



**STATEMENT
OF STRATEGY
2020-2024**

HABIC

HAIR AND BEAUTY **INDUSTRY** CONFEDERATION IRELAND



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INTRODUCTION



It is with great pride that we present the HABIC Statement of Strategy. This statement is an ambitious plan that will deliver positive and lasting change to the Irish Hair and Beauty industry.

The current and rapidly changing macro environment for all those involved in the Irish Hair and Beauty industry poses many unique challenges. As an industry, it is a visible and vibrant economic generator in our society employing large numbers across our nation in both rural and urban areas. To date, the needs of the collective industry have not been supported through a strong and united voice. HABIC will be the united VOICE that will strategically drive positive change.

The requirement for an organisation that empowers and enables the Hair and Beauty industry has never been stronger. HABIC will be part of an exciting journey and transformation which supports industry development and sustainable growth.

HABIC will enhance the reputation of the industry, further improve industry quality and standards, provide increased learning and development opportunities for members, and help raise innovation, social awareness and professional competencies.

This ambitious plan is underpinned by the collective experience, knowledge and wisdom of the many industry experts already involved with HABIC. Our aim is to build key relationships nationally and internationally, and to encourage collaboration with all agencies and stakeholders that can create value and support for the industry.

I look forward to working closely with all our stakeholders in the successful implementation and delivery of our strategic goals for HABIC over the next 5 years. We are confident that HABIC will create a positive change. We ask you to be part of the innovation and come on the journey with us.

A handwritten signature in dark ink, reading 'Margaret O'Rourke Doherty'.

Margaret O'Rourke Doherty
CEO HABIC Ireland



HABIC

is an innovative,
non-profit enterprise
providing industry
support that empowers
members nationally.



MISSION

HABIC is a non-profit, national organisation designed to support and enhance the sustainable development of the Irish Hair and Beauty industry. It is a progressive and transformative organisation working on behalf of its members to deliver a comprehensive action plan which ensures the voice and needs of the industry are recognised by all stakeholders.



VISION

To be part of a revolution in which the Hair and Beauty industry is highly supported, included, and truly valued by all stakeholders as a key industry that makes a significant economic impact to the national GDP and labour force. Where the entrepreneurial and creative nature of the industry is valued, and the reputation of the industry is held in high esteem.



VALUES

Supportive, Transformative, **Progressive**, **Inclusive**, United, **Collaboration**, Raise, Enhance, Engagement, Reputation, **Respect**, Relationship, Community of Practice, Innovation, Development, Creative, **Entrepreneurial**, Action, Belonging, Tribe, Ambitious, Valued, Change, Experienced, **Knowledge**, Wisdom, **Professional**, Compassionate, Cohesive, Clear Voice, Integrity, Honesty, Transparency, **Strength**, Journey, Collective, Visible and **Vision**, Education & **Lifelong Learning**

STRATEGIC GOALS

1



Become a **clear, focused, coherent, united industry voice**

2



Build upon the current successes, which **raise and enhance the collective reputation and value of the industry**

3



Actively **drive sustainable industry and economic growth**

4



Enable and **support workforce development**

5



Safeguard and **raise industry standards** and quality

6



Work collaboratively to **build strong alliances** with key stakeholders to help future-proof the industry

7



Support members during Brexit and economic downturns via networks and advisory

8



Create a strong, inclusive and supportive community of practice for all those involved within the industry.

9



Be a **worldwide exemplar in social innovation**

In Ireland, the Hair and Beauty industry is vibrant and highly visible. It is an industry that is in high demand in both urban and rural Ireland, while also having a significant impact both on and off line.

To date, no comprehensive industry research is available. There is no standardised industry definition, value of the industry, economic impact study, understanding of the GDP impact, benchmarking or comprehensive employment figures. In the absence of data, the industry finds itself unable to plan and implement evidence-based proposals and solutions. This is evident, as the industry is currently facing a national skills crisis - yet the shortage of suitable professionals is not noted in any national reports.

Although the industry is a creative, dynamic and extremely entrepreneurial, the lack of support and collaboration will not serve those involved in the industry well. As Brexit looms, the future economic climate and Brexit effect is unknown. Therefore, it is vital that the industry unites together in order to adapt to changes and achieve common goals.

