



# **Local Jobs Plan**

## **Hobart and Southern**

### **Tasmania**

**August 2021**

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The Department of Education, Skills and Employment acknowledges the traditional owners and custodians of country throughout Australia and acknowledges their continuing connection to land, water, and community. We pay our respects to the people, the cultures and the elders past, present and emerging.

## The Local Jobs Program

The Local Jobs Program (LJP) is an Australian Government initiative that brings together expertise, resources and access to funding at the local level as part of supporting Australia's economic recovery from the COVID-19 pandemic. The Hobart and Southern Tasmania Region is one of 51 Employment Regions which will see a focus on the reskilling, upskilling and generation of employment pathways for job seekers.

The LJP is centered on the development of a Local Jobs Plan ('Plan') that sets out the training and employment challenges and priorities of the region, and associated strategies that will drive the design and implementation of projects to be implemented to address these challenges. The Plan will be subject to revision and adjustment as priorities shift during the course of the LJP, with strategic input provided by the Hobart and Southern Tasmania Region Local Jobs and Skills Taskforce. Overall coordination of the Plan and its implementation is the responsibility of the Hobart and Southern Tasmania Region Employment Facilitator.

Full details of the LJP can be found at [www.dese.gov.au/local-jobs-program](https://www.dese.gov.au/local-jobs-program)

This is the second version of the Hobart and Southern Tasmania Local Jobs Plan. The first Local Jobs Plan was published in October 2020.

# Key employment and training priorities

## **1. Facilitating the creation of pathways into growth industries facing labour supply shortages and issues including:**

- Tourism and hospitality
- Health care and social assistance
- Building and construction, including residential, commercial, and civil construction
- Transport and logistics
- Primary industries including fruit growers, vegetable growers, wine industry, dairy and wool growers and
- Energy infrastructure including advanced manufacturing

## **2. Finding ways to address aspects of labour market disadvantage including:**

- Low educational attainment
- Low literacy and numeracy including digital literacy
- Lack of work experience and employability skills
- Lack of technical skills required for entry level roles in growth industries
- Access to transport for education and employment opportunities

## **3. Identifying and promoting industry recognised micro-credentials\* or skill sets, as well as opportunities for apprenticeships and traineeships.**

This includes facilitating and supporting unemployed and underemployed individuals to transition to new employment opportunities including through reskilling and upskilling aligned to local skill needs.

\* Micro-credentials are mini qualifications that provide skills, knowledge and/or experience for individuals in a particular industry or area.

## **4. Brokering opportunities for collaboration between key stakeholders in the Region.**

To ensure opportunities are maximised for local job seekers to fill local positions and to create a sustainable pipeline of skilled workers to meet the needs of industry.

# Employment Region overview

The Hobart and Southern Tasmania Employment Region comprises eight of the State's Local Government Areas (LGAs), with its northern borders of Glamorgan-Spring Bay and the Central Highlands. The western border aligns with the eastern side of the West Coast LGA boundary.

Greater Hobart Area (consisting of Brighton, Clarence, Hobart, Glenorchy and Kingborough LGAs) includes the State's capital city and largest population centre, and accounts for 81 per cent (213,293) of the region's population of 263,642<sup>1</sup>.

**Figure 1 Hobart and Southern Tasmania Employment Region**



The Hobart and Southern Tasmania Employment Region covers 12 Local Government Areas including:

- Brighton
- Central Highlands
- Clarence
- Derwent Valley
- Glamorgan Spring Bay
- Glenorchy
- Hobart
- Huon Valley
- Kingborough
- Sorell
- Southern Midlands
- Tasman

The Derwent, Central Highlands and Huon LGAs are centres for agriculture, with the main crops including cherries and apples. Aquaculture and timber are prominent industries in the Huon LGA.

The Tasman and Glamorgan-Spring Bay LGAs are the main tourism areas and are easily accessible for visitors across the State. The Greater Hobart Area is also a prominent tourism destination with attractions including the Museum of Old and New Art (MONA) and Salamanca Market. Brighton and Kingborough LGAs are high residential growth areas. Tertiary education and health facilities are primarily located in Hobart. The Southern Midlands and Central Highlands have a significant focus on farming and agriculture.

