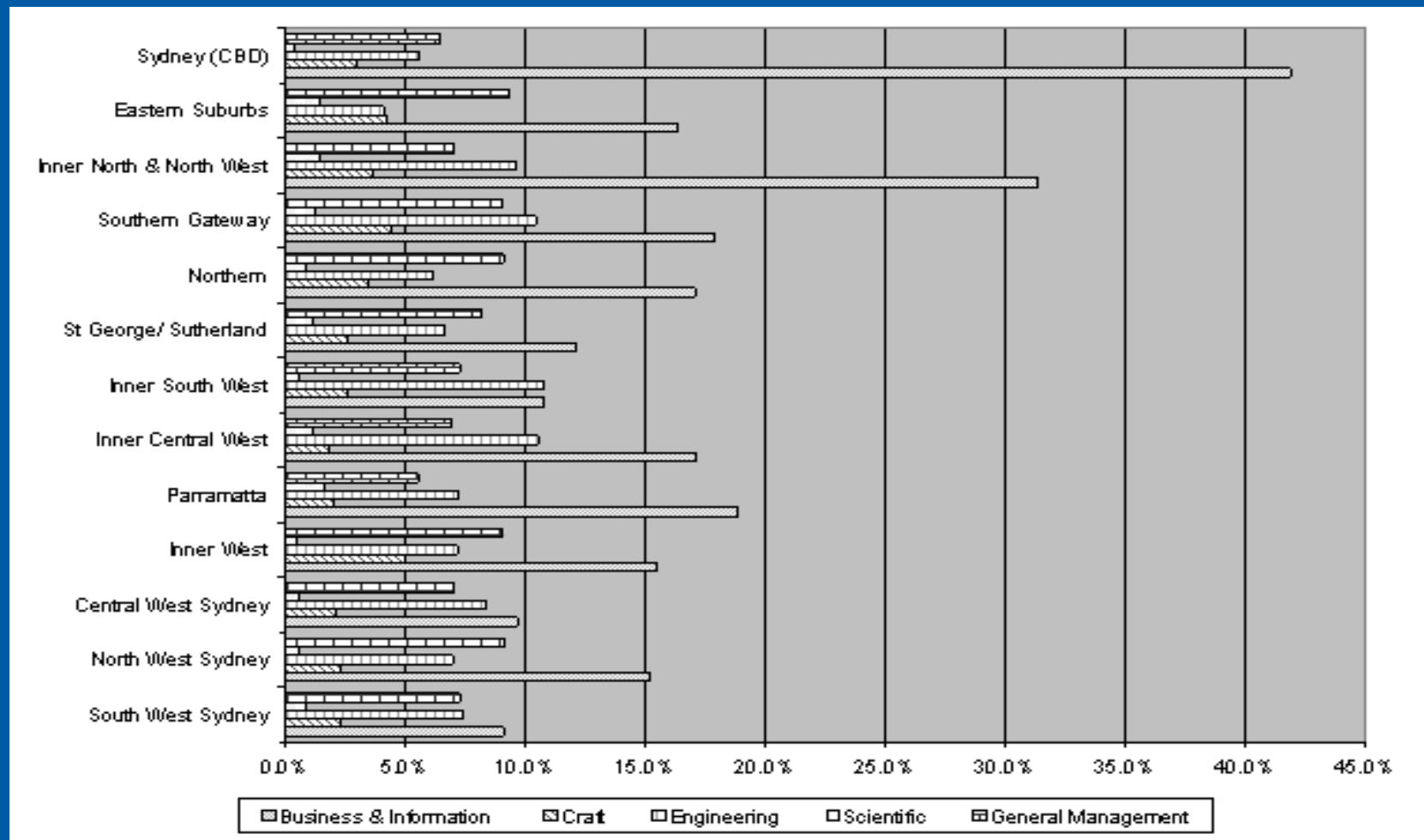
Source: Cedefop, 2008

Knowledge/Talent Base

- Key indicator: occupations – role of people as different from institutions and organisations
- Reich (1991) categories:
 - Symbolic analysts
 - In-person service workers
 - Routine workers
- Symbolic analysts connected to knowledge activities and innovation

