

Amplify me: Calling all current and future service designers in Australia

Did you know 'formal undergraduate' Service Design education is missing in Australia because we don't have a ANZSCO code? It's can't be taught because there's no incentive without us being a profession.

That is why you've probably pieced together shortcourses, have a bookshelf thats struggling to hold up, and question "am I a Service designer... yet?"

We need your help as practitioners, studios, educators, services, funders and allies to help us advocate that **Service Design** and **Strategic Design** are distinct occupations within ANZSCO Occupations codes.

Here is how they decide if we get that code or not:

- Alignment to policy, program or statistical need
- Risks and potential outcomes
- Complexity, implementation, and use in labour market analysis
- The degree of urgency and need for action
- The strength of demand for this change across stakeholders

You have until 6 September to have your say

1. Take a look at my notes, and reflect what is your story?
2. Participate in the [survey on this being compiled by the DIA](#)
3. Choose your own adventure email ANZSCO directly updating.anzsko@abs.gov.au
4. Need a cheat sheet or ideas? [I got you there. feel free to add](#)

Why is this important?

- 🎯 Accurate Workforce Data: Better tracking of professionals in the sector.
- 🎓 Educational Investment: Encourages universities to develop courses and research.
- 🌱 Workforce Growth & Diversity: Promotes equitable opportunities for all.
- 💡 Increased Awareness: Puts Australia on the map as a leader in design.
- 📈 Economic Growth: Fuels the expansion of design businesses.
- 🏆 Improved Quality & Accountability: Enhances the standard of work in the industry.

Australia has a rich history and active practice in these fields, but without recognition, we're missing out on vital opportunities. Let's pave the way for the next generation of designers so our field gets the recognition it deserves!

👉 **Can you help us advocate for the future of service design in Australia?**

#ServiceDesign #StrategicDesign #DesignLeadership #ANZSCO #AustralianDesignCouncil
#Innovation #EconomicGrowth #DesignEducation

Impacts of excluding Service Design from ANZSCO Occupation classification

1. Impact on Small Businesses, Contractors and Sole Traders

- a. Underinsurance: Businesses may struggle to obtain appropriate insurance coverage due to the lack of recognised occupation codes.
- b. Banking Challenges: Difficulty in securing loans for business setup due to unrecognised occupation status.
- c. Funding Barriers: Exclusion from funding programs tailored to recognised occupations.
- d. Industry Monitoring: Inability to track industry growth or decline, hindering strategic planning and support.
- e. Professional Unions and Associations: Omission or rejection from unions and associations due to the absence of formal recognition.
- f. Dependence on Overseas Expertise: Businesses increasingly rely on overseas-trained service designers and consultancies due to reduced talent pool developing in Australia.

2. Low Awareness and Misidentification of Service Design

- a. Lack of Visibility: Discussions with the Design Institute of Australia (DIA) reveal that without formal recognition, there will be no inclusion of Service Design in professional networks or guidance materials.
- b. Competitive Disadvantage: Service Design studios face challenges competing with large, well-known consultancies due to low recognition.

3. Inequitable and Disjointed Pathways into Service and Strategic Design Jobs

- a. Lack of Career Counselling: Prospective students lack guidance through established career counselling pathways in schools, software, or websites.
- b. Educational Gaps: Universities are not incentivised to develop comprehensive degrees without a recognised occupation code.
- c. Brain Drain: Talented students may seek education and employment overseas, losing local talent.
- d. High Costs and Barriers: Current pathways into Service Design are costly, reliant on privatised education, and often inaccessible to diverse communities.
- e. Limited Financial Assistance: Many Service Design courses in Australia are ineligible for financial assistance programs, increasing the financial burden on students.

4. Inconsistency in Roles, Rates, and Quality of Work

- a. Role Inconsistency: Job titles and roles vary widely due to the lack of recognition, impacting government entities that rely on ANZSCO codes for position descriptions and capability frameworks.
- b. Validity of Hiring: Inconsistent pathways and exclusion from capability frameworks affect hiring practices, particularly in government settings.
- c. Payment Disparities: Variations in remuneration rates exacerbate disparities within the field.
- d. Uncertainty in Education Quality: Employers struggle to assess the quality of education and skills when hiring service designers without a standardised undergraduate degree.
- e. Lack of Pay Grading: The absence of standardised pay grades leads to underpricing of services, affecting the industry's overall sustainability.

Australia has an active and exceptional Service Design practice, we need support to grow

International surveys, including the Service Design Jobs Salary report show Australia of service design professionals well paid, experienced and active here.

- Currently there are [119 Service Strategic Designer](#) jobs advertised in Australia
- Service Design Jobs Salary report of 2024 had 60 responses from Australian practitioners in comparison UK (159), United States (116), this is a strong number considering our significantly smaller population
- Looking at Google Trends Service Design has consistently been searched for [just under 75 times, each day](#), particularly by people searching from Canberra. This equates to 130K searches over 5 years.
- Australia has hosted international Service Design Conferences like [ServDes](#), [Service Design NOW](#). Locally we hold [Design Outlook](#), [The Customer Show](#) annually with 2,000 - 2,500 Attendees and 120+ Speakers engaging with Service and Strategic design topics.