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<sup>1</sup> ABS Census of Population and Housing 2016 accessed via <https://profile.id.com.au/tasmania/population>

# Socio-economic profile

The Hobart and Southern Tasmania region has some very disadvantaged areas, with four of its LGAs (Brighton, Derwent Valley, Glenorchy and Tasman) ranked in the lowest quintile in the 2016 Socio-Economic Indexes for Areas (SEIFA) in Australia.<sup>2</sup> Gagebrook, a Statistical Area 2 (SA2) within the Brighton LGA is the most disadvantaged SA2 in the region and is the 23<sup>rd</sup> most disadvantaged SA2 in Australia (2,184 SA2s).

## Key challenges in the Hobart and Southern Tasmania Employment Region

Tasmania and the Hobart and Southern Tasmania region face several challenges, including:

### **Uneven population growth, high youth unemployment and an ageing population.**

- From 2018-2019, growth in the estimated resident population included 0.42 per cent in the Tasman LGA and 1.97 per cent in the Huon Valley LGA, in comparison with Tasmania at 1.17 per cent and total Australian growth of 1.51 per cent.<sup>3</sup>
- Tasmanian youth unemployment has historically been higher than in other parts of Australia. Greater Hobart area youth unemployment levels have declined in the region since 2019 to 13.2 per cent but remain above the Australian average of 10.6 per cent.
- The population in Tasmania is ageing more rapidly compared to other States and Territories. The Southern Tasmanian Regional snapshot identifies an ageing population, workforce decline and associated need for health, aged, community care and support services as a significant challenge for much of Tasmania including the Southern Region.

### **Reduced migration.**

- As a result of COVID-19, international borders have been and will remain closed until at least mid-2022.
- This has resulted in a drastic reduction of skilled migrants to Australia, including Tasmania. Border closures have also halted the arrival of short stay international visitors who play a significant role in bolstering the workforce, particularly in tourism, hospitality and agriculture<sup>4</sup>.
- More commonly referred to as backpackers, the absence of these workers has placed strain on seasonal industries who rely on the backpacker workforce to meet demand for their services including harvest work.

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<sup>2</sup> ABS (Cat. 2033.0.55.001) SEIFA, 2016 accessed via <https://www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/2033.0.55.0012016?OpenDocument>

<sup>3</sup> Australian Bureau of Statistics, *Regional Population Growth, Australia* (3218.0) accessed via <https://profile.id.com.au/tasmania/population-estimate>

<sup>4</sup> Reserve Bank of Australia (RBA), *Statement on Monetary Policy*, May 2021, accessed via <https://www.rba.gov.au/publications/smp/2021/may/pdf/box-c-international-border-closures-slower-population-growth-and-the-australian-economy.pdf>

### **Low levels of literacy and numeracy including digital literacy and access.**

- Tasmania was the first State to be connected to the NBN, however in 2020 was ranked as the second most digitally disadvantaged state in Australia.<sup>5</sup>
- While Hobart has increased its ranking for digital inclusion, lower socio-economic areas of the Region are still well below the national average for digital access.
- Bridgewater-Gagebrook (Brighton LGA) in the outer suburbs of Hobart has 32 per cent of households without internet access.

### **Limited public transport outside of metropolitan centres, which inhibits opportunities for some job seekers to take on work and limits the uptake of training.**

- Public transport is largely limited to metropolitan town centres within the region, and timetables do not always align with employer needs for shift times.
- The cost of public transport is a further barrier to employment for those on low income, as is access to private vehicles.
- In some parts of the region, lower levels of car ownership and the cost of operating and maintaining a vehicle are barriers to economic participation.<sup>6</sup>
- A large proportion of employed residents within Southern Tasmania travel outside their LGA to Clarence, Hobart, Glenorchy or Kingborough LGAs for employment.
- Those living outside the Greater Hobart Area are significantly less likely to have access to employment within their LGA, and are more likely to require some form of transport to attend work, with 43.5 per cent employment compared with 91.8 per cent for those living in the Greater Hobart Area.<sup>7,8</sup>

### **Historic and generational low educational attainment, particularly outside of metropolitan areas of the region has limited economic/labour market participation.**

- While educational attainment across Tasmania has increased in recent years, the State is still below the national average for some indicators. Several comparisons drawn from 2016 ABS Census data highlight these disparities.
- In the Southern Region, 34.9 per cent of residents had completed Year 12 equivalent, compared to 51.9 per cent nationally and the Tasmanian average of 42.1 per cent.
- In the Greater Hobart Area, 53.8 per cent of the population completed Year 12, exceeding the State average of 42.1 per cent.
- 26.5 per cent of Greater Hobart Area residents had a university qualification, which is below 30.9 per cent nationally, but higher than the 23.8 per cent in Tasmania. This is compared with 11.1 per cent of Southern regional residents.

