

Local Jobs Plan

Sydney North and West Employment Region | NSW | January 2024

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 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 Sydney North and West 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 Sydney North and West Employment Region.
- A relatively high incidence of unemployment in Indigenous communities in the Central Coast Local Government Area (LGA).
- An ongoing difficulty of community service organisations to meet increasing demand for workers.
- Significant youth unemployment, especially in the Central Coast LGA.
- Limited employer 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, childcare and community services

What are our challenges and opportunities?

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

How are we responding?

- Collaborate 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.
- Collaborate 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.
- Engage across employers and training providers to ensure training pathways are effective and facilitate participants to be appropriately skilled to start their careers.
- Establish 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.
- Collaborate with employers, training organisations and apprenticeship/traineeship providers to create additional entry level roles with on-the-job training pathways for career development.
- Collaborate 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 employers across the region.

How are we responding?

- Support businesses across the region to attract and retain staff from the Workforce Australia and displaced worker caseloads.
- Collaborate 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. Establish tourism and hospitality specific working group to encourage collaboration with employers, industry bodies and employment service providers across the regions.
- Collaborate with bordering regions where there is potential for participants to travel for employment within the sectors.

- Assist employers to be linked to suitable traineeship and apprenticeship providers to allow them to identify and establish career pathway opportunities in the hospitality industry.
- Identify 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, traditional trades and construction sectors

What are our challenges and opportunities?

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

How are we responding?

- Collaborate 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.
- Work with employers and training providers to ensure current and future workforce needs are aligned with the training available to participants.
- Harness the development of advanced manufacturing processes and develop the appropriate training packages to ensure participants are suitably skilled.
- Assist employers to be linked to suitable traineeship and apprenticeship providers to allow them to identify and establish career pathway opportunities within the industry.
- Link employers 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, emerging opportunities and entrepreneurship

What are our challenges and opportunities?

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

How are we responding?

- Partner with organisations such as Registered Training Organisation's 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 in the ICT industry.
- Create 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.
- Build 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.
- Develop 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 New Enterprise Incentive Scheme providers and Entrepreneurship Facilitators.
- Design and deliver 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.
- Assist employers with the creation of work from home roles in the tech industry to mitigate some of the regions transport barriers.

Priority 5 – Create employment pathways into traineeships and apprenticeships

What are our challenges and opportunities?

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

How are we responding?

- Collaborate 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.
- Engage across employers 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.
- Collaborate 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.
- Develop pre-employment skills packages that allow for transition from pre-employment training into suitable industry traineeships and apprenticeships.
- Work with local employers 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 Sydney North and West Employment Region.

How are we responding?

- Collaborate with key stakeholders and employers across the region to deliver projects and opportunities across the two areas.
- Address industries with immediate workforce demand including agriculture and food manufacturing through pre-employment and skill set based training programs.
- Utilise existing funding to facilitate participants relocating to the area for work.
- Build 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.
- Support self-employment and entrepreneurship within the LGAs.
- Leverage existing funding including Regional Jobs Creation Fund (Central Coast only), Skilling for Recovery.
- Engage with local transportation providers and employers to address barriers associated with participants accessing more remote locations for work.
- Collaborate 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?

- Contact: Anne Blackman Employment Region Employment Facilitator: anne.blackman@sydneynorthwestfacilitator.com.au
- Visit: [Local Jobs](#) or [Workforce Australia](#)