

Local Jobs Plan

Hobart and Southern Tasmania Employment Region | TAS | March 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 Coordinator

Job Coordinator 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 Employment Region's Local Initiatives Fund enables targeted local investments that support local labour market functioning. Further, from 2025/26, a central grants-based fund will respond to local needs and help progress broader employment service reform objectives.



Explore labour market insights for
[Hobart and Southern Tasmania](#) Employment Region

Local labour market challenges in the region

- High demand for entry level and skilled workers in growth sectors such as healthcare, social assistance and construction.
- Generational low educational attainment and low language, literacy, numeracy and digital literacy skill and access in some parts of the region.
- High degree of labour market challenge experienced by key cohorts such as youth, culturally and linguistically diverse (CALD), First Nations and mature age people, especially in rural and regional areas.
- Limited public transport outside metropolitan areas and limited access to learner driver support, impacting access to work and training opportunities, particularly affecting young people.
- Shortage of housing and high rental costs, impacting low-income households and workers required to relocate for employment.
- Low rates of workforce participation and an ageing population where more workers are exiting the labour market than entering.

Local jobs and skills priorities and strategies in the region

Priority 1 – Supporting worker demand in growth sectors

What are our challenges and opportunities?

There is unmet demand across the region for both entry level and skilled roles in key industry sectors including construction, manufacturing and fabrication, healthcare and social assistance, tourism and hospitality, agriculture (including aquaculture and viticulture) and retail. Many local employers in these sectors indicate they are unable to grow their business due to the lack of suitable skilled applicants.

How are we responding?

- We are engaging with businesses and industry peak bodies to improve skilled and entry level pathways to employment.
- We are co-designing pre-employment programs in partnership with Workforce Australia Employment Services Providers (providers) to promote better linkages between employers and those looking for work.
- We are promoting all new and existing skills, apprenticeship and employment programs with industry, providers and stakeholders to enhance local employment and training opportunities for both new and existing staff.
- We are supporting the establishment and promotion of regional and industry specific projects to support demand in growth sectors, including in collaboration with regional jobs hubs.

Priority 2 – Collaboration

What are our challenges and opportunities?

Our region encompasses an entire capital city. Aligning to and collaborating with state government and industry led workforce development and skills initiatives will maximise outcomes for local Tasmanians. Tasmania also has a state-funded Regional Jobs Hub Network that assists to connect jobseekers and businesses at a local level. A strong commitment to collaboration between these various systems will maximise outcomes for both employers and individuals looking for work.

How are we responding?

- We are actively seeking to work with local government, regional authorities, industry peak bodies and other services in training, education and employment assistance that operate around Hobart and Southern Tasmania.
- We are increasing stakeholder understanding of the skills and employment programs available in Tasmania, seeking to align programs that support people into education, training and employment.

- We are ensuring that our Local Jobs and Skills Taskforce includes representation from key social, industry, skills, employment services and government organisations, who work to find innovative solutions for both employers and individuals looking for work.
- We are, in addition to working with Workforce Australia Employment Services and Apprentice Connect Australia Services, collaborating with the Tasmanian Government – including Skills Tasmania, Jobs Tasmania and the Regional Jobs Hubs – with an aim of ensuring projects and collaborations align with both federal and state service delivery.

Priority 3 – Assisting Tasmanians to access economic opportunities

What are our challenges and opportunities?

We are supporting Tasmanians to access economic opportunities. We know that Tasmanians looking for work can face significant challenges during their job search, work preparation and early stages of employment. Common challenges relate to low levels of language, literacy, numeracy and digital literacy skill and capability. Access to safe, reliable, and consistent transport is also a challenge for many.

How are we responding?

- We are working with businesses, industry peak bodies and regional jobs hubs to support place-based initiatives, employment and training solutions so employers can source their workforce from the local area.
- We are promoting awareness of Workforce Australia’s tailored programs such as:
 - Skills for Education and Employment program to assist people to build language, literacy, numeracy and digital literacy skills and capability.
 - Career Transition Assistance to assist people 45 years and over, to improve their confidence and skills to become more competitive in the local labour market; and
 - Employability Skills Training to assist people to develop the skills employers want, explore career options and build job search, workplace and industry specific skills.
- We are collaborating with providers and local community organisations to address barriers to driver’s licence attainment within identified areas, as well as promoting the use of transport services such as Area Connect.

Priority 4 – Improving Youth transition to employment

What are our challenges and opportunities?

There are opportunities to enhance pathways for young people transitioning from education into employment by building connection to growth industries and sectors experiencing skills and labour shortages. This approach aims to build career awareness and assist to address disengagement.

How are we responding?

- We are collaborating with relevant stakeholders in the region to develop strategies and events that connect local employers with young people to build career awareness and employment opportunities.
- We are collaborating with Workforce Australia Employment Services and Transition to Work providers, businesses, Apprentice Connect Australia Services, and Registered and Group Training Organisations to identify apprenticeship, traineeship, and job placement opportunities for young people.
- We are working with the Tasmanian government to build greater connections between students and industry and further education and training, especially Vocational Education and Training, and aligning future activities to the [Tasmanian Youth Jobs Strategy](#).
- We are building collaborative employment and training opportunities aligned to health care and social assistance, construction, manufacturing, tourism and hospitality and retail services.

Priority 5 – Supporting First Nations people into employment and training opportunities

What are our challenges and opportunities?

There is an opportunity to boost employment and training and support Closing the Gap priorities through collaboration with local First Nations organisations to find solutions that support First Nations people to achieve their full potential through training, education and employment.

How are we responding?

- We are connecting with First Nations organisations to build relationships and co-develop strategies to improve access and engagement in training and employment.
- We are promoting existing programs or new initiatives available to Aboriginal and Torres Strait Islander people, including National Indigenous Australians Agency’s Indigenous Skills and Employment Program.
- We are assisting industry to develop culturally appropriate recruitment models and workplaces, in collaboration with industry and First Nations organisations.

Priority 6 – Supporting increased and improved employment outcomes for CALD individuals and communities

What are our challenges and opportunities?

There is an opportunity to increase awareness, promotion and collaboration with migrant community organisations, employers and other key stakeholders to support CALD individuals and communities to achieve their full potential through training, education and employment. This approach aims to address below average workforce participation for CALD communities, address language challenges and increase cultural awareness.

How are we responding?

- We are working with migrant community organisations to support existing projects and build more workforce development activities with a focus on CALD individuals and communities.
- We are building employer awareness and promoting the benefits of workforce diversity, including resources available to support the recruitment and retention of CALD individuals.
- We are working with providers, Regional Jobs Hubs and training organisations to create education, training and employment opportunities, including use of the Skills for Education and Employment program, the Adult Migrant English program and 26Ten.
- We are connecting to Tasmania’s Business Industry Outreach Officer to ensure an understanding of visa pathway options, aiming to assist employers to fill suitable, vacant positions.

Want to know more?

- Contact: Bridget van de Kamp, Hobart and Southern Tasmania Job Coordinator: Bridget.vandekamp@mylocaljobsprogram.com.au
- Visit: [Local Jobs](#) or [Workforce Australia](#)