Significant disparity exists between regional and metropolitan Tasmania in relation to educational achievement. The Southern Region Snapshot identifies a skills shortage at the Advanced Diploma or Diploma level to match current and emerging skill needs, and this is a significant challenge for the region.

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<sup>5</sup> Australian Digital Inclusion Index (ADII) <https://digitalinclusionindex.org.au/>

<sup>6</sup> [https://www.stategrowth.tas.gov.au/data/assets/pdf\\_file/0007/174076/TransportAccessStrategy.PDF](https://www.stategrowth.tas.gov.au/data/assets/pdf_file/0007/174076/TransportAccessStrategy.PDF)

<sup>7</sup> Southern Tasmania Regional Profile, Department of State Growth, March 2021

<sup>8</sup> Greater Hobart Area Profile, Department of State Growth, March 2021

The consequence of historic low educational attainment and limited labour market participation is resulting in high levels of long term unemployed. This is evidenced by caseload information as at April 2021, where the number of job seekers on the jobactive caseload for more than twelve months is twice the number for twelve months or less and has increased significantly over the past year. National Skills Commission data shows that there are fewer entry level jobs with many jobs advertised requiring some level of education, training, or experience.

Labour market participation rates across Tasmania are lower than the national average of 66 per cent as at April 2021. The participation rate for southern Tasmania is 64.9 per cent, however there is a disparity between participation rates with participation rates historically higher in the greater Hobart sub-region than the southern region, 63 per cent and 58.6 per cent from 2019 data.

## Local stakeholders and opportunities

Local stakeholders for the purposes of this plan include: Regional Jobs Hubs, peak industry bodies, training providers such as TasTAFE, employment services providers and the Tasmanian Government, in particular the newly formed Jobs Tasmania Unit. Additionally, large employers including Federal Group, RACT, NRMA, Nyrstar and Group Training Organisations such as Work and Training.

Jobs Tasmania, a unit formed in 2021 within the Tasmanian Department of State Growth is a crucial stakeholder managing Regional Jobs Hubs across the state. Jobs Tasmania will be responsible for the design and implementation of employment related initiatives over the next three years aimed at complementing existing activities and services.

Many industries are indicating strong demand for workforce in the coming months and years, including through recent consultation with peak employer and industry bodies such as Master Builders Association (MBA), Housing Industry Association (HIA), Keystone, National Disability Services (NDS), Tasmanian Council of Social Service (TasCOSS) and Destination Southern Tasmania (DST).

Much of the demand has been validated and quantified through industry led workforce development and strategic plans across various industries such as:

- Building and construction including residential, commercial and civil construction
- Community services including aged care, disability, health care and community-based roles
- Energy infrastructure including advanced manufacturing
- Primary industries including fruit growers, vegetable growers, wine industry, dairy and wool growers
- Transport industry, and
- Tourism and hospitality.

The Hobart City Deal (a shared vision between the Australian and Tasmanian governments and the Clarence, Glenorchy, Hobart and Kingborough councils) includes replacement of the Bridgewater Bridge, redevelopment of the Hobart Waterfront, Hobart Airport, the Antarctic Precinct and University of Tasmania (UTAS) campus renewal.



Whilst employers experience recruitment and retention challenges, there are employers within some industries that have improved their employment practices to attract and retain employees in a competitive labour market. This is particularly so in industries that are highly casualised, employ low skilled workers and are seasonal. These industries are less appealing to job seekers and as a result are more affected by shortages of skilled and/or experienced labour.

