

Local Jobs Plan

Wimmera Mallee Employment Region | VIC | August 2023

Workforce Australia Local Jobs (Local Jobs) is a program that supports tailored approaches to accelerate reskilling, upskilling and employment pathways in response to current and emerging local workforce needs.

Local Jobs elements

Local Jobs Plan

The Local Jobs Plan sets out the skills and employment challenges and priorities of the region, and associated strategies that will drive the design and implementation of activities to be implemented to address these challenges.

Employment Facilitators

Employment Facilitators and Support Officers support the delivery of the program by bringing together key stakeholders including businesses, employment services providers, higher education, and training organisations.

Local Jobs and Skills Taskforce

Each Employment Region has its own Taskforce. Representatives include local stakeholders who have demonstrated experience in upskilling, reskilling, and an ability to represent, connect and collaborate with others in the region to meet labour market needs.

Local Recovery and National Priority Funds

The Local Recovery Fund supports projects that meet the priorities identified in the Local Jobs Plan. The National Priority Fund provides funding for innovative local solutions to address structural barriers to employment.



Explore labour market insights for the [Wimmera Mallee Employment Region](#)

Local labour market challenges in the region

- Transport challenges for individuals without a driver's licence or their own reliable transport in accessing job and training opportunities.
- Youth unemployment is high, with young people facing multiple barriers and experiencing disengagement across the region.
- Workforce shortages and predicted growth in new industries.
- Mature age participants may experience barriers to securing and retaining employment opportunities in a competitive market.
- Limited strategies to reduce labour market disadvantage of Aboriginal and Torres Strait Islander people.

Local jobs and skills priorities and strategies in the region

Priority 1 – First Australians

What are our challenges and opportunities?

Assisting Aboriginal and Torres Strait Islanders people within the Wimmera Mallee Employment Region will require innovative and collaborative solutions to identify and support complex barriers to employment.

How are we responding?

- Engaging with Aboriginal and Torres Strait Islander community leaders to develop employment and training initiatives that are relevant to their communities.
- Collaborating with Registered Training Organisations to ensure that First Australians are provided with training opportunities that are appropriate to their needs.
- Co-designing a list of projects aimed at workforce diversity - it is important that the region provides First Australians with the necessary support and resources to ensure they can take advantage of these opportunities.
- Identify and access leveraged funding to deliver tailored training leading directly to sustainable employment for Aboriginal and Torres Strait Islander people.
- Advocating for increased cultural competency of organisations and industry to maximise opportunities for Aboriginal and Torres Strait Islander people.

Priority 2 – Culturally and Linguistically Diverse (CALD) and mature age cohorts

What are our challenges and opportunities?

There is a high proportion of CALD and mature-age residents in the Wimmera Mallee Employment Region, which requires a tailored approach to preparing participants for growth and in-demand roles.

How are we responding?

- Identifying skills gaps by collaborating with stakeholders and utilising local knowledge.
- Enhancing the link between existing programs and generating employment opportunities for mature aged participants.
- Coordinating and promoting training options including accredited qualifications, pre-accredited training, short courses and micro-credentials with Registered Training Organisations to expedite job readiness in industries that are experiencing growth and a shortage of skilled labour.
- Collaborating with support services to address barriers to literacy and numeracy, to integrate opportunities for participants to address digital and alpha numeric literacy while developing skills relevant to local employment opportunities.

Priority 3 – Regional youth unemployment

What are our challenges and opportunities?

- The Wimmera Mallee Employment Region has a high youth unemployment rate and as the demand for entry-level and skilled workers grows, there are opportunities to broker employment for young people in the care and support, retail, and hospitality industries.

How are we responding?

- Identifying solutions to increase youth engagement in employment and training opportunities.
- Collaborating with Workforce Australia Employment Services Providers, Transition to Work Providers, and the Australian Apprenticeships Service Network to promote apprenticeship and traineeship pathways as sustainable employment outcomes.
- Engaging with stakeholders to maximise the benefits of existing Australian, state, and local government programs and business support.
- Developing and/or supporting pre-employment engagement programs that build aspirations and capacity for young Indigenous individuals (age 15 to 25) to undertake first time employment.

Priority 4 – Major infrastructure upgrades, mining and resource projects

What are our challenges and opportunities?

To fill short-term and long-term employment opportunities in the Wimmera Mallee Employment Region, we will require a skilled regional workforce for the emerging workforce shortages and exponential growth planned in new industries, including mineral sands projects, health care and social assistance, construction, transport, manufacturing and processing.

How are we responding?

- Partnering with stakeholders to leverage existing Australian, state and local government programs.
- Developing a collaborative relationship with Workforce Australia Employment Service Providers to better connect participants with employment, skills and major project workforce opportunities in the region.
- Engaging with stakeholders to maximise referrals to available vacancies and identify training needs.
- Collaborating with Registered Training Organisations to coordinate training options including short courses and micro-credentialing to expedite job readiness for these industries.
- Engaging with providers and business to identify and refer to apprenticeship and traineeship opportunities.

Priority 5 – Renewable energy industries and technologies

What are our challenges and opportunities?

Renewable energy projects will be an area of future expansion for the Wimmera Mallee Employment Region. Collaboration with industry will be required to understand emerging workforce requirements and to ensure that local participants and complementary business stakeholders are well positioned to capitalise on the expected growth.

How are we responding?

- Connecting with renewable energy businesses to understand their workforce requirements.
- Working with education, training and employment service providers to understand and connect individuals to pre-employment and Vocational Education and Training (VET) pathways.
- Collaborating with industry to obtain funding for start-ups with the aim to have a technology hub located within the Wimmera Mallee Employment Region. Highlight the presence of incubators and accelerators that provide start-ups with mentorship, resources and networking opportunities. Showcase success stories of companies that have graduated from these programs.
- Regular hosting of networking events, conferences and seminars that bring together entrepreneurs, investors and industry experts. Highlight the collaborative and supportive nature of these events.

Want to know more?

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Visit: [Local Jobs](#) or [Workforce Australia](#)