# Local Jobs Plan

## Sydney Greater West Employment Region | NSW | May 2026

Workforce Australia Local Jobs (Local Jobs) is a program that creates partnerships between business and communities to meet local workforce needs, thereby improving employment outcomes. Local Jobs operates in all 51 Employment Regions in Australia.

## Local Jobs elements

### Local Jobs Plan

Each Employment Region has a Local Jobs Plan which outlines the labour market challenges in the region and the strategies to address these challenges.

### Job Coordinators

Each Employment Region has a dedicated Job Coordinator who leverages existing resources, supports local labour markets through structural adjustments and retrenchments, and creates opportunities for collaboration between business and communities.

### Local Jobs and Skills Taskforce

Each Employment Region has its own taskforce that meets regularly with the Job Coordinator to develop an understanding of challenges in the region and implement solutions. The taskforce is comprised of representatives from the region.

### Local Jobs, Local People Grant

The Local Jobs, Local People grant funds activities that help people into ongoing employment or training. Activities must support local labour market needs.




Explore labour market insights for the Sydney Greater West Employment Region

## Local labour market challenges

- Supporting the changing nature of employment opportunities across a region that incorporates an ‘established city’ versus an ‘establishing city’ (namely Bradfield City/Western Sydney Aerotropolis).
- The majority of employment in the region can be attributed to healthcare and social assistance, retail, trade, construction, professional, scientific and technical services and manufacturing, all of which have current and predicted skills gaps.
- Increasing demand for individuals to possess competent language, literacy, numeracy and digital skills, often hindering eligibility for job opportunities.
- Below average workforce participation and/or labour market challenges for several cohorts in the region, including youth, culturally and linguistically diverse (CALD) individuals, First Nations peoples, migrants, parents returning to work, mature age workers and long-term unemployed.
- As a major settlement area for migrants and new arrivals, the region has a significant CALD population who require specialised, tailored assistance to facilitate a smooth transition into Australian society and the local workforce.
- Vacancies requiring individuals to have a bachelor's degree or higher qualification.

## Local priorities

### Priority 1 – Focusing employment supports in areas of distinct challenge

#### What are our challenges?

There is a large volume of employment opportunities in in-demand industries across the region, including entry-level opportunities and positions obtainable through Vocational Education and Training pathways. There is opportunity to support individuals living in areas with high levels of unemployment and who may face multiple barriers to employment (such as long-term unemployment, limited work experience, justice involvement, part-time or non-standard work hours and transportation) to connect with available supports and opportunities. Specific focus will be given to initiatives and activities in local priority areas of Bidwill, Hebersham, Emerton, Lethbridge Park, Tregear, Whalan, Mt Druitt, St Marys, Auburn, Granville, Merrylands, Girraween, Chester Hill, Sefton and Fairfield East.

#### How are we responding?

We are working closely with local key stakeholders to influence, support and deliver opportunities that:

- Assist businesses to understand how to proactively support the employment of people living in areas of high level of unemployment and who may face multiple barriers to employment.
- Support and initiate transport solutions that connect in-need communities to local employment hubs or training opportunities.
- Support the establishment of new routes of transport that connect people living in areas with high levels of unemployment with neighbouring employment areas or business parks.
- Deliver and host roundtables and/or working groups consisting of government, industry, employment services, training organisations and community to address community needs that impact employment.
- Provide place-based and accessible activities such as training and upskilling opportunities, careers support, aspiration events and employment drives that consider the challenges faced by long-term unemployed people.
- Support the use of positive language and concepts of building trust between Workforce Australia Employment Services Providers (providers), individuals and industry.

## Priority 2 – Targeted strategies that support migrants to gain employment in roles that match their skills and education

### What are our challenges?

Migrants in the region often face significant challenges in re-credentialing qualifications to meet Australian standards. Additionally, differences in communication styles and small professional networks can hinder progress into higher-skilled roles. With a significant number of higher skilled employment opportunities in in-demand industries across the region (health, construction, manufacturing and professional services), there is opportunity to support employers to better understand professional capacity of the region's CALD and migrant people and to increase education on recruitment biases and recredentialling avenues.

