

Local Jobs Plan

Hobart and Southern Tasmania Employment Region | TAS | July 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 [Hobart and Southern Tasmania](#) Employment Region

Local labour market challenges in the region

- High employer demand for entry level workers in growth sectors such as community services and tourism and hospitality.
- Workforce and skills (including digital skills) gaps in construction, especially civil construction, manufacturing, and ICT.
- Limited public transport outside of metropolitan centres, which inhibits opportunities for some people to take on work and limits the uptake of training.
- Shortage of housing and high rental costs, particularly for low-income households and workers who are required to relocate to take up employment opportunities.
- Historic and generational low educational attainment, especially regionally and in low socio-economic suburbs and resultant low levels of literacy and numeracy including digital literacy and access.
- High degree of labour market disadvantage for key cohorts such as mature aged, Indigenous, and young participants across the region.

Local jobs and skills priorities and strategies in the region

Priority 1 – Collaboration across all levels of our employment service framework

What are our challenges and opportunities?

In Tasmania, we are fortunate to have an employment service framework that includes programs from both the Australian Government Department of Employment and Workplace Relations and the Tasmanian Government's Department of State Growth. There is also significant Tasmanian Government funding of industry peaks to deliver workforce development initiatives aimed to address unprecedented skill shortages across growth sectors. Helping people understand and navigate this to ensure the best outcomes for both employers and individuals is a high priority. A strong commitment to collaboration will maximise the effectiveness of the employment service framework.

How are we responding?

- Our Local Jobs and Skills Taskforce includes representation from Jobs Tasmania (which supports the Regional Jobs Hub Network across the state) and is ensuring any projects, collaborations, or Local Recovery Fund Activities align with both federal and state service delivery.
- Our Local Jobs team is collaborating wherever possible with the Regional Jobs Hubs, the key client-facing component of the Jobs Tasmania suite of programs.
- We are collaborating with local government, regional authorities, industry peak bodies and other services in training, education and employment assistance that operate around Hobart and Southern Tasmania.

Priority 2 – Reducing barriers for individuals looking for work

What are our challenges and opportunities?

We know that Tasmanians looking for work often face significant personal barriers during their job search, work preparation and then early stages of their new employment. Key drivers of this are low levels of adult literacy, numeracy, and digital literacy, with Tasmania ranked the lowest nationally in all three areas. Lack of access to safe, reliable, and consistent transport is also a prohibitive barrier for many. In addition to this, significant labour market disadvantage is still experienced by Aboriginal and Torres Strait Islander peoples, the long-term unemployed, women, mature age workers and young people.

How are we responding?

- We are identifying and developing projects, including Local Recovery Fund projects, that address barriers for individuals seeking work through training and support for both the individual and the employer that will promote their employability.
- We are working with businesses to form place-based initiatives and solutions to source workforce from the local area.
- We are connecting with support services to address barriers to literacy and numeracy, (SEE Program, 26 Ten, Migrant Resource Centre) to integrate opportunities for participants to address digital and alpha/numeric literacy while developing skills relevant to local employment opportunities.
- We are promoting employers' awareness of the Department of Employment and Workplace Relations' Foundation Skills for Your Future program to build workforce literacy, numeracy, and digital literacy capability.
- We are staging or supporting local employment events timed around recruitment cycles in these sectors and promoting/participating in their upcoming recruitment.

Priority 3 – Assist to find solutions to critical workforce shortages in tourism and hospitality

What are our challenges and opportunities?

Tourism directly and indirectly supports about 13 per cent of total Tasmanian employment - the highest proportion of the population employed in this sector in the country. The sector was significantly affected during the COVID-19 border closures and lockdowns before recovering strongly, however it is vulnerable to seasonal visitor fluctuations and regional workforce shortages.

How are we responding?

- We are connecting industry peaks and the sector employers to Workforce Australia Employment Services Providers to understand recruitment challenges and identify opportunities to leverage the range of supports available. We are working with training providers to ensure the supply of interested candidates into relevant training is maximised, especially fee free TAFE and for those living in regional tourism hotspots, including support of on-site familiarisation events for employment services providers.
- We are identifying and developing projects, including via the Local Recovery Fund, that promote better linkages between employers and those looking for work.
- We are supporting the establishment of new and existing regional and industry specific jobs fairs in collaboration with jobs hubs.

Priority 4 – Assist to find solutions to critical workforce shortages in construction and infrastructure

What are our challenges and opportunities?

The estimated investment of planned Tasmanian Government, local government and known private sector infrastructure projects is more than \$27 billion over the next decade, with approximately half of these projects in Southern Tasmania. The Tasmanian Government High-Vis Army workforce development project aims to assist to meet the demand in new workers that this pipeline has created, and there is an opportunity through collaboration to ensure connection with Workforce Australia Services.

How are we responding?

- We are identifying and developing projects, including via the Local Recovery Fund, that promote better linkages between employers and those looking for work.
- We are building strong collaborations throughout the sector to ensure cohesion with Workforce Australia Services including with major employers and peak bodies, Civil Contractors Federation, Housing Industry Association, Master Builders Association and Keystone Tasmania.
- Collaborating with local major infrastructure projects such as the New Bridgewater Bridge Project to ensure optimal engagement from employment services providers and employment opportunities are leveraged.
- We are supporting the establishment of new and existing regional and industry specific jobs fairs in collaboration with jobs hubs.

Priority 5 – Assist to find solutions to critical workforce shortages in the community care sector (aged, disability, early childhood, and social services)

What are our challenges and opportunities?

Our region has identified that a number of roles in the diverse community care sector are in high demand with significant skill shortages evident across the industry. For example, we know that Tasmania has an ageing population, which has increased our need for skilled aged-care worker and that universal access to childcare in 2024 will place additional pressure on an already stressed Early Childhood Education workforce.

How are we responding?

- Working alongside the industry peak body for community care services, the Tasmanian Council of Social Service, and Early Childhood Australia Tasmanian branch with initiatives to promote interest in care careers throughout Hobart and Southern Tasmania through representation on the Local Jobs and Skills Taskforce.
- We are identifying and developing projects that promote better linkages between employers and those looking for work.
- We are assisting to educate employers to understand the current labour market and to access and work with different cohorts.
- We are supporting employers to adopt recruitment and retention strategies effective for a wider range of individuals, for example by increasing post placement mentoring and support capability.
- We are identifying new aged care industry awareness events that link potential workers with employers to enable better understanding of aged care roles and opportunities.

Want to know more?

- Contact: Nick Probert, Hobart and Southern Tasmania Employment Facilitator: nick.probert@employmentfacilitator.com.au
- Visit: [Local Jobs](#) or [Workforce Australia](#)