Symbolic Analyst Occupations

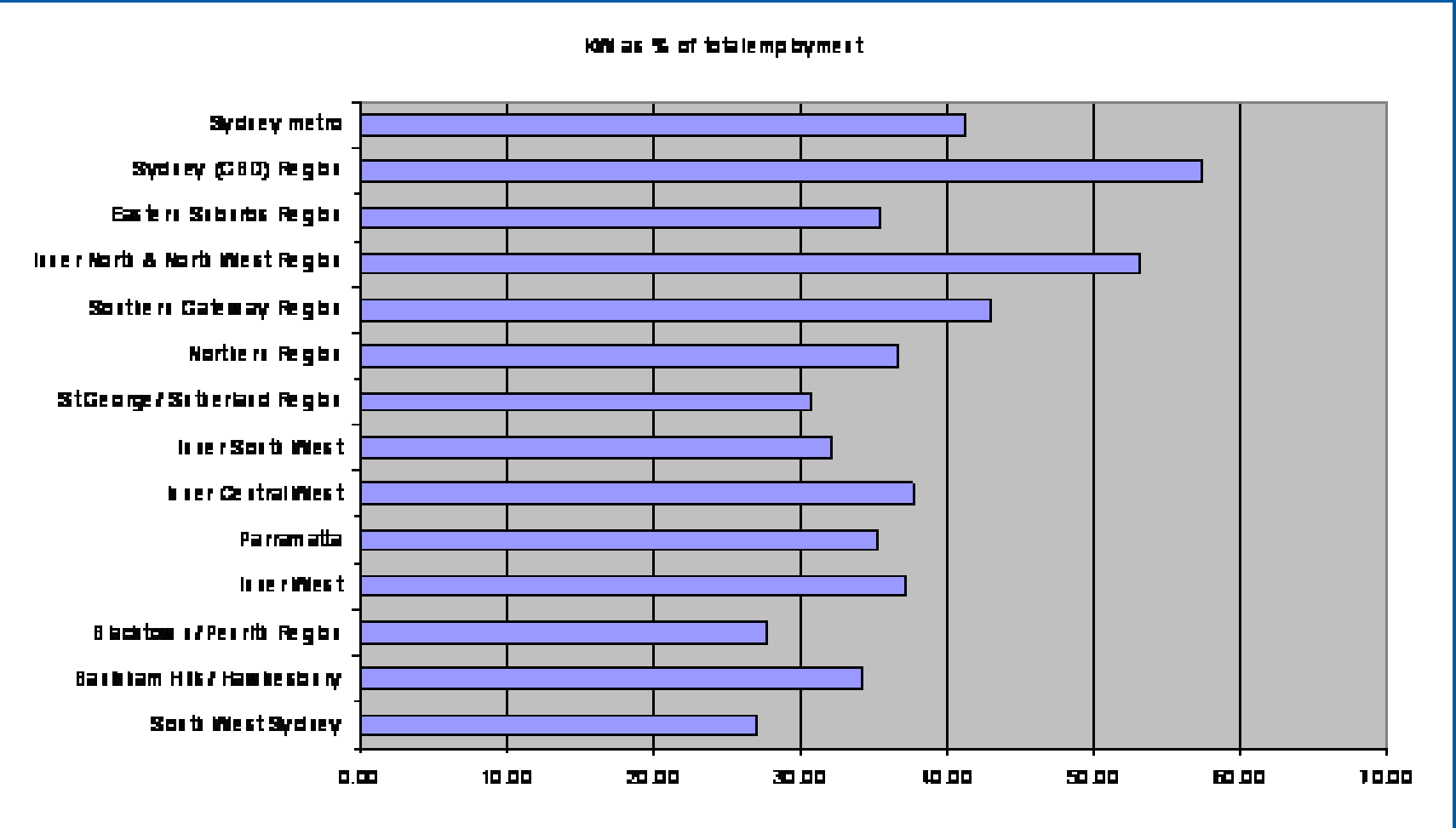
Figure 2: Types of Knowledge workers by occupation (percentage) by region – ABS 2001 census, Sydney



Source: Sharpe & Martinez-Fernandez, 2007

Local/Regional Disparities

Figure 3: Knowledge based occupations as a percentage of total workforce, ABS 2001 census, Sydney

