



INDUSTRY ADVISORY BOARD CHARTER

SKIN DEEP LEARNING

CORE PURPOSE OF THE BOARD

The purpose of the Industry Advisory Board is to bring together the collective, national experience of salons and professionals across the beauty and hairdressing industry to ensure that Skin Deep Learning's training resources remain current, industry-aligned, and genuinely reflective of what employers need from today's graduates.

Our aim is to position Skin Deep Learning as a central hub of industry insight, a place where feedback from real workplaces is gathered, analysed, and transformed into practical improvements to our resources. The result: graduates who are more confident, capable, and aligned with industry expectations, giving employers greater trust in the training and skills these students receive.

This approach helps address a critical gap in the current system: many RTOs lack the time, networks, or capacity to engage deeply with industry on an ongoing basis. By offering a structured national platform for consultation, Skin Deep Learning strengthens the connection between training and the realities of salon work.

The Board enables us to:

- Provide ongoing, structured industry input that directly maps to Training Package requirements
- Help RTOs meet Standards for RTOs 2025 Standard 1.2-Engagement with industry, employer and community representatives effectively informs the industry relevance of training offered by the NVR registered training organisation.
- Improve graduate performance, workplace readiness, and client care outcomes by embedding real-world insight into every resource we create

This work not only supports compliance, it elevates the quality and credibility of VET education across the beauty and hairdressing industry.

Standards for RTOs 2025 - Standard 1.2

"Engagement with industry, employer and community representatives effectively informs the industry relevance of training offered by the NVR registered training organisation"

Performance Indicators

An NVR registered training organisation demonstrates:

How it identifies relevant industry, employer and community representatives and seeks meaningful advice and feedback from those representatives; it uses relevant advice and feedback to inform changes to training and assessment strategies and practices; and training reflects current industry practice.

OBJECTIVES

The Industry Advisory Board is designed to:

- 1 Ensure industry relevance and responsiveness**
Gather insight from experienced salon professionals to ensure training resources reflect up-to-date techniques, client service expectations, and real workplace practices.
- 2 Improve graduate readiness and employability**
Identify the skills, behaviours, and knowledge gaps most commonly seen in graduates, and use this feedback to enhance resource quality, so employers can have greater confidence when hiring newly qualified staff
- 3 Strengthen the link between industry and education**
Create a national platform where industry voices directly influence how training content is shaped, ensuring graduates are not only qualified, but genuinely job-ready.
- 4 Support compliance with the Standards for RTOs 2025**
Provide structured, documented industry engagement to help RTOs meet Standard 1.2, which require training and assessment practices to be informed by industry consultation.
- 5 Raise the overall quality of VET education**
Contribute to the development of better teaching and assessment practices, by embedding real world insight into every stage of the resource development process, from learning content to observation checklists and evidence maps.
- 6 Drive national collaboration across the beauty industry**
Unite salons and educators across Australia to promote consistency, innovation, and shared accountability for graduate outcomes

STRUCTURE AND MEMBERSHIP OF THE BOARD

Board Size

The board will consist of 6 to 10 members, drawn from across Australia's beauty therapy and hairdressing sector.

Composition & Representation

To ensure a wide range of perspectives, board members will be selected to reflect:

- A mix of salon types - e.g. boutique, high-volume, clinical, spa-based, regional
- Active salon employers
- Geographic representation - urban, regional, and remote areas across multiple states/territories
- Preferably the inclusion of a representative from an industry association (e.g. Hair & Beauty Australia)

Membership Criteria

Ideal board members should:

- Be currently working in, or closely connected to, the beauty or hairdressing industry
- Have at least 5 years of experience in a salon or client-facing beauty or hairdressing role
- Understand the realities of graduate performance and training needs
- Be willing to share honest, constructive feedback to improve education outcomes
- Support the development of work-ready, employable graduates

Advisory Board members are invited to contribute their insights, experience, and perspectives to help shape the quality and relevance of Skin Deep Learning's resources and support stronger graduate outcomes across Australia.

MEMBER RESPONSIBILITIES AND EXPECTATIONS

Members are asked to:

- 1 Provide feedback on graduate readiness**
 - Share honest insights about the strengths and weaknesses of their experience with graduates.
 - Identify common gaps in technical skill, client care, communication, or professionalism
- 2 Participate in structured feedback activities**
 - Complete 1-2 short surveys or review forms per year (5-10 minutes each)
 - Optionally contribute feedback on a specific resource, unit, or assessment (approx. 1-2 times per year)
 - Provide comment on assessment scenarios, practical tasks or observation tools
- 3 Offer input on industry trends**
 - Provide examples of emerging techniques, products, or client expectations to help keep resources current
 - Suggest areas where training might fall behind real-world practice
- 4 Confirm alignment with workplace needs**
 - Review brief overviews or summaries of content and confirm whether it reflects modern salon practices and expectations of entry-level staff
- 5 Maintain an employer's perspective**
 - Contribute as a salon employer or manager, speaking from lived experience of hiring or supervising graduates
 - Ensure that input focuses on practical workplace standards

OUTCOMES AND IMPACTS

The establishment of the Industry Advisory Board will generate measurable, long-term benefits for the VET sector, training organisations, employers, and graduates.

For the Industry

- Higher quality graduates entering the workforce, equipped with the technical, professional, and client-facing skills that employers expect
- A direct pathway for industry voices to influence education, helping salons feel heard and supported
- Improved alignment between real-world salon practice and formal training, reducing frustration with graduate performance

For Employers

- Greater confidence in the capabilities of new graduates
- A stronger connection between salons and the training system, without needing to navigate RTO compliance frameworks directly
- National representation for their views, challenges, and needs

For RTOs

- Access to resources that are informed by structured, ongoing employer engagement
- Stronger alignment with Standard 1.2 of the Standards for RTOs 2025
- A competitive advantage in audits by demonstrating resource-level industry endorsement

For Graduates and Students

- Learning that feels relevant, modern, and practical
- Better preparation for real work environments and expectations
- Increased employability and workplace confidence

For Skin Deep Learning

- A reputation as a national leader in industry-aligned resource development
- A deeper relationship with both RTOs and employers
- A unique value proposition: resources backed by structured, ongoing consultation with real employers

In Summary

The Industry Advisory Board bridges the gap between education and employment, turning employer insights into practical improvements that benefit students, strengthen compliance, and raise the overall quality of vocational education across the beauty and hair industry.