

Local Jobs Plan

Murray and South East Employment Region | SA | 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

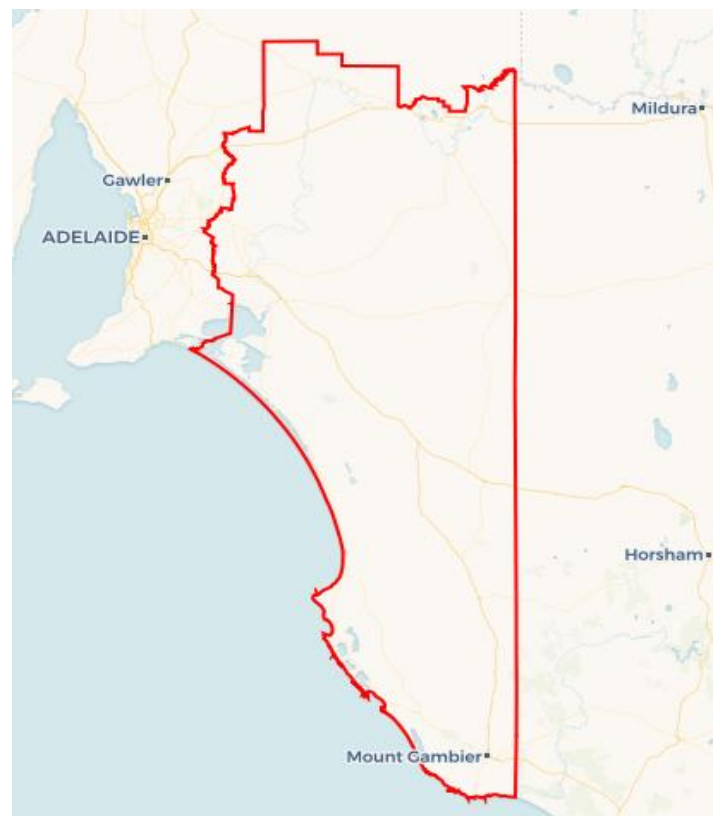
Job Coordinators and Support Officers support the delivery of the program by bringing together key stakeholders including businesses, employment services providers, higher education, and training organisations.

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 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 the
[Murray and South East Employment Region](#)

Local labour market challenges in the region

- Lack of affordable housing and accommodation to attract new people to the regions to accept local vacancies.
- Higher than average unemployment and underemployment including long-term unemployed, youth, First Nations and mature age cohorts.
- Lack of affordable training facilities and local Registered Training Organisations (RTOs), impacting ability to deliver quality training in-region.
- Demand for skilled and unskilled labour across all sectors.
- Transport barriers, with no regular public transport to support people to and from work and many individuals without a driver's licence or reliable vehicle.
- An increased need for digital literacy support and upskilling, supporting lower than average participation rates of the mature age cohort.

Local jobs and skills priorities and strategies in the region

Priority 1 – Local people for local jobs

What are our challenges and opportunities?

With significant labour shortages, businesses – both large and small – are struggling to fill skilled and non-skilled roles. Limited housing availability further restricts the ability to attract new workers to the regions. Addressing unemployment and underemployment within the local population could help fill these gaps; however, additional supports that assist individuals who are long-term unemployed to address challenges to employment are required.

How are we responding?

- Ensuring local job opportunities are filled by local workers, equipping them with the necessary skills as needed.
- Addressing employment challenges through targeted training programs and approaches, including apprenticeships and traineeships.
- Promoting pre-employment programs and funding opportunities – such as Launch into Work – to businesses and industries.
- Encouraging flexible employment pathways – such as jobs sharing, traineeships and improved transport access – to workplaces.
- Partnering with service providers to support long-term unemployed individuals, particularly youth, First Nations and mature age people.
- Working with disability organisations to support employers in understanding and providing employment opportunities for people with disability.
- Organising Jobs, Skills and Career Showcase events across the Limestone Coast, Murraylands and Riverland to connect unemployed and underemployed people with employers and promote local jobs and career opportunities to secondary school students.

Priority 2 – Stakeholder partnerships and leveraging funding

What are our challenges and opportunities?

Businesses in the region are competing for the same limited workforce, with critical labour shortages preventing them from meeting current business demands and expanding future growth.

How are we responding?

- Maximising partnerships and funding opportunities to create career pathways in key industries, including healthcare, food processing, horticulture, forestry, agriculture, diary, construction, transport and logistics and hospitality and tourism.
- Engaging directly with businesses to foster industry collaboration and determine essential skill sets and career pathways.
- Working with training providers to ensure that industry-specific training meets current workforce demands.

