

Local Jobs Plan

South West Employment Region | Western Australia | February 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 [South West WA Employment Region](#)

Local labour market challenges in the region

- Skills gaps, with an identified mismatch between the available workforce and the skills requirements for the available jobs, especially with Net Zero Transforming Economy job roles becoming available now and into the future.
- High amounts of short-term, seasonal and casualised roles in industries such as horticulture, agriculture, hospitality and the care sector, meaning long term job security is not always able to be provided.
- Job exposure activities are limited and constrained. This limits young people, long term unemployed individuals or people wanting a career change to be exposed to other industries.
- Disparity between an individuals' expectation of employment/training and an organisation's expectation of an employee/student.
- Disproportionate employment difficulties for people with limited capacity to commit to full time employment, such as but not limited to, people with a disability, people with caring responsibilities, young people and/or people undertaking study.
- A lack of awareness and understanding of the range of careers, training and employment advice, assistance, programs and supports available.
- Loss of trained workforce to other locations, such as the Pilbara and Goldfields mining communities (fly in fly out workers) or larger centres such as Perth.
- A small caseload consisting of individuals with complex challenges to employment, including housing insecurity, cost of living pressures, transport barriers, mental ill health and/or access to reliable technology or internet.
- High amounts of staff burnout and turnover in businesses, means a reduced capacity to support new employees and turnover remains high.
- A lack of housing options in the region, creating inability to bring in skilled staff to fill skill-gaps and/or impacts to students. Entry level workers, skilled workers or students may face long travel times daily or may not be able to accept available employment opportunities.
- Regional transport difficulties, impacting the accessibility of training and employment opportunities. Minimal public transport options are available and costs associated with owning and maintaining a vehicle are high.

Local jobs and skills priorities and strategies in the region

Priority 1 – Address complex challenges with a person-centred approach

What are our challenges and opportunities?

Individuals experiencing complex challenges to employment, including housing insecurity, cost of living pressures, no driver's licence or other means of transport, mental ill health and/or access to reliable technology or internet, often preventing entry into viable employment pathways.

How are we responding?

- We are optimising conversations through South West Employment, Skills and Participation (SWESP) Roundtable, the Strategy, Training, Attraction and Retention (STAR) group and the Aboriginal Engagement Working Group (AEWG) around available Commonwealth and state funded programs that assist in addressing challenges to employment.
- We are communicating with businesses around diverse and underrepresented cohorts to maximise integration into employment opportunities.
- We are communicating through auxiliary services including via our South West Local Jobs Newsletter and 'Did you Know' emails to provide resources for programs to support and direct individuals seeking training and employment.
- We have developed an understanding of the available support services, community organisations and programs focussed on assisting to address personal challenges and promote these to relevant stakeholders.

- We promote person-centred tailoring to all organisations we work alongside.

Priority 2 – Use of existing programs and incentives

What are our challenges and opportunities?

Many organisations and individuals don't know where to look to get help with careers, training and employment advice and assistance and are not aware of the large numbers of Australian Government and Western Australian Government programs available.

How are we responding?

- We coordinate and facilitate a monthly SWESP Roundtable which is used as a platform to share ongoing incentives, programs and training opportunities to enter industry.
- We are targeting events to promote industries and the specific career paths and build aspirations to work in these industries.
- We are supporting existing programs to identify transferable skills into employing industries.
- We are utilising social media channels, the South West newsletter and 'Did You Know' series, to communicate relevant resource and programs from all levels of government.
- We work closely with stakeholders including, but not limited to, organisations delivering under the banner of Workforce Australia, Regional Development Australia, Chambers of Commerce and Industry, South West Development Commission, Jobs and Skills Centre and Community Resource Centres.

Priority 3 – Industry and job exposure, apprenticeship, traineeship and training uptake

What are our challenges and opportunities?

There is opportunity to improve an individuals' expectation of employment/training and an organisation's expectations of an employee/student, as well as provision of exposure opportunities to current and future jobs. There is opportunity to address the identified skills mismatch between the current available workforce and the skill requirements for available jobs and jobs into the future.

How are we responding?

- We are working closely with Jobs and Skills Centres and Registered Training Organisations to understand current offerings and to promote these offerings to Workforce Australia Employment Services Providers (providers) and other stakeholders. Our approach aims to that ensure individuals have a broad understanding of available opportunities for skilling, including in the net zero space.
- We host a STAR meeting with Training Providers and providers to enhance understanding of localised training solutions.
- We use data and industry insights to support a regional approach to the skills gaps and inform the development of skill sets and programs to meet this demand.
- We work alongside the region's Regional Workforce Transition Officer, who has a focus on Net Zero Transforming Economies, to understand future demand of this industry.
- We are hosting 'Embrace Employment, Skills and Participation' events throughout the region to connect individuals with appropriate opportunities in training, upskilling and for person-centred assistance.
- We are promoting and connecting Australian Apprenticeship Support Services and the Year 9 Career Taster Program to organisations, along with options about current incentives and relevant resources.
- We are supporting job and training 'taster' experiences, such as the Student Connect Portal, aiming to increase awareness and understanding of both individuals and businesses,

Priority 4 – Employer support for staff attraction and retention

What are our challenges and opportunities?

Many businesses are understaffed, meaning there is high amounts of staff burnout for existing staff and employees have a higher turnover rate due to lack of ability to train and support them. Understaffing also means these businesses do not have the resources to put into recruiting new staff. Likewise, businesses have minimal understanding of the available workforce and may not be prepared to support new employees to develop and grow within the business.

How are we responding?

- We are working closely with industry peak bodies to understand the needs and assisting to develop programming to support businesses and community.
- We use data and industry insights to support a regional approach to business attraction and retention.
- We provide presentations to key stakeholder groups including, but not limited to, Local Government, Community Resource Centres, Chambers of Commerce and Industry and various industry groups and training councils.
- We are emailing various stakeholder groups to promote and share relevant resources, programs and data to stakeholders and informing on current labour market trends through SWESP Roundtable meetings and presentations.
- We ensure content in our newsletter, 'Did you know?' emails and social media is relevant and contains information on current labour market trends, caseload characteristics and business support opportunities.
- We are engaging with businesses about business attraction strategies for recruitment and retention of workforce and availability of cohorts they may not have considered previously.

Want to know more?

- Contact: Emma Dunkley, South West WA Job Coordinator: Localjobs@swlocaljobs.com.au
- Visit: [Local Jobs](#) or [Workforce Australia](#)