

# Local Jobs Plan

## Bendigo 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

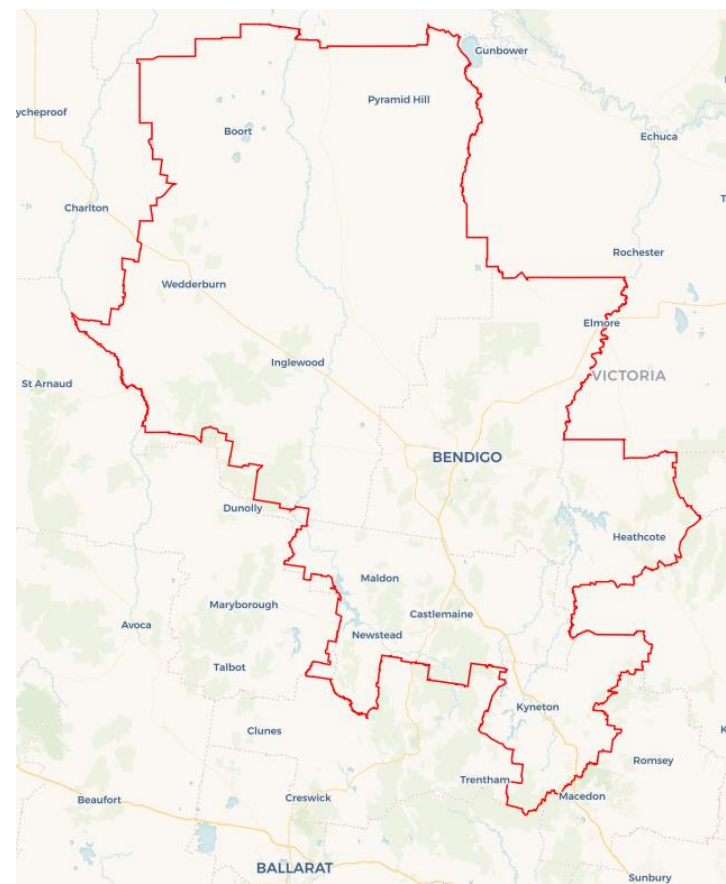
Employment Facilitators and Support Officers support the delivery of the program by bringing together key stakeholders including businesses, employment services providers, higher education and training organisations.

#### 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 [Bendigo](#) Employment Region

### Local labour market challenges in the region

- Current unmet labour market demand and high growth forecast in occupations related to health care and social assistance.
- Manufacturing businesses requiring a large workforce are having difficulty recruiting.
- Ongoing labour and skills shortages in the retail, hospitality and tourism industries.
- Youth unemployment in this region remains high.

### Local jobs and skills priorities and strategies in the region

#### Priority 1 – Health care and social assistance

##### What are our challenges and opportunities?

The health care and social assistance industry is the largest industry by employment in the Bendigo Employment Region and has the highest forecasted growth until 2025. The industry has an ageing workforce and is already facing a skills shortage in the occupations of registered nurses and aged and disabled carers. There is a lack of awareness about the occupations in demand and current recruitment and onboarding processes create a barrier for individuals applying for entry level jobs.

##### How are we responding?

- Connecting businesses with immediate employment opportunities to employment services providers, pathways to employment initiatives and higher education and training organisations. These connections raise awareness of current employment opportunities and the occupations with strong predicted growth in the industry.
- Collaborating with businesses, training organisations and other stakeholders to hold employment expos, site tours, open days and other events that are easily accessible to employment services providers and individuals.
- Building the capacity of individuals to enter or re-enter the workforce through activities that address barriers to employment, build confidence, create aspiration, provide relevant skill sets and introduce individuals to local businesses with current employment opportunities.
- Assisting local businesses to make employment opportunities more accessible to individuals by increasing their capacity to recruit, onboard and retain new employees. We will do this by providing resources and events that promote inclusion and diversity in the workplace and educate businesses to provide peer support and mentoring to individuals with barriers to employment.

#### Priority 2 – Manufacturing

##### What are our challenges and opportunities?

Food processing businesses and other manufacturers have ongoing unmet labour market demand for entry level and skilled roles. Manufacturers are unable to grow their business due to the lack of applicants.