Service design growth aligns to Federal, State and Local government Policies, strategies and reforms

- [Australia's services trade policy agenda](#) Services are a significant part of Australia's trade with other countries. In 2023, Australia's services exports were worth \$113 billion and represented 17 per cent of Australia's total exports.
- The Albanese Government has officially opened the \$392 million [Industry Growth Program](#) to help start-ups and small businesses commercialise and grow their companies.
- [Digital Access Standard](#) The Digital Access Standard sets the requirements for agencies to make informed decisions and reduce the duplication of front doors and entry points to government digital services, providing people and business with a unified experience when interacting with the Australian Government.
- [Aged care reform priorities](#), [NDIS reforms](#), [Family violence reform](#), [Mental Health system reforms now in effect](#)

We need to ANZSCO recognition the talent we have, so others can find an easier pathway to get started

We have some of the best Service Designers, Strategists and Design agencies in the world. We've seen people be recognised for excellence by the Global Service Design Network

Awards for:

- [Working With Children Check for Indigenous applicants](#)
- [Future of facilitation: digital blueprinting on a global scale - by Xero](#)
- [Supporting young people to learn through practice and solve problems within their community through service design](#)
- [Prototyping Organisational Change with the Victorian Government](#)

This growth and excellence has been recognised locally through the addition of Service Design to the Australian Good Design Awards, and Victorian Premier's Design awards. We consistently see 50-100 entries submitted each year for judging.

Despite having no Undergraduate courses in Service or Strategic design we are publishing groundbreaking work; imagine if we had dedicated faculty in Academic institutions?

Books and Research written by Strategic and Service Designers who work in Australia are often cited on University reading lists globally, in a range of studies:

- Beyond Sticky Notes: Doing Co-design for Real: Mindsets, methods and movements by KA McKercher
- Designing Tomorrow: Strategic Design Tactics to Change Your Practice, Organisation, and Planetary Impact by Martin Tomitsch and Steve Baty
- This Human: How to Be the Person Designing for Other People: How to Be the Person Designing for Other People by Dr. Melis Senova
- Strategic Thinking, Design and the Theory of Change: A Framework for Designing Impactful and Transformational Social Interventions Dr. Cameron Tonkinwise
- The Promise of Co-Design for Public Policy by Dr. Emma Blomkamp

Key documents ANZSCO Occupation classifications

<https://www.design.org.au/dianews/help-us-define-the-new-design-occupation-classifications>
<https://www.abs.gov.au/statistics/classifications/consultation-draft-australian-and-new-zealand-standard-classification-occupations-anzsco/latest-release#comparison-between-the-draft-revised-anzsco-and-anzsco-2022>

https://www.linkedin.com/posts/absstats_the-final-consultation-round-for-anzscos-activity-7222065534698151936-_wPO?utm_source=share&utm_medium=member_desktop

History of this issue

In 2023, the ABS consulted on updating its codes and types of professions. Historically, the ABS had only had 9 design-related occupations. Under the 9 occupations are 17 specialisations and 8 alternative titles. For example, Exhibition Designer is a specialisation of Graphic Designer, and Product Designer is an alternative title to Industrial Designer.

- Interior Designer (ANZSCO 232511)
- Industrial Designer (ANZSCO 232312)
- Graphic Designer (ANZSCO 232411)
- Fashion Designer (ANZSCO 232311)
- Textile Designer (ANZSCO 232312)
- Set/Exhibition Designer (ANZSCO 232411)
- Jewellery Designer (ANZSCO 232313)
- Multimedia Designer (ANZSCO 232414)
- UI/UX Designer (ANZSCO 261113)

Although designers and businesses did participate in consultations with the ABS, industry leaders at the Australian Design Council and [Design Institute of Australia campaign](#) advocated for the addition of “service/experience/strategic/human-centred design domains.” The ABS response does not include any additions or changes.