## Attachment A – Key employment and training priorities: strategies and stakeholders

### 1. Facilitating the creation of pathways into growth industries facing labour supply issues, for example:

- Tourism and hospitality
  - Health care and social assistance
  - Construction (including allied trades)
  - Transport and logistics
  - Agriculture
- The shortage of skilled labour in these industries is the result of several factors including: an ageing workforce, increase in demand for products and services, reduced migration and a lack of awareness and understanding of career opportunities available.
  - This includes insufficient pre-employment and/or entry level training and work experience opportunities. Demand is being driven by shortages of housing, increased use of private housing stock in the short-term rental market and government incentives to stimulate construction activity.

#### **Strategies**

- To ensure growth industries have access to the skilled workers required to meet demand, the regions Local Jobs and Skills Taskforce in collaboration with key stakeholders will
  - Develop and implement more employer validated preparation programs which are inclusive of industry exposure and experience
  - Develop projects and programs where industry is at the centre of development to maximise likelihood for success.

#### **Stakeholders**

Premier's Economic and Social Recovery Advisory Council, Aged and Community Services Australia (Tasmania), Tourism Industry Council Tasmania, Volunteering Tasmania, TOLL Group, Master Builder's Tasmania, National Disability Services Tasmania, Tasmanian Hospitality Association.

### 2. Finding ways to address aspects of labour market disadvantage to create better and fairer access for priority groups to industry validated pathways for employment and training.

- Tasmania continues to experience low levels of educational attainment, with less than 50 per cent of young people completing year twelve or equivalent in some regions. This is compounded by high levels of intergenerational unemployment and transport barriers to access education and training opportunities. Tasmania's population is geographically dispersed and with low levels of access to transport being one of the significant barriers to accessing employment as well as education or training opportunities to increase their employability.
- To increase the pool of suitable workers to meet demand for skilled labour, fundamental barriers must be addressed to ensure all participants in the labour market gain meaningful employment. Many industry sectors across Tasmania are facing lack of skilled workers to fill vacancies.
- Consultation with employers and media coverage has been further validated through consultation with peak industry bodies and participation in advisory groups. The Regional Recruitment Snapshot identifies the primary reasons businesses had difficulty recruiting include:
  - lack of suitable applicants
  - lack of applicants
  - applicants lack technical skills
  - applicants lack experience

### **Strategies**

- Leverage the benefits of existing Australian and Tasmanian Government programs including Skills for Education and Employment, Employability Skills Training, National Work Experience and Youth PaTH Internships, JobMaker, JobTrainer, Job Ready fund and the Employment Fund).
- Develop, promote, and enhance programs designed to address barriers including:
  - low educational attainment and low levels of literacy
  - industry relevant work experience
  - digital literacy
  - transport
- Identify opportunities to combine Employability Skills Training with work experience or industry exposure to increase access to work experience.

### **Stakeholders**

Employability Skills Training providers, Registered Training Organisations including TasTAFE, Group Training Organisations such as Work and Training and Tasmanian Employers with entry level employment opportunities identified in partnership with business groups and bodies such as the Tasmanian Chamber of Commerce and Industry as well as Regional Chambers of Commerce and Regional Jobs Hubs.

### **3. Identify and promote industry recognised micro-credentialing or skill sets as well as opportunities for apprenticeships and traineeships.**

- This priority includes facilitating and supporting unemployed and underemployed individuals in the transition to new employment opportunities via reskilling and upskilling aligned to local skill needs.
- Many training opportunities for job seekers are not currently linked to work experience or employment opportunities.
- Consultation with various industry stakeholders including construction, hospitality and advanced manufacturing indicates that relevant skills are more important than full qualifications.
- Employers require workers to have some fundamental technical skills prior to employment to enable a basic level of productivity and to ensure safe work practices. The shortage of skilled workers in the labour market is further exacerbated by border closures resulting in little to no migration of skilled workers.
- In addition to creating pathways into growth industries, support for identification and delivery of training and education initiatives that support upskilling and cross skilling, as well as apprenticeship and traineeship opportunities that are valued by business are a priority.
- Technological advancements are creating challenges in ensuring job seekers have currency of technical skills and knowledge. This challenge has impacted the vocational education and training sector's ability to maintain industry currency with the skills required to operate and derive maximum benefit from technology. An example of this is in the advanced manufacturing sector requiring training in plastics welding and computer numerical control (CNC) machine operation, as reported by the Tasmanian Minerals, Manufacturing and Energy Council (TMEC).
- The speed of technology means that skills and knowledge developed today could be obsolete within two to five years, so supporting the existing workforce to upskill or transition across industries will be critical to a vibrant and responsive economy.
- Many employers are reluctant to commit to apprenticeships and traineeships as they may not have a consistent amount of work to provide employment for the duration of the Training Contract.

