

Local Jobs Plan

Murray and South East Employment Region | SA | 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 [Murray and South East](#) Employment Region

Local labour market challenges in the region

- Demand for skilled and unskilled labour across all sectors.
- Inability to pass entry fitness and drug and alcohol testing.
- Lack of affordable housing and accommodation to attract new people to the regions to take up local vacancies.
- Participants have limited access to driver licences and reliable vehicles to access work opportunities – no public transport available.
- Lack of affordable training facilities and local Registered Training Organisations to deliver quality training.

Local jobs and skills priorities and strategies in the region

Priority 1 – Local people for local jobs – maximising the opportunity for local positions to be filled by local individuals and ensuring they are adequately skilled to take up employment opportunities through entry level positions including traineeships and apprenticeships

What are our challenges and opportunities?

With significant labour shortages businesses large and small are finding it difficult to fill skilled and non-skilled vacancies. With no housing available they are unable to attract new workers to the region. Enabling existing unemployed or underemployed individuals living in the regions would assist in filling some of these vacancies however, many long-term unemployed have significant barriers to employment and are not work ready. Some businesses will not consider long-term unemployed individuals as they have been unsuccessful in the past with individuals referred to positions not being suitable for the role, unreliable, inappropriate attitude, and work ethic.

How are we responding

- Engaging with businesses and industry to identify skill gaps to facilitate and support entry-level position training and development opportunities for local individuals.
- Promoting other pre-employment funding opportunities such as Launch into Work and other program activities to businesses and industry.
- Co-designing pre-employment programs with proponents to address the barriers to employment whilst also providing skills training for specific industries.
- Working with businesses to consider other more flexible employment pathways such as job share, traineeships and apprenticeships and transport opportunities to assist people to get to and from work.
- Working with providers to break down the barriers to long-term unemployment and target activities and programs that can directly address these issues.

Priority 2 – Stakeholder partnerships and leveraging funding – maximising opportunities for partnerships and leverage funding to create pathways into health care, food processing, horticulture, forestry, agriculture, dairy and construction growth industries

What are our challenges and opportunities?

Businesses across the region are all competing for the same employees and with critical shortages businesses are unable to meet their current business requirements and expand to meet future demands.

How are we responding?

- Working directly with businesses to increase participation, collaboration across industry sectors and determine required skill sets and career pathways.
- Liaising with training providers to meet training demands for industry.
- Brokering training programs that represent best value for money and for industry.
- Developing industry specific strategies that are collaborative and meet specific needs.
- Liaising with local, South Australian and Australian Government departments and Regional Development Australia Boards to collaborate on funding opportunities.
- Developing programs with multiple funding sources to meet regional gaps and demand for employment, training, and upskilling.

Priority 3 – Indigenous partnerships for employment and training – work closely with industry and Indigenous organisations to create upskilling and employment opportunities for Indigenous people and maximising opportunities for youth who form a high proportion of the Indigenous populations in the region

What are our challenges and opportunities?

Indigenous people in the Murray and South East generally have lower employment rates due to lower levels of education, training and skill levels and previous connections to the criminal justice system. Lower job retention rates and employer biases, limited market opportunities are further evidence of barriers to employment. Licensing, cultural differences, drug and alcohol, disadvantaged backgrounds and disabilities are also significant factors affecting Indigenous people gaining sustainable employment.

How are we responding?

- Working with industry and Indigenous groups to facilitate employment outcomes and upskilling opportunities for Indigenous individuals.
- Building capacity of the cohort in job search and soft skills such as interview techniques, employer expectations, and general confidence.
- Working directly with Indigenous organisations to assist with creating employment opportunities and provide support to businesses to create culturally safe workplaces for Indigenous individuals.
- Developing and/or supporting pre-employment engagement programs that build aspirations and capacity for young Indigenous individuals (age 15 to 25) to undertake first time employment.
- Working with Indigenous organisations, industry groups, businesses, registered training organisations, and peak bodies to identify suitable entry-level employment opportunities for individuals with multiple employment barriers.

Priority 4 – Youth unemployment and barriers to employment - leverage off existing programs within the region and develop local activities to better support young people to gain employment, addressing specific barriers to employment in the region

What are our challenges and opportunities?

Young people face multiple barriers to employment in the region. There is an opportunity to develop local activities to better support young people to gain employment.

How are we responding?

- Working with businesses and industry to determine required skills in the region and youth employment opportunities.
- Developing programs and leverage off existing programs to facilitate employment outcomes for young individuals.
- Developing activities to address barriers such as transportation and licensing.
- Building capacity of this cohort to job search more effectively. Identify training programs which assist with resilience and soft skills including developing interview techniques, understanding employer expectations, and building confidence in the workplace.
- Providing education and understanding of employment and career pathways to learning training and employment, through provision of training supports.
- Working with businesses, industry, Australian Apprenticeship Support Networks and group training organisations to educate and provide employment pathways.

Priority 5 – Workforce attraction for businesses and industry groups – supporting businesses and industry to attract skilled workers to the region or upskill existing employees to increase capacity to provide more entry-level jobs opportunities for local individuals

What are our challenges and opportunities?

Lack of suitably skilled as well as unskilled employees in the region with businesses unable to attract people to take up positions from other regions mainly due to lack of suitable and affordable housing. Local businesses unable to attract skilled labour inhibiting their ability to grow and meet current supply and demand opportunities.

How are we responding?

- Liaising with local government and Regional Development Australia Boards to identify and promote employment in the regions.
- Engaging businesses and industry representatives to identify skill gaps in the region.
- Engaging with businesses who are looking to build their capacity to take on more entry level positions.
- Working with Taskforce to develop a plan on attracting skilled workers to the region.
- Developing industry-specific activities or pre-employment programs to assist businesses in attracting and recruiting skilled and non-skilled workers.
- Developing jobs and skills expos or other promotional activities to assist businesses to showcase employment opportunities and attract new workers.

Want to know more?

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