	A	B	C	D	E
		Australian Bureau of Statistics - Stats NZ			
1					
2	ANZSCO - Australian and New Zealand Standard Classification of Occupations, Draft 2024 Australian Update				
3	Table 1: 2022 Australian Update to Draft 2024 Australian Update				
4	Released at 11:30am (Canberra time) 25 July 2024				
5					
6	ANZSCO 2022 Australian Update		Draft ANZSCO 2024 Australian Update		
254			242133	Urban Designer	
255			312134	Landscape Designer	
256	232212	Surveyor	242232	Engineering Surveyor	
257			242234	Land Surveyor	
258			242235	Mine Surveyor	
259			242299	Geospatial Information Professionals and Surveyors nec	
260	232213	Cartographer	242231	Cartographer	
261	232214	Other Spatial Scientist	242233	Geospatial Specialist	
262	232311	Fashion Designer	243231	Fashion Designer	
263	232312	Industrial Designer	243232	Industrial Designer	
264			243234	Textile Designer	
265	232313	Jewellery Designer	243233	Jewellery Designer	
266	232411	Graphic Designer	243134	Visual Effects Artist	
267			243331	Graphic Designer	
268	232412	Illustrator	243332	Illustrator	
269	232413	Multimedia Designer	243131	Digital Game Designer	
270			243132	Multimedia Designer	
271	232414	Web Designer	243135	Web Designer	
272	232511	Interior Designer	243431	Interior Designer	
467	261113	User Experience Designer	243133	UI / UX Designer	
468	261211	Multimedia Specialist	271131	Digital Game Developer	
469			271132	Multimedia Specialist	
470	261212	Web Developer	271133	Web Developer	

Design Disciplines

The DIA welcomes members from every design discipline. Members benefit from the exchange of ideas, information and techniques between the various specialisations.

Industrial Design	+
Interior Design	+
Interior Decoration	+
Graphic Design / Visual Communication	+
Textile Design	+
Exhibition Design	+
Fashion Design	+
Design Management	+
Jewellery Design	+
Furniture Design	+
Digital Media	+
Other Design disciplines	+

Become a Member



Sign up Log in →

Students Teachers and career practitioners Parents and carers Industry

My favourites 0

Graph view: List

Level 1	Click to view all 7 professions for this bullseye level	▼										
Level 2	Click to view all 8 professions for this bullseye level	▼										
Level 3	Click to view all 2 professions for this bullseye level	▼										
Level 4	Click to view all 10 professions for this bullseye level	▲										
<table><tr><td>Costume Designer</td><td>Fashion Designer</td></tr><tr><td>Industrial Designer</td><td>Interior Designer</td></tr><tr><td>Multimedia Artist</td><td>New Media Artist</td></tr><tr><td>Secondary School Teacher</td><td>Textile Artist</td></tr><tr><td>Textile Designer</td><td>Visual Arts and Crafts Professional</td></tr></table>			Costume Designer	Fashion Designer	Industrial Designer	Interior Designer	Multimedia Artist	New Media Artist	Secondary School Teacher	Textile Artist	Textile Designer	Visual Arts and Crafts Professional
Costume Designer	Fashion Designer											
Industrial Designer	Interior Designer											
Multimedia Artist	New Media Artist											
Secondary School Teacher	Textile Artist											
Textile Designer	Visual Arts and Crafts Professional											

service design



[Home](#) / [Courses](#)

Refine results

ATAR score

Level of study

- ☐ Pre-degree
- ☐ Undergraduate
- ☐ Postgraduate
- ☐ Non-accredited courses
- ☐ Vocational Education and Training (VET)
- ☐ Pathway to undergraduate (Foundation)
- ☐ English language course (ELICOS)

Location

- ☐ Australian Capital Territory
- ☐ New South Wales
- ☐ Northern Territory
- ☐ Queensland
- ☐ South Australia
- ☐ Tasmania
- ☐ Victoria
- ☐ Western Australia

Study mode

- ☐ Online/Off-campus
- ☐ Flexible Delivery
- ☐ Full-time
- ☐ Part-time

Field of study

- ☐ Accounting
- ☐ Agriculture
- ☐ Architecture
- ☐ Built environment
- ☐ Business and management
- ☐ Communications

We found over 7750 accredited courses offered by institutions. Learn about fees, term dates, entry requirements, duration, structure, rankings and subjects.



Bachelor of Design

Edith Cowan University ECU

Requirements

ATAR: **70**

Duration

Full-time
Part-time

Fees

Int. \$105,900

[ADD TO
SHORTLIST](#)



Graduate Diploma in Design Thinking and Service Innovation

Murdoch University

Requirements

View course for more
details

Duration

Full-time

Fees

Dom. \$19,320
Int. \$33,000

[ADD TO
SHORTLIST](#)



Graduate Certificate in Design Thinking

Murdoch University

Requirements

View course for more
details

Duration

Full-time

Fees

Dom. \$9,660
Int. \$16,500

[ADD TO
SHORTLIST](#)



Master of Industrial Engineering

The University of Melbourne

Requirements

View course for more
details

Duration

Full-time
Part-time

Fees

No data available

[ADD TO
SHORTLIST](#)



Bachelor of Visual Communication Design

University of Newcastle

Requirements

ATAR: **62.00**

Duration

Full-time
Part-time

Fees

Int. \$117,090

[ADD TO
SHORTLIST](#)



Bachelor of Design (Industrial Design)/Bachelor of Engineering (Honours)

Queensland University of Technology (QUT)

Requirements

ATAR: **79.00**

Duration

Full-time
Part-time

Fees

Dom. \$41,000
Int. \$195,000

[ADD TO
SHORTLIST](#)