

Local Jobs Plan

Sydney North and West Employment Region | NSW | 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

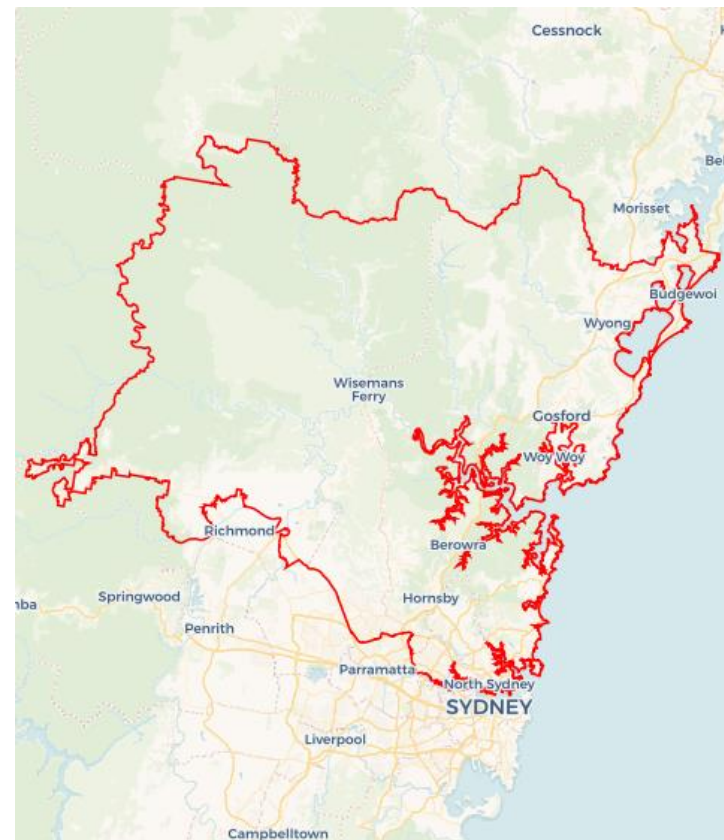
Employment Facilitators and Support Officers support the delivery of the program by bringing together key stakeholders including businesses, employment services providers, higher education and training organisations.

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
[Sydney North and West](#) Employment Region

Local labour market challenges and opportunities in the region

- Attracting and securing workers in growth and demand sectors with accessible entry-level work.
- Limited local employment opportunities in the remote areas and challenges with the frequency and timing of public transport services across pockets of the Employment Region.
- High demand for casual employment, with limited uptake of vacancies from participants. This challenge is amplified by transport related barriers that would enable participants to access employment hubs outside of the Sydney area of the Employment Region.
- A relatively high incidence of unemployment in Indigenous communities in the Central Coast.
- An ongoing difficulty of community service organisations to meet increasing demand for workers.
- Significant youth unemployment, especially in the Central Coast LGA.
- Limited business take-up of traineeships and apprenticeships across the region to develop clear employment pathways and career development opportunities.

Local jobs and skills priorities and strategies in the region

Priority 1 – Health, care, and community services

What are our challenges and opportunities?

Attracting and retaining suitable participants to the health, care, and community services sector, including aged, disability and community care.

How are we responding?

- Collaborating with community services stakeholders to develop a campaign that raises awareness of employment opportunities in the sector, and which seeks to build the profile of the sector as a desirable career choice for participants.
- Collaborating with employers and key stakeholders to develop strong attraction and retention strategies to increase interest in health, care, and community service roles including the development of tools that provide more visibility of, and streamlined access to, local employment and training opportunities.
- Engaging across employers and training providers to ensure training pathways are effective and facilitate participants to be appropriately skilled to start their careers.
- Establishing a care working group to identify local barriers that organisations face in attraction and retention of new entrants to the health, care, and community services sectors and support with appropriate models to assist in meeting their needs.
- Collaborating with businesses, training organisations and apprenticeship/traineeship providers to create additional entry level roles with on-the-job training pathways for career development.
- Collaborating across the range of stakeholders, in particular employment service providers, to ensure the supply of participants are aware of opportunities and pathways to careers and employment in this sector.

Priority 2 – Tourism, hospitality, and customer service

What are our challenges and opportunities?

Ongoing hesitancy for participants to consider opportunities in tourism, hospitality, and customer service-based businesses across the region.

How are we responding?

- Supporting businesses across the region to attract and retain staff from the Workforce Australia and displaced worker caseloads.
- Collaborating with registered training organisations to create tailored pre-employment training short course packages for employers to allow the Workforce Australia caseload the opportunity to develop industry minimum qualification to enable entry to the industry.
- Establishing a tourism and hospitality specific working group to encourage collaboration with employers, industry bodies and employment service providers across the regions.

