

# Local Jobs Plan

## North Eastern Melbourne | VIC | January 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.

#### Employment Facilitators

Employment Facilitators 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.

#### Local Recovery and National Priority 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 [North Eastern Melbourne](#) Employment Region

### Local labour market challenges in the region

- Shifts in the regions labour market, combined with an increasing cost of doing business, has made it harder for small and medium enterprises to engage with inclusive recruitment initiatives.
- There are a range of cohorts such as people living with a disability, primary carers, culturally and linguistically diverse (CaLD) people, disengaged youth and First Nations people, who are facing challenges to gain equitable access to the labour market.
- There is a growing misalignment of the skills and experiences businesses expect from job applicants for entry level roles and the skills being provided to individuals supported by career support and training providers.
- Fragmented awareness of available services and transitioning funding models at state and local government level has led to upheaval in the sector and reduced the efficacy of collaboration efforts in some regions.
- Young people face challenges transitioning from school to further education and employment that have resulted in an increased youth unemployment rate in the region.
- Limited transport options for those living outside of main transport hubs, particularly in peri-urban and rural areas with dispersed populations. This is even more difficult for individuals looking to travel north-south and east-west across the outer suburbs.

### Local jobs and skills priorities and strategies in the region

#### Priority 1 – Working closely with local industries to support inclusive recruitment initiatives and pathways

##### What are our challenges and opportunities?

Whilst we are seeing a reduction in engagement from some industries as labour market conditions soften, there is still ample opportunity to work with organisations within the region who are looking to diversify their recruitment pathways. An increased focus on working with service and training providers to create mutually beneficial partnerships with businesses will result in a broader range of opportunities available within the region for all to benefit from.

##### How are we responding?

- Working with businesses who have integrated inclusive hiring practices into their business models to share and champion their stories of success.
- Liaising with key industry bodies to maintain a thorough understanding of current skills shortages and broader recruitment challenges.
- Working closely with specialist groups to address industries facing substantial gender imbalances such as manufacturing, construction and the care economy.
- Coordinating regional stakeholders to assist with ensuring sustainable ongoing engagement with small to medium businesses.
- Supporting organisations undergoing structural adjustment activities to ensure skilled staff are redeployed as smoothly as possible.
- Promoting the substantial social inclusion hiring targets set by major projects within the region and working directly with their project recruitment teams, such as those at SPARK Consortium, lead builder of the North-East Link Project, to create tailored and accessible pathways into white collar and trade roles for a wider range of individuals.
- Supporting the development of entry level job opportunities to share with Workforce Australia Employment Service Providers (providers) and training providers throughout the region.
- Educating employers on alternative work practices and recruitment pathways that will reduce structural challenges to economic participation for vulnerable cohorts and increase retention rates of existing staff.

## Priority 2 – Supporting a wide range of individuals to gain, and maintain, meaningful employment opportunities

### What are our challenges and opportunities?

A range of economic pressures have led to a reduced number of employment vacancies across North Eastern Melbourne, leading to increased challenges for individuals looking to gain employment. Those who are facing challenges gaining and maintaining employment due to practical and systemic challenges have been disproportionately challenged by this shift and require additional support to ensure equitable access to appropriate employment opportunities.

### How are we responding?

- Developing tailored, cohort specific, work experience and employment pathway programs in partnership with regional stakeholders that address the unique challenges that refugee, First Nations, people living with a disability, migrant and long-term unemployed individuals face gaining and maintaining meaningful employment.
- Supporting a wide range of employment initiatives with funded transport options for those facing transport challenges.
- Utilising existing programs when possible and developing and implementing pilot programs where necessary, that provide tailored support to reduce the risk of economic challenges faced by primary carers throughout the region.
- Facilitating events and initiatives to assist individuals to overcome structural challenges that may limit their ability to engage with, and appropriately navigate, employment, training and wrap around support services.

## Priority 3 – Facilitating place-based networks to build the capacity of support providers in priority regions

### What are our challenges and opportunities?

Many skills, employment and capacity building support services have struggled to remain up to date with the substantial amount of change seen throughout social support sectors over the past few years. Recent state and local government funding adjustments have led to the displacement of services and an increased need for collaborative networks to support organisations that remain in high-priority regions of North Eastern Melbourne.

### How are we responding?

- Developing place-based network groups to support a collaborative approach to developing and delivering employment, training and capacity building services.
- Assisting community support organisations to identify and utilise complementary services to assist individuals facing complex, multilayered challenges.
- Providing data informed insights on labour market trends to local governments, businesses and recruitment organisations to support efficient utilisation of services and resources throughout the region.
- Working with place-based organisations to enhance their capacity to collaborate with mainstream employment services to deliver specialised support and advice where required.
- Enhancing the North Eastern Melbourne Local Jobs info board to include information relevant to an increased range of organisations within the region.

## Priority 4 – Exploring the utilisation of innovative models of delivering upskilling and employment support services

### What are our challenges and opportunities?

As the training, education and employment support sectors continue to grow to meet the needs of the individuals they support, we are presented with an opportunity to explore a range of new and innovative delivery models. An increased focus on the utilisation of Social Enterprises, a diverse range of new employment and training pathways on the horizon and a commitment to place-based approaches are a few examples of opportunities to be explored further.

### How are we responding?

- Working with Social Enterprises to support the development of programs utilising the Work Integrated Social Enterprise model as a pathway to private-sector employment.
- Working with industry and training providers to identify opportunities created by the Net Zero transition to create bespoke employment pathway programs.
- Liaising with businesses working in circular economy industries to identify newly developed employment pathways and employment opportunities.
- Working in partnership with local TAFEs and Skills and Jobs Centres to develop and promote innovative training programs that encourage participation from individuals facing challenges in traditional educational pathways.
- Providing strategic advice and advocacy to Australian and state government bodies on current regional labour market developments and priorities to inform future policy direction.
- Working with local CaLD communities to trial innovative models of employment support service delivery in partnership with providers.
- Supporting organisations who support individuals looking for employment to deliver collaborative initiatives through the facilitation of routine information sharing and working group meetings.

## Priority 5 – Supporting young people to participate in education, training and employment

### What are our challenges and opportunities?

It has been identified from a range of stakeholders within the education and employment sectors that young people are facing a range of challenges which impact successful transition from secondary education to further education or employment. These challenges are amplified by the decreasing number of entry level employment opportunities and ongoing economic pressures in the region.

### How are we responding?

- Providing work experience and industry taster programs to provide young people with the opportunity to trial a broad range of career pathways.
- Promoting TAFE and alternative vocational education pathways, including apprenticeships and traineeships, to support a broader diversity of opportunity for young people entering the workforce.
- Working with Local Learning and Employment Networks to support the delivery of a broader range of career support programs and initiatives in schools for both students and career support professionals.
- Supporting initiatives that build the capacity of businesses to employ and retain young people who are at risk of disengaging from employment and education.
- Supporting organisations that deliver employment services to young people by connecting them to businesses with suitable employment opportunities.

## Want to know more?

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