HABIC DEFINED

HABIC is an innovative, non-profit enterprise providing industry support that empowers members nationally.

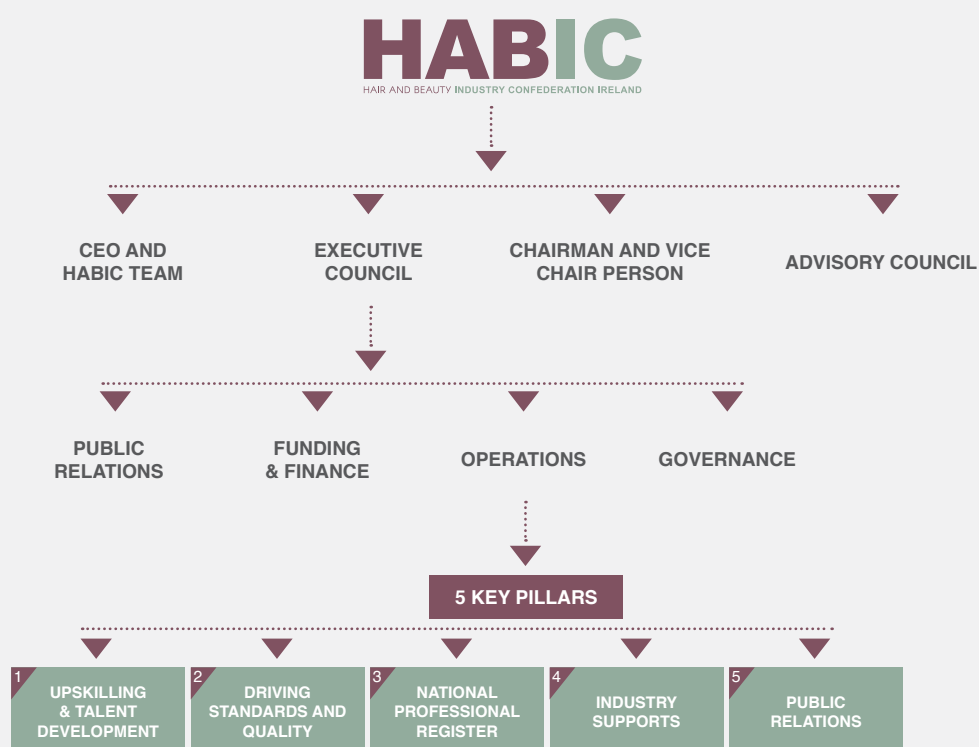
The Hair and Beauty Industry Confederation, (also known as HABIC) is a confederation of key professionals, organisations and stakeholders from across the Irish Hair and Beauty industry, who have come together to represent, develop and implement a solution based strategic plan that enables the delivery of the 9 organisations Strategic Goals previously identified.

ORGANISATION STRUCTURE

This progressive and transformative organisation is made up of highly skilled, passionate and committed stakeholders from across a wide range of backgrounds and organisations working collaboratively to deliver national industry support.

The collective experience, knowledge and wisdom of those involved is essential for the development of a solution based strategic plan, that will in time benefit the industry by placing it on the trajectory for continued sustainable development.

Corporate governance is at the centre of all the organisation's decisions and is taken very seriously by all organisational members. HABIC has a driven team of experienced professionals with a proven track record in delivering large scale programs and projects on a national scale.



RESOURCES & CAPABILITIES

EXECUTIVE COUNCIL

HABIC is made up of a dedicated Executive Council who are responsible for setting and implementing the strategic plan of the organisation. The Executive Council is supported by an Advisory Council of noted professionals both from within and outside the industry.

ADVISORY COUNCIL

The role of the Advisory Council is to offer advice on the strategic direction of HABIC, and to champion and advocate for the organisation and industry. Both the Executive and Advisory Councils are made up of members who give their time on a voluntary basis for the development of the totality of the industry.