##### How are we responding?

- Connecting businesses with current and upcoming recruitment needs to employment services providers, training organisations, and other initiatives that support individuals to engage in the labour force. This is done by promoting training and employment opportunities through monthly videoconferencing events, email networks and social media.
- Collaborating with businesses, training organisations and other stakeholders in the industry to hold employment expos, site tours and open days that are easily accessible to employment services providers and individuals.

- Promoting funded initiatives that create pathways into employment in occupations with skills shortages and forecasted high growth to employment services providers and individuals.
- Engaging with businesses who have difficulty recruiting due to their remote location to provide transport solutions and other initiatives that increase the accessibility of employment opportunities to individuals.
- Assisting local businesses to make employment opportunities more accessible to participants by increasing their capacity to recruit, onboard and retain new employees. We will do this by providing resources and events that promote inclusion and diversity in the workplace and educate businesses to provide peer support and mentoring to participants with barriers to employment.

### Priority 3 – Retail, hospitality and tourism

#### What are our challenges and opportunities?

There is high growth expectancy and current labour shortages in the retail, hospitality and tourism industries. Available training for entry level roles and to upskill to more secure employment opportunities is under-subscribed. Apprenticeships and traineeships provide an opportunity to equip individuals with the skills needed for many occupations with strong demand.

#### How are we responding?

- We are working with local stakeholders to provide a resource detailing upskilling and reskilling information directly linked to occupations with strong demand. The resource will be shared with relevant stakeholders and provides information about local pathway to employment initiatives, full qualification, short course and micro-credential courses.
- Available training for reskilling and upskilling is being promoted to employment services providers and other relevant stakeholders to increase engagement in those opportunities. This is done in monthly videoconferencing events, through email networks and social media campaigns.
- Strengthening connections between businesses, employment services providers, training organisations and other industry stakeholders by collaborating on employment expos. Building these relationships will streamline pathways into employment for immediate entry level jobs and increase participation in upskilling initiatives.
- Raising the awareness of the benefits of apprenticeships and traineeships to businesses and individuals as these employment opportunities provide training and skill development for occupations with strong forecasted demand.

### Priority 4 – Youth Unemployment

#### What are our challenges and opportunities?

Youth unemployment rates remain significantly higher than the total unemployment rate (people aged 15 and over) in the Bendigo Employment Region. Occupations with higher skill levels have strong forecasted growth to 2025 in the Bendigo Employment Region – many of which require apprenticeship or traineeship qualifications. There are opportunities to broker employment for young people to be engaged or re-engaged in the care and support, retail and hospitality industries as the demand for entry level and skilled workers grows.

#### How are we responding?

- Connecting businesses with entry level, apprenticeship and traineeship employment opportunities to employment services providers and other stakeholders who support young people to enter and re-enter the labour force. This is done by collaborating with business and other stakeholders to hold open days, information sessions and employment expos that are easily accessible to young people.
- Promoting pathways to employment initiatives and other funded programs for young people in monthly videoconferencing events, through email networks and social media campaigns. This will raise awareness of the supports available to employment services providers and other stakeholders so that information can be shared with young people to increase engagement in relevant programs.
- Assisting local businesses to make employment opportunities more accessible to people aged 15-24 by increasing their capacity to recruit, onboard and retain younger employees. We will do this by providing resources and events that educate businesses to conduct relevant recruiting strategies, provide peer support and mentoring to younger employees and provide opportunities for younger employees to upskill on the job.
- Engaging with local businesses to address barriers to employment faced by young people. Providing additional transport solutions, mental health services and more flexible working conditions will increase participation of young people in the labour force.
- Raising the awareness of the benefits of apprenticeships and traineeships to businesses, employment services providers and younger participants to build a skilled workforce for the future with more secure employment opportunities for young people. The campaign will target those involved in the care and support, retail, hospitality and tourism industries to increase participation and completion of apprenticeships and traineeships in the Bendigo Employment Region.

### Want to know more?

- Contact: Christopher Booth, Bendigo Employment Facilitator: [Chris.Booth@localjobsfacilitator.org](mailto:Chris.Booth@localjobsfacilitator.org)
- Visit: [Local Jobs](#) or [Workforce Australia](#)