### How are we responding?

We are working closely with local key stakeholders to influence, support and deliver strategies that support the region's CALD and migrant people, including:

- Educating businesses on this cohort's potential, including how to proactively support the employment of migrant people.
- Working with businesses to simplify application processes, reassess application requirements for entry-level positions, deliver on-site recruitment open days and place-based interviews and effectively leverage providers to connect with locally available candidates.
    - Working with businesses to co-design pre-employment and employment pathways for currently available positions that support ongoing and meaningful work aligned to career aspirations, and transferable skills. These could include workplace mentoring that provide an increased understanding of workplace cultures and expedite the development of professional networks.
    - Supporting career advancement mapping that considers the region's context and re-credentialing or recognition or prior learning pathways.
    - Supporting individuals to strengthen their communication, language, literacy, numeracy and digital skills and increase understanding of workplace health and safety practices.
- Assisting providers to support individuals through the re-credentialling of overseas qualifications process and improve their knowledge of appropriate employment pathways.

## Priority 3 – Building confidence and capacity for employment in First Nations peoples

### What are our challenges?

The region encompasses the third-largest economy in Australia and continues to grow with numerous infrastructure projects currently underway and planned for the future. As the region's infrastructure expands, there is a growing demand for skilled and unskilled workers to support continued economic development. Acknowledging the significant number of First Nations people seeking employment in the region, various stakeholders—including corporate entities, local governments, state governments and federal governments—are invested in promoting the inclusion and development of First Nations peoples. This commitment aligns with the National Closing the Gap Targets, specifically targets 7 and 8, which focus on ensuring that youth are engaged in employment or education and fostering strong economic participation and development for individuals and their communities. There is opportunity to support, develop and connect First Nations people with mega infrastructure projects, government departments, training and education pathways and employment opportunities in industries that are in-demand.

### How are we responding?

We are working closely with local key stakeholders to influence, support and deliver strategies that support the region's First Nations people, including:

- Delivering place-based cultural activities that expand participant's aspirations, resilience, self-worth, connection to community and sense of confidence.
- Working with businesses to understand this cohort's potential and how to proactively support the employment of First Nations people in their business.
- Educating businesses on workplace cultural readiness assessments, First Nations inclusion plans and cultural training.
- Working with businesses to simplify application processes, deliver on-site recruitment open days and place-based interviews and effectively leverage providers to connect with locally-available First Nations candidates.
- Supporting the development of culturally appropriate employment programs and educational pathways that assist First Nations peoples to strengthen their language, literacy, numeracy and digital skills and increase understanding of workplace health and safety practices.

## Priority 4 – Building youth aspiration and increasing employment pathways

### What are our challenges?

Young people in the Sydney Greater West Employment Region continue to face barriers to entering and sustaining employment. This is particularly evident for those disengaged from education or training, or lacking work experience, industry exposure, and professional networks. Some young people also experience challenges with confidence, motivation, and career direction. Family and cultural influences can further impact awareness of, and engagement with, available career opportunities.

The development of Bradfield City Centre and Western Sydney International Airport presents significant future employment opportunities for young people across construction, aviation, logistics, advanced manufacturing, technology and professional services. Despite strong labour demand, many young people are not effectively connecting to these opportunities. Employers also report difficulty recruiting job-ready candidates with foundational employability skills.

### How are we responding?

- Delivering career exploration activities to increase understanding of local industries, career pathways, and the value of vocational and alternative education and employment options.
- Facilitating industry immersion and workplace learning opportunities that help young people build networks, confidence and understanding of employer expectations.
- Supporting employers and employment services providers to better connect with, upskill, and employ young people, recognising diverse needs across different life stages.
- Raising awareness among parents, carers, and communities of in-demand and achievable local career pathways.
- Amplifying youth voice to inform industry practices and improve engagement, recruitment and retention approaches.
- Strengthening awareness of, and access to in-person foundation skills programs supporting young people to building communication, literacy, numeracy, digital capability and workplace readiness.

## Want to know more?

- Contact: Helder Guerreiro, Sydney Greater West Job Coordinator: Helder.Guerreiro@sgwlocaljobs.com.au
- Visit: Local Jobs or Workforce Australia

*The Department of Employment and Workplace Relations acknowledges the traditional owners and custodians of country throughout Australia and their continuing connection to land, waters and community. We pay our respects to them and their cultures, and Elders past, present and emerging.*