INTERNAL HABIC TEAM

Internally, HABIC is driven by a small focused team of multi-disciplined professionals working to deliver the strategic objectives of the organisation. The roles of the team include:

- Chief Executive Officer
- Co-ordinator
- Accounts
- Communications
- Research and Marketing

The fully functional national head office of HABIC is based in the decentralised location of Co. Leitrim servicing the needs of the industry nationally.

THE JOURNEY TO DATE...

Over the last 12 months, HABIC has invested significant time engaging widely with industry in a consultation process. This process set about scoping out the requirements of the industry. In order to gain a true reflection and fully understand the needs of the industry, HABIC systematically undertook a range of consultations where the problems of the industry were fully and clearly detailed and challenged.

This consultation process has formed the basis of the strategic plan. Throughout this process 5 key thematic pillars emerged. These pillars when implemented will result in the delivery of the 9 Strategic Goals.

KEY PILLARS

HABIC proposes to achieve industry advancement and the delivery of its 9 Strategic Goals through a clear focus on the following 5 Key Pillars. The key pillars are:

- ▶ Upskilling and Talent Development
- ▶ Driving Standards & Quality
- ▶ National Professional register
- ▶ Industry Supports
- ▶ Public Relations

Each of the 5 Key Pillars, have a designated committee actively working on implementing the following actions in order to eliminate the industry pain points.

5 KEY PILLAR AND CURRENT ACTIONS

PILLAR 1:

UPSKILLING & TALENT DEVELOPMENT

- Define the entire Industry in terms of occupations and qualifications.
- Carry out an analysis of the current workforce, an in-depth Skills & Competencies Audit (TNA) and future skills report.
- Detail and document qualifications from level 3 to 6 on the National Framework of Qualifications.
- Start to identify and develop progression routes between level 7-10 on the National Framework of Qualifications (e.g. – Cosmetic Science/ Marketing for the Beauty Industry).
- Clearly define industry career progression paths.
- Research and implement a Continuous Professional Development framework.
- Engage with all educational stakeholders both public and private.
- Engage with the Department of Education and Skills.
- Encourage and enable learning and development opportunities.
- Ensure the industry continues to be highly supported by Skillnet Ireland through the continued development and funding of Image Skillnet.
- Ensure standardisation of training is delivered.
- Upgrade training, standards & qualifications (national minimum pass rate).
- Promote Hair and Beauty as a positive career option.
- Design a school campaign that represents the potential of the industry to students, parents and guidance teachers.
- Support vulnerable new entrants/ and up-skilling in the industry by making education affordable and accessible.
- Develop a management/ owner level entrepreneurial development program specific for the needs of the industry.
- Leverage technology to further enable talent and development opportunities.



PILLAR 2:

DRIVING STANDARDS AND QUALITY

- Raise awareness of public health risks and potential hazards.
- Develop a recognised quality assurance mark for skilled professionals.
- Review, research and carry out consultation around standards, quality, current work practices and education.
- Research the willingness of professionals to adopt a voluntary national standard.
- Research the requirement for industry regulation.
- Engage with state agencies and key stakeholders to work towards development of safe minimum national standards or regulation as identified in research.
- Raise the quality and standards of professionals through the delivery of quality education and CPD training.
- Ensure education certification bodies work to uphold standards in the industry & that these standards are regulated and monitored.



PILLAR 3:

NATIONAL PROFESSIONAL REGISTER

- Define the membership of a register.
- Define the benefits and use of the register.
- Define how a member will register.
- Develop the register.
- Maintain a register of certified professionals.
- Maintain a register of trade suppliers.
- Maintain a register of schools and educators.
- Ensure the public are aware of the importance of the national register.



5 KEY PILLAR AND CURRENT ACTIONS CTD.

PILLAR 4: INDUSTRY SUPPORTS

- Develop a centre of excellence that supports the entire industry
- Develop an in-depth analysis of broader industry needs.
- Develop a package of benefits and supports.
- Develop an active and engaging community of practice for members.
- Become the point of reference, advice and support.
- Develop a bank of industry research.
- Foresee key trends and areas of innovations.
- Raise the profile & visibility of the industry.
- Develop a public education/information campaign
- Leverage technology capability to support HABIC members.
- Provide additional support to members to lessen the effects of Brexit and during times of economic downturn.