- Collaborating with South Australian and Australian Government departments, Regional Development Australia boards and other stakeholders to secure funding for employment, training and upskilling programs.

Priority 3 – Employment and career pathways for First Nations people

What are our challenges and opportunities?

The region is home to a diverse First Nations population. There is opportunity to improve workforce inclusion and equitable access to skilling and employment pathways for First Nations peoples.

How are we responding?

- Collaborating with businesses, RTOs and peak bodies to create culturally appropriate employment opportunities.
- Establishing First Nations employment and training partnerships with industry and First Nations organisations.
- Implementing training programs that build resilience and soft skills and encompass interview techniques and employer expectations.
- Supporting pre-employment engagement programs for young First Nation peoples (aged 15-25) to foster career aspirations.
- Strengthening connections with local agencies, schools and First Nations groups to support sustainable employment pathways, including the First Nations ranger “Working on Country” programs and the Prisoner Care Program.
- Promoting apprenticeship and traineeship opportunities within the region.
- Addressing transport barriers by facilitating driving mentor programs to assist in obtaining C Class licences.

Priority 4 – Youth unemployment and challenges to employment

What are our challenges and opportunities?

Young people in the region face multiple employment challenges. There is an opportunity to develop targeted activities to better support their transition into the workforce.

How are we responding?

- Leveraging existing programs to create localised employment support initiatives for young people.
- Providing soft skills training, including interview techniques, employer expectations and workplace confidence-building.
- Educating young people on career pathways and employment options through schools, training providers, work experience opportunities and Jobs, Skills and Career Showcase events.
- Partnering with businesses, industry groups, Australian Apprenticeship Support Services and group training organisations to facilitate career opportunities.
- Addressing driver’s licencing challenges through L2P Driver Mentor Programs and other initiatives supporting youth, including people with disability.
- Strengthening links between education, Murray River Study Hub, career guidance and employment to promote local jobs opportunities.
- Collaborating with youth support services – such as headspace, Workforce Australia Enhanced Service providers including SYC, Intojobs and Sureway Transition to Work, Group Training Organisations and other community organisations – to co-design place-based employment and career pathway solutions and opportunities.

Priority 5 – Workforce attraction for businesses and industry groups

What are our challenges and opportunities?

A shortage of skilled workers is impacting business growth, exacerbated by difficulties in attracting workers due to a lack of sustainable and affordable housing. This limits the ability of businesses to expand and meet current supply and demand needs.

How are we responding?

- Supporting businesses – including those in emerging net zero industries – to attract skilled workers or upskill existing employees.
- Partnering with local governments, Regional Development Australia boards and other stakeholders to promote employment opportunities in the region.
- Identifying industry skill gaps and working with businesses to enhance local employment opportunities.
- Encouraging businesses to create more entry-level positions while investing in upskilling their current workforce.
- Creating industry-specific pre-employment programs to attract and retain both skilled and unskilled workers.
- Organising Jobs, Skills and Career Showcases events to promote regional employment opportunities.

Priority 6 – Mature age workers

What are our challenges and opportunities?

The region has a higher-than-average population of unemployed and underemployed mature age individuals (45+). There is potential to tap into this experienced workforce to address labour shortages.

How are we responding?

- Working with Workforce Australia Employment Services Providers and programs – such as Self-Employment Assistance, Career Transition Assistance – local Skills Centres, community centres and Skills for Education and Employment providers to help mature age individuals gain new skills and re-enter the workforce.
- Identifying employment challenges for older workers and developing targeted support initiatives, such as digital literacy.
- Recognising and promoting transferable skills to expand career opportunities for mature age individuals.
- Encouraging businesses to consider hiring and upskilling older workers through tailored training programs.
- Facilitating networking, training and upskilling opportunities tailored to mature age individuals.
- Supporting and encouraging retirees to return to work or start their own businesses to address skills shortages and increase financial security.
- Scoping the possibility of creating coffee clubs and/or supporting the introduction of Women’s Sheds across the region, increasing engagement with mature age people.
- Liaising with established Men’s Sheds across the region, increasing engagement with mature age people.

Our structured approach across these 6 priorities aims to ensure that local workforce challenges are met with targeted, practical solutions, helping businesses grow while creating more sustainable employment pathways for the region’s workforce.

Want to know more?

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