### **Strategies**

- Communicate the benefits and return on investment of quality training to employers, to contribute to their increased engagement with training and investment in skilling the workforce to the benefit of their business and the industry more generally.
- Provide support to employers to provide training opportunities including apprenticeships and traineeships, including identifying and accessing training that increases the capability of their workforce.

### **Stakeholders**

Jobs Tasmania, Regional Jobs Hubs, TMEC, TasICT, Registered Training Organisations e.g. TasTAFE, Tasmanian Chamber of Commerce and Industry, Skills Tasmanian, Apprenticeship Network Providers, Master Builders Association of Tasmania, Housing Industry Association of Tasmania, Labour Hire Companies, Group Training Organisations.

#### **4. Identify opportunities and brokering collaboration between key stakeholders to maximise opportunities for local job seekers to fill local positions, creating a sustainable pipeline of skilled workers to meet the industry needs.**

- While there are numerous activities, organisations and programs available to support training and employment, many stakeholders are not aware of them and the benefits they can provide. This has been evidenced through industry consultation and sharing of information between the employment services system and employers. Providing connections to employers and industry groups with training providers and employment services providers has proved to be mutually beneficial.
- Industry organisations may lack the time and resources to engage with training providers and other vital stakeholders, which is a challenge in improving collaboration. Many training providers and key stakeholders have a limited understanding of the skills and knowledge that industry values, and how to instil this in students and job seekers.
- Connecting State and Federal Government initiatives such as Jobs Tasmania, regional Jobs Hubs and employment services providers\* with employers and industry bodies will achieve better outcomes for all parties. This is particularly true where employment related training programs and initiatives have employer needs at the centre. The current labour market challenges present an opportunity to foster collaboration with stakeholders to meet their respective needs.

### **Strategies**

- Identify and support opportunities to facilitate brokerage or collaboration between business and education and training providers, to ensure the various parties can communicate and deliver on their respective expectations and requirements.
- Support and develop opportunities for the enhanced employer capability to provide attractive employment conditions through collaboration and information sharing, including promotion of best practice initiatives.

### **Stakeholders**

Jobs Tasmania, Regional Jobs Hubs, Registered Training Organisations e.g. TasTAFE, Tasmanian Chamber of Commerce and Industry, Skills Tasmanian, Apprenticeship Network Providers, Master Builders Association of Tasmania, Housing Industry Association of Tasmania, Labour Hire Companies, Group Training Organisation.

\*Contracted employment services providers in Hobart and Southern Tasmania are:

- jobactive Program: Workskills, MAX Employment, APM Employment
- Transition to Work Program: Colony 47
- ParentsNext Program: Workskills, National Job Link (NJL).

## Attachment B – Labour Market Data Dashboard (JULY 2021)



Hobart and Southern Tasmania  
Employment Region  
Tasmania

### Labour Market Data Dashboard

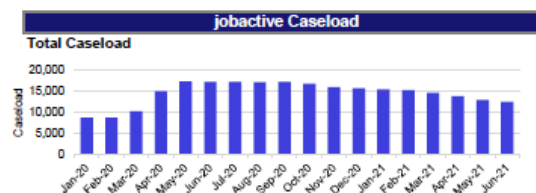
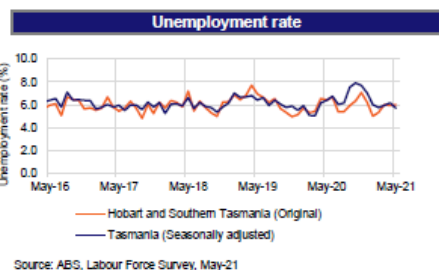
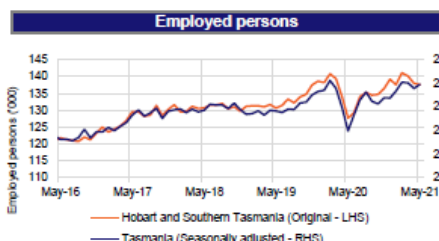
Published on 14 July 2021

