

Local Jobs Plan

South Coast of Victoria Employment Region | VIC | January 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 [South Coast of Victoria](#) Employment Region

Local labour market challenges in the region

- High level of unmet demand for entry-level and skilled workers in largest employing industries and growth areas such as agriculture, forestry & fishing, hospitality & tourism, retail, manufacturing, meat and dairy processing and healthcare and social assistance.
- Lack of sufficient public transport and large waitlists for disadvantaged participants to receive driver education.
- Known and predicted skills gaps in growth areas, with skilled health care workers, construction, hospitality & tourism, transport & logistics, education & training and professional services.
- Slow to recover participation rates and low unemployment levels.
- Affordability and availability of housing.

Local jobs and skills priorities and strategies in the region

Priority 1 – Geographical distances and regional transport

What are our challenges and opportunities?

Geographic dispersion and limited transport options are significant challenges throughout the South Coast of Victoria region. Public transit routes and timetables are limited in the region and often incompatible with location and shift times of available employment opportunities. This is evident especially in the industries of food and fibre, health care and social assistance, and manufacturing – these industries have early start times, resulting in prevention of individuals undertaking education and accessing employment opportunities.

How are we responding?

- Actively participating in a transport working group, addressing innovative solutions to the regions transport gaps.
- Increasing community awareness and raising the profile of the benefits of driver mentoring for youth.
- Researching and investigating alternative public transport arrangements.
- Consulting with industry around shift times and shared transport options.

Priority 2 – Health care and social assistance

What are our challenges and opportunities?

The regions aging population sees demand for health care and social assistance increasing, with this industry having the highest forecast growth for the region, particularly in disability, aged care, and community services. As the demand for these services are estimated to peak by 2027 (Source: Australian Bureau of Statistics data), it is essential to prepare the workforce with the skills and attributes employers are seeking.

How are we responding?

- Collaborating with stakeholders to transition mature aged workers into opportunities through upskilling and reskilling.
- Raising awareness of industry and associated key attributes, through events and information sessions with Employment Service Providers, educational institutions, and other support networks.
- Supporting accessibility across the region of multiple training opportunities (full qualifications, short courses, micro-credentials and on-the-job studies) by collaborating with Registered Training Organisations and service providers.
- Increasing visibility of supports and incentives available to industry, such as those delivered by Boosting the Local Care Workforce and the Department of Employment and Workplace Relations.

Priority 3 – Priority cohorts

What are our challenges and opportunities?

There are a diverse range of social, economic, and labour market disadvantages present within the region requiring innovative and collaborative solutions. There is a growing need for support, with business to understand and identify strategies to support complex barriers to employment. There is strong focus on generational unemployment, an ageing workforce, increasing engagement of Indigenous and Culturally and Linguistically Diverse (CALD) participants into local training and employment opportunities, while also supporting People with a Disability and Youth into ongoing sustainable employment.

How are we responding?

- Collaboratively tailoring training opportunities for participants with long-term barriers to meet complex and non-complex needs.
- Reducing labour market disadvantage for priority cohorts through advocacy and education.
- Engaging with local Indigenous and CALD organisations to develop culturally appropriate strategies that increase engagement in training and employment in alignment with local job opportunities.
- Consulting with business to increase flexible work arrangements and alternate opportunities for participants unable to undertake full-time employment.
- Actively participating in community of practice at a local and national level to explore new and innovative ways to support generationally unemployed and disengaged participants towards employment or education.
- Working with stakeholders to increase apprenticeship and traineeship entry points for long-term unemployed and disadvantaged participants.

Priority 4 – Labour force participation

What are our challenges and opportunities?

Labour force participation rates in the region are amongst the lowest in Victoria, with a combination of economic and social factors such as high early school leaver rates and lower levels of higher education attainment than those recorded for Victoria and Australia. There is also a mismatch with available job opportunities and the skill level of the available workforce.

How are we responding?

- Co-designing with local stakeholders, industry specific pre-employment programs aimed at supporting participant engagement and development of capabilities to uptake employment opportunities in growth areas.
- Supporting mature age participants to re-enter the workforce by raising awareness of transferable skills across industries and diverse employment opportunities.
- Supporting the promotion and reinvigoration of industries that are still recovering from the COVID-19 pandemic, such as hospitality and tourism, which have been impacted by individuals not returning to the labour force following the pandemic.

Priority 5 – Largest employing industries

What are our challenges and opportunities?

Skilled and entry level roles are in high demand within the largest employing industries and those predicted for high growth. The most prominent of these are Agriculture, Forestry & Fishing, Health Care & Social Assistance, Retail Trade, Construction, and Education and Training. Noting that in order to address local labour market needs holistically, it is important to support other industries including transport and logistics, hospitality and tourism, professional services, manufacturing, meat and dairy processing, and the arts.

How are we responding?

- Supporting the largest employing industries to invest in identifying the determinants of employability and focus on addressing skills gaps.
- Co-designing with local stakeholders, industry specific pre-employment programs aimed at supporting participant engagement and upskilling to engage with employment opportunities across the variety of available opportunities.
- Collaborating with local stakeholders to hold events that encourage career promotion and networking opportunities between participants and employers, as well as support services.

Want to know more?

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