

Local Jobs Plan

South Coast of Victoria Employment Region | VIC | March 2025

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.

Job Coordinators

Job Coordinators 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.

Program Funds

The Employment Region's Local Initiatives Fund enables targeted local investments that support local labour market functioning. Further, from 2025/26, a central grants-based fund will respond to local needs and help progress broader employment service reform objectives.



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 skilled workers in largest employing industries and growth areas such as agriculture, forestry and fishing, education, hospitality and tourism, retail, manufacturing and healthcare and social assistance.
- Lack of sufficient public transport and large waitlists for people to receive driver education across the region.
- Affordability and availability of private and public housing.
- Accessibility of early childhood education and care is limited across the entire region.
- Slow to recover participation rates and low unemployment levels.
- An ageing population across the region is intensifying the demand for health care and social assistance.
- Misalignment between skill levels of individuals and advertised vacancies across the region.

Local jobs and skills priorities and strategies in the region

Priority 1 – Health care and social assistance

What are our challenges and opportunities?

The region's ageing population sees demand for health care and social assistance increasing. As the demand for these services grows, it is essential to prepare the workforce with the skills and attributes businesses are seeking.

How are we responding?

- Collaborating with stakeholders to transition mature age workers into opportunities through upskilling and reskilling.
- Raising awareness of industry and associated key attributes, through events, resources and information sessions with Workforce Australia Employment Service Providers (providers), educational institutions and other support networks.
- Supporting access to a range of training opportunities (full qualifications, short courses, micro-credentials and on-the-job studies) by collaborating with Registered Training Organisations and service providers who are addressing challenges to education, such as travel, childcare arrangements and additional educational supports that may be required.
- Increasing visibility of supports and incentives available to industry delivered by local, state, federal and the private sector.

Priority 2 – Priority cohorts

What are our challenges and opportunities?

There are a diverse range of social, geographical, economic and labour market challenges present within the region that require innovative and collaborative local solutions to transition individuals towards employment. There is opportunity to increase engagement and collaboration to achieve tailored training opportunities and other targeted strategies in support of increased engagement and participation of priority cohorts including long-term unemployed, mature age, First Nations, culturally and linguistically diverse, people with a disability and youth.

How are we responding?

- Collaboratively tailoring training opportunities for individuals with long-term challenges to meet complex needs.
- Consulting with business to understand opportunities for flexible work arrangements.

- Engaging with local First Nations peoples and culturally and linguistically diverse organisations to develop culturally appropriate strategies, to increase engagement in training and employment in alignment with local job opportunities.
- Collaborating closely with active working groups addressing employment for young people and First Nations community members.
- Actively participating in local transport working group to address innovative solutions to the regions transport gaps through advocacy, pilot programs and targeted approaches to increase driver mentoring within the region.
- Collaborating with training providers and employers to promote new career pathways and individual's understanding of their transferable skills and how they relate to the localised labour market.

Priority 3 – 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 and fishing, health care and social assistance, retail trade, construction and education and training. To address local labour market needs holistically, it is important to support other industries including transport and logistics, hospitality and tourism, professional services, manufacturing and the evolution of a clean energy workforce.

How are we responding?

- Developing industry-specific pre-employment programs with local stakeholders supporting caseload engagement and upskilling for a variety of employment opportunities.
- Collaborating with local stakeholders and hold events that encourage career promotion and networking opportunities between individuals, business and support services.
- Creating and fostering strong relationships with apprenticeship and traineeship providers and link them with businesses and providers.
- Facilitating connections between businesses, industry, providers and Workforce Australia programs such as Employability Skills Training, Career Transition Assistance and the Self Employment Assistance program.

Priority 4 – Early Childhood Education and Care

What are our challenges and opportunities?

Wait lists for early childhood education (long day care) are extensive across the region, with many regional towns experiencing wait times close to 24 months. Every industry is impacted by the shortages in qualified early childhood educators. There is significant investment from private and public sectors for new centres across the region, with workforce needs predicted to grow significantly.

How are we responding?

Support the recruitment and retention of a growing local childcare workforce by:

- Attracting potential new workers to the sector through local partnerships with community-based programs. For example, Learn Local, Local Learning Employment Networks and Neighbourhood Houses.
- Exploring innovative approaches to support the upskilling of existing workers to diploma level qualifications.
- Collaborating with local Councils to develop and deliver their early childhood education workforce development strategies.

Priority 5 – Emerging industries and innovation

What are our challenges and opportunities?

Community knowledge of emerging industries and potential jobs and opportunities associated, including the renewable energy sector, is limited. In the South Coast of Victoria, there are opportunities to support emerging industries and innovation. There is great opportunity to support entrepreneurial individuals to run and grow their own businesses, which play a critical role in driving regional innovation and growth.

How are we responding?

- Mapping regional employment pathways in sustainable sectors, such as clean energy and circular economies, through sharing knowledge and connections through the Local Jobs and Skills Taskforce and relevant stakeholders.
- Facilitating collaborations between businesses and educational facilities to prepare people for immediate and long-term employment opportunities.
- Supporting development of modular and mobile approaches to Science, Technology, Engineering and Mathematics (STEM) education and training for career changers and people who are upskilling.
- Making opportunity more accessible to key groups such as youth, people with disability, First Nations people and retrenched workers, through education and advocacy relating to equitable access being built into job design.

Want to know more?

- Contact: Angela Hewett, South Coast of Victoria Job Coordinator: Angela.Williams@localjobs.org.au
- Visit: [Local Jobs](#) or [Workforce Australia](#)