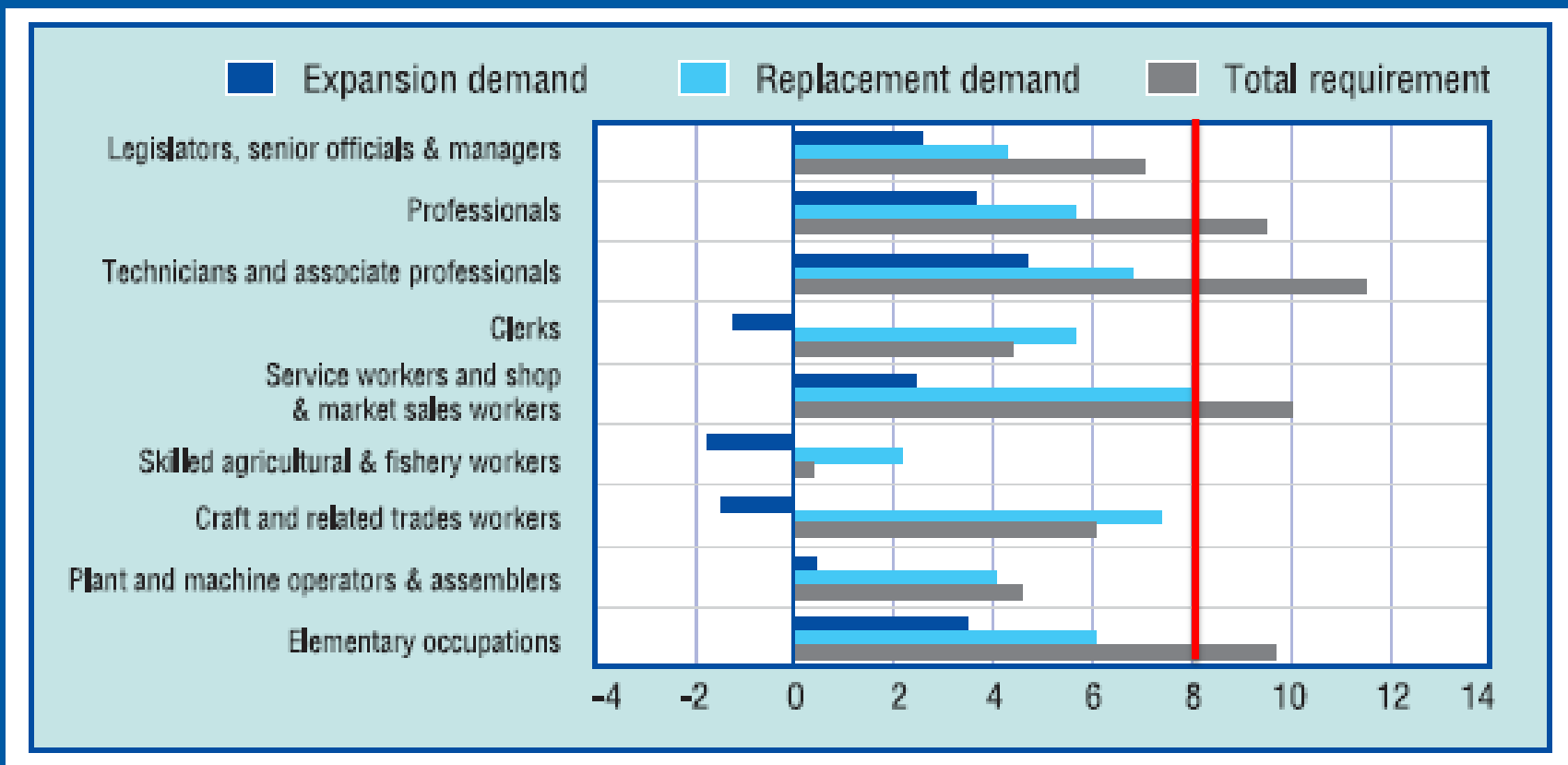


Source: Sharpe & Martinez-Fernandez, 2007

Prospects for Occupations

More skilled workers but decline in traditional agricultural/fishery sectors, clerical occupations and crafts.