- Collaborating with bordering regions where there is potential for participants to travel for employment within the sectors.
- Assisting employers to be linked to suitable traineeship and apprenticeship providers to allow them to identify and establish career pathway opportunities in the hospitality industry.
- Identifying best practice solutions that help address transport issues across some hospitality hubs in the region with effective engagement of workers and community organisations for carpooling and transportation solutions.

Priority 3 – Create employment pathways into the manufacturing and construction sectors

What are our challenges and opportunities?

Burgeoning construction and manufacturing sector with businesses that are still developing their workforce needs coupled with participants that have limited understanding of the available employment and career opportunities.

How are we responding?

- Collaborating with employers to build stronger pathways to employment in the region's manufacturing sector and construction projects, including the development of tools that provide streamlined access to local employment and training opportunities, and the development of pre-employment programs that lead to genuine employment opportunities for suitable participants.
- Working with businesses and training providers to ensure current and future workforce needs are aligned with the training available to participants.
- Harnessing the development of advanced manufacturing processes and develop the appropriate training packages to ensure participants are suitably skilled.
- Assisting businesses to be linked to suitable traineeship and apprenticeship providers to allow them to identify and establish career pathway opportunities within the industry.
- Linking businesses and transportation providers to address transportation barriers around participants accessing manufacturing sites with the goal of shift alignment and possible use of shuttle busses to transport hubs.

Priority 4 – Create opportunities in tech, innovation, and entrepreneurship

What are our challenges and opportunities?

Limited understanding of employment and opportunities within the tech, innovation, STEM and entrepreneurship areas across the region.

How are we responding?

- Partnering with organisations such as RTOs that work in the tech and innovation space along with employers to identify opportunity for skill set or pre-employment training to create future pathways into traineeships (Priority 5) in the ICT industry.
- Creating an opportunity with tech employers in the innovation hubs at Macquarie Park (Macquarie University), North Sydney (including St Leonards), Ourimbah (University of Newcastle) by engaging with leading ICT training providers that are recognised as key trainers in the ICT space by leading organisations.
- Building clearer pathways to employment and training for participants, including the development of tools that provide more visibility of, and streamlined access to, local employment and training opportunities in the tech and innovation areas.
- Developing mentorship programs that direct a range of support to participants in an ongoing and integrated way. Identify opportunities and create skills development pathways aligned with growth economies to support entrepreneurship and innovation including links to SEA providers and Entrepreneurship Facilitators.
- Designing and delivering industry-specific preparatory programs to support participants to engage with and develop required capability to take up apprenticeship and traineeship opportunities in the areas of Tech and Innovation.
- Assisting businesses with the creation of remote working roles in the tech industry to mitigate some of the region's transport barriers.

Priority 5 – Create employment pathways into traineeships and apprenticeships

What are our challenges and opportunities?

Limited understanding between businesses and participants of the ways traineeship and apprenticeship programs can improve mutual outcomes.

How are we responding?

- Collaborating with stakeholders to build stronger pathways to traineeship and apprenticeship opportunities in the region including the development of tools that provide more visibility of, and streamlined access to, local employment and training opportunities.
- Engaging across businesses and training operators to ensure training pathways for the new workforce are effective and facilitate participants to have an appropriate understanding of their chosen industry to start their careers.
- Collaborating across the range of stakeholders, in particular employment service providers, to ensure the supply of participants are aware of opportunities and pathways to careers and employment.
- Developing pre-employment skills packages that allow for transition from pre-employment training into suitable industry traineeships and apprenticeships.
- Working with local businesses and stakeholders to develop projects that encourage part-time traineeships that can assist with the skills gaps.

Priority 6 – Addressing challenges across the Central Coast and Hawkesbury regions

What are our challenges and opportunities?

Regional challenges such as more pronounced transport limitations relating to the more disparate spread between employers and available participants in these parts of the Employment Region.

How are we responding?

- Collaborating with key stakeholders and employers across the region to deliver projects and opportunities across the two areas.
- Addressing industries with immediate workforce demand including agriculture and food manufacturing through pre-employment and skill set based training programs.
- Utilising existing funding to facilitate participants relocating to the area for work.
- Building engagement with Local Government across the Central Coast and Hawkesbury areas to determine LGA industry priorities and economic development outlooks and respond to employment opportunities as they emerge.
- Supporting self-employment and entrepreneurship within the LGAs.
- Leveraging existing funding including Regional Jobs Creation Fund (Central Coast Only), Skilling for Recovery.
- Engaging with local transportation providers and employers to address barriers associated with participants accessing more remote locations for work.
- Collaborating with stakeholders to build stronger pathways to traineeship and apprenticeship opportunities in the region including the development of tools that provide more visibility of, and streamlined access to, local employment and training opportunities.

Want to know more?

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