

Local Jobs Plan

Hobart and Southern Tasmania Employment Region | TAS | June 2024

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 [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, especially regionally and in low socio-economic suburbs and resultant low levels of literacy and numeracy including digital literacy and access.
- Low rates of workforce participation and an ageing population where more workers have been exiting the labour market than entering it for the past 13 years.
- 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.
- High degree of labour market challenges experienced by key cohorts such as youth, Culturally and Linguistically Diverse (CALD), First Nations and mature age people across the region, especially in rural and regional areas.

Local jobs and skills priorities and strategies in the region

Priority 1 – Growth – meet 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 and codesigning pre-employment programs in partnership with Workforce Australia Employment Services Providers, including via the Local Recovery Fund and Local Initiative Fund, 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 actively seek 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.
- 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.
- In addition to working with Workforce Australia Services and Apprentice Connect Australia Services, we are collaborating with the Tasmanian Government, including Skills Tasmania, Jobs Tasmania and the Regional Jobs Hubs, where practical ensuring projects, collaborations, or Local Recovery Fund Activities 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. Key drivers of this are low levels of adult literacy, numeracy, and digital literacy, with Tasmania ranked the lowest nationally in all three areas. 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 build literacy, numeracy, and digital literacy capability.
 - Career Transition Assistance to assist older Australians to find a new career.
 - Employability Skills Training to develop the skills employers want, explore career options, build job search, workplace and industry specific skills.
- We will collaborate with providers and local community organisations to address vehicle licence attainment challenges in disadvantaged and regional communities and promote the use of transport services such as Area Connect.

Priority 4 – Youth – improved transitions to employment

What are our challenges and opportunities?

Tasmania is significantly behind the national year 12 attainment average, and youth unemployment rates remain at high levels. 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 will build career awareness and assist to address disengagement.

How are we responding?

- 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.
- Collaborating with providers, businesses, Apprentice Connect Australia Services, and Registered and Group Training Organisations to identify apprenticeship, traineeship, and job placement opportunities for young people.
- 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](#).
- 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 peoples into employment and training opportunities

What are our challenges and opportunities?

Aboriginal and Torres Strait Islander peoples regularly experience challenges to accessing training and employment. 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 Aboriginal and Torres Strait Islander peoples to achieve their full potential through training, education and employment.

How are we responding?

- Connecting with First Nations organisations to build relationships and co-develop strategies to improve access and engagement in training and employment.
- Promoting existing programs or new initiatives available to First Nations people, including the National Indigenous Australians Agency's Indigenous Skills and Employment Program.
- Assisting industry to develop culturally appropriate recruitment models and workplaces in collaboration with industry and First Nations organisations.

Priority 6 – Culturally and Linguistically Diverse (CALD) communities – better employment outcomes

What are our challenges and opportunities?

Tasmania continues to have below average workforce participation for CALD communities. Additional challenges exist due to language challenges and low cultural awareness in the workplace that are resulting in slower than national improvement rates in CALD employment ratios.

How are we responding?

- Working with migrant community organisations to support existing projects and build more workforce development activities for CALD cohorts.
- Building employer awareness and promoting the benefits of workforce diversity and the range of resources (i.e. government and not-for-profit) which are available to businesses to support the recruitment and retention of CALD individuals.
- 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.
- Connecting to Tasmania's Business Industry Outreach Officer to ensure there is a regional understanding of visa pathway options to help employers fill vacant positions where Australian workers are unavailable.

Want to know more?

- Contact: Nick Probert, Hobart and Southern Tasmania Employment Facilitator: nick.probert@employmentfacilitator.com.au
- Visit: [Local Jobs](#) or [Workforce Australia](#)