Figure 4: Demand by occupation, broad groups (change in millions) 2006-15, EU-25, Norway & Switzerland



Source: Cedefop, 2008

Interactivity

- The region/city as a connected system
- Firms
- Talent
- Organisations/institutions
- Type of activities – mapping interactions
- Towards higher connectivity → strategic alliances

Mapping Interactions

Figure 5: Hunter Valley collaboration network, 2001 (NSW, Australia)

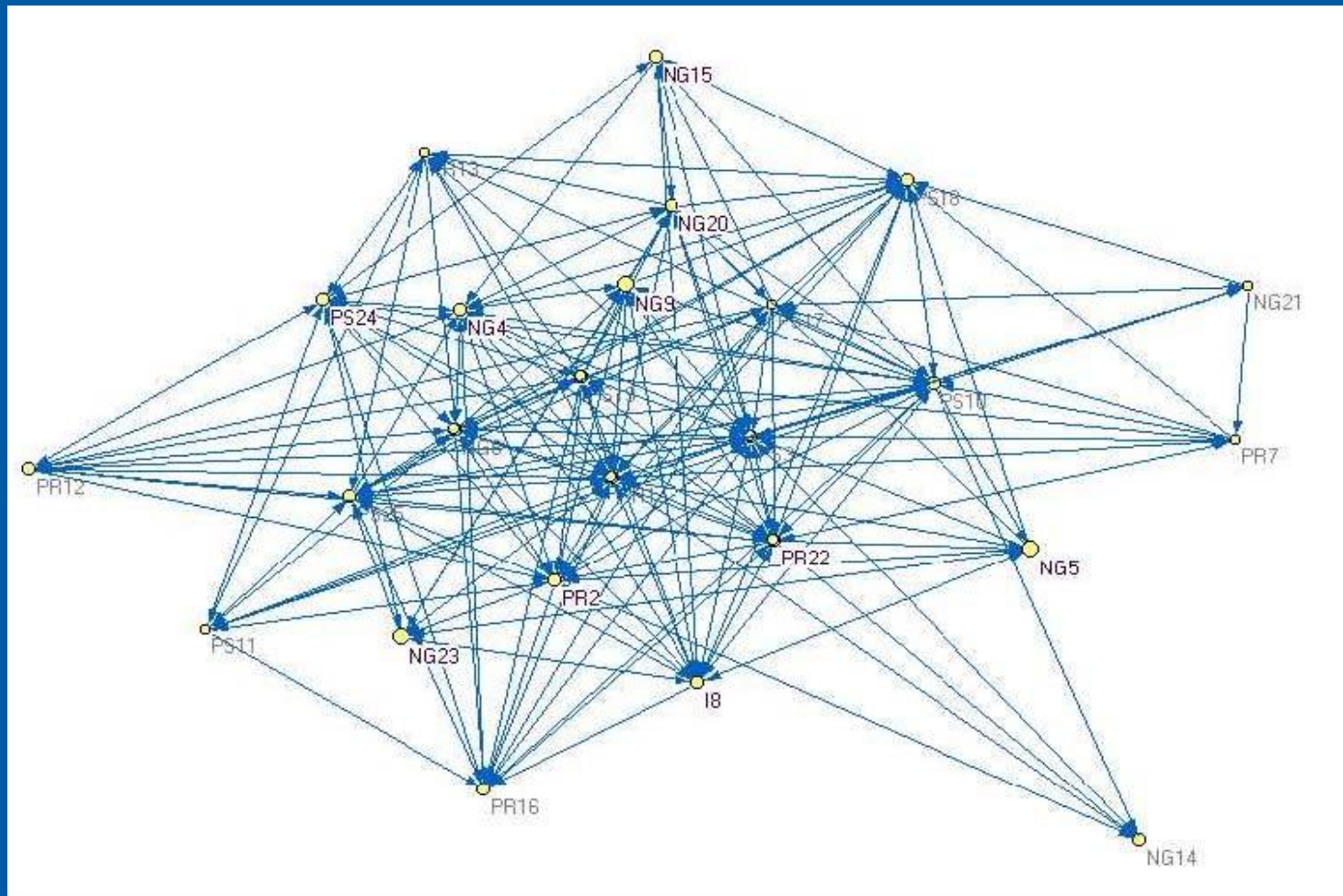
Public Sector: PS18, PS3, PS25, PS11, PS24, PS19

Private organisations: PR22, PR16, PR1, PR12, PR2, PR7

NGOs: NG23, NG14, NG20, NG6, NG9, NG15, NG4, NG5, NG21

Informal group: I8

Research & Education: RE10, RE17, RE13



Source: Martinez-Fernandez (2001)

Conclusions

- Industry sectors/firms rapid evolution
- ‘Knowledge base’ – proxy for local talent
- New occupations – convergence of disciplines
- High networked communities – avoiding skills mismatch