

Local Jobs Plan

North and North West Tasmania | TAS | April 2025

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.

Job Coordinators

Job Coordinators 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.

Program 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

- Workforce and skills gaps in manufacturing, mining, construction, transport and emerging clean energy industries with anticipated growth in demand for skilled and entry level workers.
- Continued and consistent employer demand for entry level workers in key growth sectors including community care services, retail, customer service, tourism, hospitality and agriculture.
- Low language, literacy, numeracy and digital literacy levels.
- High degree of labour market challenges experienced by key cohorts, including mature age, First Nations and young people.
- High youth unemployment in the region and low Year 12 attainment rates highlights the need for stronger engagement strategies and innovative pathways to increase skills and training.
- The region has an aging population combined with a workforce participation rate significantly lower than the national average.

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 have a wide framework of skills, apprenticeship and employment programs from Australian and Tasmanian government. We work collaboratively across government to maximise program effectiveness and ensure the best outcomes for Tasmanians living in our region. We also apply this principle of collaboration with industry peak bodies, training and education organisations to support the best possible uptake of employment in our regions.

How are we responding?

- We are collaborating with Australian, state and local government, regional authorities, industry peak bodies and other services in training, education and employment assistance to design specific projects that develop local skills and employment solutions that support businesses to meet their workforce needs.
- Our Local Jobs and Skills Taskforce includes representation from the Tasmanian Government Department of State Growth and we work closely with Regional Jobs Hubs to develop and coordinate skills, training and employment projects, assist employer understanding, increase access and minimise program duplication.
- We will collaborate to create initiatives that assist young people to re-engage or make effective transitions to employment or related training at the completion of their school years, increasing youth awareness of career, training and employment pathways to employment opportunities in growth sectors in their region.

Priority 2 – Bridging the distance between individuals looking for work and businesses looking for employees

What are our challenges and opportunities?

Employers consistently report they would like better connections to locate and communicate with people who are looking for work. These individuals in turn want to understand what employers are asking for when they advertise roles. We are aiming to bridge the gap and create opportunities for businesses and individuals to build connections. We know how critical this approach is because of the prevalence of informal (word of mouth) recruitment within our region.

How are we responding?

- We are working with employers to identify, design and lead collaborative projects that tailor recruitment activities through job design, skill people to meet local business demand, promote better linkages between industry and people looking for work, connecting them to skills, apprentice and employment programs.
- We support business and workers affected by retrenchments and other economic events to access services that will help them find new jobs or gain new skills.
- The Local Jobs team create opportunities to bring employers and individuals together to build common ground and to foster warm connections. An ongoing example of this are our 'Jobs in the Pub' events – informal networking opportunities which connect employers who have vacancies to people looking for work.

Priority 3 – Assisting Tasmanians looking for work to access economic opportunities

What are our challenges and opportunities?

We know that Tasmanians looking for work often face significant challenges during their job search, work preparation and early stages of their new employment. Participation rates are low, we have low levels of literacy, numeracy, digital literacy and limited digital access. For many, access to transport is a factor. Significant labour market challenge is also experienced by First Nations peoples, the long term unemployed, women, mature age workers and young people.

How are we responding?

- We are working with businesses and other organisations to form place-based initiatives that support employers to source people in their area.
- Engaging the full range of available programs, we are identifying and developing projects that address structural challenges for individuals seeking work and provide them with opportunities to access training, experience, qualifications or licences to promote their employability in industries experiencing growth.
- This includes connecting employers and people looking for work to programs such as Skills for Education and Employment to build opportunities for participants to expand their digital and alphanumeric literacy, while also developing the skills needed by local employers.
- We will continue to promote and link people facing transport challenges to appropriate services, such as Area Connect and driving mentoring programs.
- We are actively promoting programs that support young people, mature age people and parents to enter, remain in or re-enter the labour market.
- We will collaborate with First Nations organisations funded under programs such as the Indigenous Skills and Employment Program to support better employment outcomes and will continue to support existing or new Local Jobs projects for First Nations peoples.