PILLAR 5:

PUBLIC RELATIONS

- Raise the reputation of the entire industry and how people view the industry.
- Establish Ireland as a world leader in the Hair and Beauty industry.
- Develop pioneering economic impact industry research that clearly outlines the GDP impact of the industry both directly and indirectly through enabled activities.
- Develop strong engagement from all stakeholders, particularly at government level.
- Increase recognition and supports afforded to the industry by government.
- Input on national policy that will affect the industry.
- Develop an industry working group with various state agencies to ensure a joined-up approach by stakeholders.
- Gain inclusion on various working groups that will affect the industry.
- Build strong alliances with relevant international organisations and colleagues.
- Decrease and eliminate the significant impact of the black market on registered enterprises.
- Develop a yearly well researched pre-budget submission.
- Develop impactful awareness campaigns.
- Develop a strong multi-platform media campaign in relation to the industry.
- Develop a customer focused media campaign to outline the skills and knowledge of industry

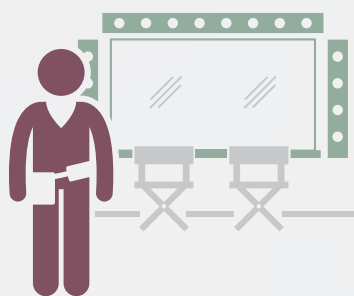




MEMBERSHIP - WHO DOES HABIC BENEFIT?

HABIC membership, uniquely - is open to the totality of the Hair and Beauty industry. Everyone from students to owner managers are encouraged to engage with the organisation.

Our membership is open to those in all disciplines of the industry, from salons, barbers, product retailers, those in the film industry through to product house and cosmetic manufacturers. If your occupation is in anyway part of (or enabled by) the Hair or Beauty industry, either through service or product, then we welcome you to get involved.





HABIC

is a progressive and transformative organisation working on behalf of its members to deliver a comprehensive action plan which ensures the voice and needs of the industry are recognised by all stakeholders.



TARGETS AND DELIVERABLES

We believe that the requirements for a successful and innovative organisation are laid out in this document. We understand the challenges ahead and believe that we will generate the engagement, collaboration and resources required to make the following vital next steps in delivering the 9 Strategic Goals as set out. These include:

- Implementation of the strategic plan via the 5 Key Pillars
(Facilitating Strategic Goals 1, 5, 6, 7)
- Generation of a strong membership across the country
(Facilitating Strategic Goals 2, 4, 8)
- Pro-actively source funding to enable essential activities
(Facilitating Strategic Goals 3, 6, 8)
- Generation of sponsorship opportunities for HABIC
(Facilitating Strategic Goals 2, 6, 7)
- Optimisation of our marketing activities
(Facilitating Strategic Goals 1, 2, 8, 9)

WHAT SUCCESS WILL LOOK LIKE

In 2024, it is our ambition to review the collaborative achievements of HABIC and stakeholders involved in the implementation of the HABIC Statement of Strategy 2020-2024, as a journey that has created tangible supports for the Irish hair and beauty industry, where the workforce and economic landscape of the industry is thriving and the reputation and contribution of the industry is valued and highly supported nationally and internationally.

CONCLUSION

The agile execution of this plan will help guide the day-to-day running of HABIC, giving a clear pathway and starting point from which to build from. The plan will keep all involved focused on achieving key milestones that positively impact the overall organisational Mission, Vision and Goals as we embark on this revolutionary journey for the betterment of the Industry.

Join us on our Journey.
Be part of this industry-wide
innovation & transformation.



Become a **Member of HABIC** and benefit from the many advantages.
See www.habic.ie/membership



Support change for the Hair & Beauty Industry by becoming a **Patron of HABIC**.
e: info@habic.ie
t: 071 96 15 200



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HABIC

HAIR AND BEAUTY INDUSTRY CONFEDERATION IRELAND

The Enterprise Centre.
The Hill Road, Drumshanbo,
Co. Leitrim, N41 Y1F6

t: 071 96 15 200
e: info@habic.ie
w: habic.ie