Refer to source notes for data reference periods

This Labour Market Data Dashboard provides key indicators for the labour market by Employment Region. It is updated on a monthly basis

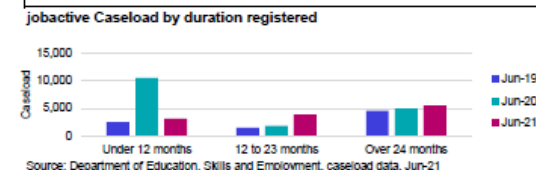
	Employment			Unemployment			Unemployment rate		Participation rate		Youth unemployment rate	
	May-21 ('000)	Mar-20 ('000)	Change (%)	May-21 ('000)	Mar-20 ('000)	Change (%)	May-21 (%)	Mar-20 (%)	May-21 (%)	Mar-20 (%)	May-21 (%)	Mar-20 (%)
Hobart and Southern Tasmania	137.5	139.4	-1.3	8.8	8.0	10.3	6.0	5.4	63.0	64.1	14.6	12.6
Tasmania	259.5	257.9	0.7	15.7	13.7	14.7	5.7	5.0	61.4	61.0	11.6	10.8
Australia	13,125.1	12,994.8	1.0	701.1	723.5	-3.1	5.1	5.3	66.2	65.9	10.7	11.6

Source: ABS, Labour Force Survey, May-21. Employment Region data are original estimates, except for the youth unemployment rate, which is a 12-month average of original estimates. State youth unemployment rates are original estimates. Remaining data are seasonally adjusted.



**jobactive Caseload by participant cohorts**

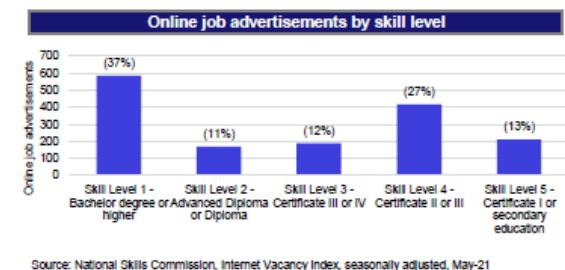
Participant Cohorts	Jun-21	Monthly Change (%)	Change since Mar-20 (%)
Total caseload	12,550	-3.5	22.1
Male	6,380	-3.8	19.5
Female	6,170	-3.2	24.9
PWD	3,490	0.3	28.9
Mature Aged (50+)	3,250	-4.1	38.9
Youth (U25)	2,510	-2.2	8.9
Indigenous	1,300	-2.0	23.0
CALD	1,010	-4.0	9.7



**LGAs with highest unemployment rates (%)**

Local Government Area (LGA)	Mar-21	Mar-20
Brighton (M)	10.0	11.5
Derwent Valley (M)	9.3	9.4
Tasman (M)	8.8	5.7
Glenorchy (C)	8.3	9.6
Central Highlands (M) (Tas.)	8.0	6.2

For more insights, access SALM data via [lmp.gov.au](http://lmp.gov.au). Source: National Skills Commission, Small Area Labour Markets, four quarter averages, Mar-21 quarter



Note: Data are not readily available for all sources by Employment Region. ABS Labour Force Survey data are based on the combined SA4s of Hobart and South East. The Internet Vacancy Index (IVI) uses a unique geographical approach. For this region, the IVI Hobart & Southeast Tasmania region has been used. jobactive Caseload reports at the Employment Region level and includes participants receiving both digital and provider servicing (it excludes other programs, such as ParentsNext or Transition to Work (TTW)). For caseload data, the Employment Region is based on (1) the location of the provider for jobactive provider serviced participants; (2) where the participant resides for Online Employment Services (OES) participants; (3) the NEST Employment Regions of Adelaide South or Mid North Coast for NEST participants. jobactive Caseload by duration registered is based on the participant's time registered in employment services. PWD = people with disability and CALD = culturally and linguistically diverse persons. Caseload data are based on current methodology which has been retrospectively applied to historical jobactive caseload dates. As such, the data may not align with earlier figures. For any enquiries related to the data in this dashboard, please contact [EmploymentPathwaysAnalysis@skillscommission.gov.au](mailto:EmploymentPathwaysAnalysis@skillscommission.gov.au).