Priority 4 – Finding solutions to workforce shortages in the care sector and other sectors as needs emerge

What are our challenges and opportunities?

Our region has a range of roles in the diverse community care sector in high demand with significant skill shortages evident across the industry. Tasmania has an ageing population which has increased our need for skilled aged-care workers. A range of factors are applying pressure to the care sector's workforce demands, requiring the Local Jobs team to find solutions for shortages. There are also emerging shortages in the retail and customer service sectors.

How are we responding?

- We are engaging regularly with relevant employers and businesses to understand changing needs within the sector. This includes having representation from a disability services business on the Local Jobs and Skills Taskforce to assist us to develop initiatives to support the sector.
- We are working alongside the industry peak body for community care services, the Tasmanian Council of Social Service, with initiatives to promote interest in care careers around North and Northwestern Tasmania.
- We are identifying and developing projects, including Local Recovery Fund projects, which address workforce shortages in the community care sector.
- We have brokered recruitment projects with the employers in the security, banking and insurance sectors and will continue to develop similar projects.

Priority 5 – Meeting the demand for renewable energy, mining, construction and transport workforces

What are our challenges and opportunities?

Our employment region is strongly placed to continue the transition to renewable energy for Tasmanian industry and the community with new wind and solar generation projects. We have major hydro-electric infrastructure to store energy and transmit energy to the National Electricity Market. New wind and solar projects, transmission lines and interconnectors will be a significant feature of construction projects in the next 10 years as the Net Zero transition continues. Additionally, emissions abatement in existing industry sectors (such as mining, smelting and manufacturing) will require new skills across the workforce. There are also significant labour and skills shortages in the transport and logistics sectors. All sectors will need a large pool of job-ready, skilled workers to successfully manage the planned project construction and business expansion phase to ensure timely delivery of new and existing projects.

How are we responding?

- We are engaging with employers and industry groups in the region who are developing or supporting renewable energy projects and Net Zero initiatives. These include project proponents in the wind, solar, hydrogen and biofuels industries, where we can assist coordinate Skills, Apprentice or Workforce Australia Employment Services Provider (provider) involvement in their progressive workforce needs, particularly in the construction phases of major sites.
- Our Local Jobs Team is promoting Australian Apprenticeship Support Service initiatives such as the New Energy Apprentice Support Payments and Women in Non-Traditional Trades to our stakeholders, including local schools, employers and industry.
- We will include information about and will promote Net Zero and Renewable Energy sector careers in community employment events through until June 2025 and will encourage employers and the sector to participate where they have workforce needs.
- We will continue to work with the mining, manufacturing and transport industries to support and develop projects that lead to employment.
- The Local Jobs and Skills Taskforce will also discuss net zero issues as a standing item in all Taskforce meetings.

Priority 6 – Supporting seasonal and permanent workforce recruitment in horticulture, agriculture, hospitality and tourism

What are our challenges and opportunities?

Continued growth and consolidation of sectors such as horticulture, agriculture, hospitality and tourism, means that they experience chronic labour shortages. These shortages are exacerbated by the residual impact of earlier COVID border closures to temporary overseas workers from 2020. Effects are still evident in 2025, with industries struggling to entice local workers into roles.

How are we responding?

- We are engaging with human resource teams from various businesses. This is customised to employer needs and can include facilitating introductions to providers and staging or supporting insight tours for participants.
- We are working with key industries, supporting and facilitating local employment events timed around recruitment cycles in these sectors and promoting/participating in their upcoming recruitment activities.
- We provide timely information to the wider employment service framework regarding upcoming seasonal demand and frequently broker recruitment approaches to best support the needs of business.
- We are providing access and information to business about workforce development opportunities and available services.

Want to know more?

- Contact: Jessica Jones, North and Northwestern Tasmania Australian Government Job Coordinator: Jessica.Jones@dewr.gov.au
- Visit: [Local Jobs](#) or [Workforce Australia](#)