

EMPLOYMENT AND SKILLS FORMATION NETWORK

for the

Yorke Region

Annual Implementation Plan 2009-10
(Part 3)

South Australia Works in the Regions

ENDORSEMENT

The Network participated in local consultation in the development of this Employment and Skills Formation Network Plan. It is endorsed by the:

Signature

Chair Rosemary Goode

Date 29/05/09

South Australia Works in the Regions funds allocated to deliver this plan will be placed with Yorke Regional Development Board and is endorsed by:

Signature

Chair Ian O'Loan

Date 29/05/09

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GRANTEE/NETWORK INTRODUCTION

Grantee

The Yorke Regional Development Board (YRDB) exists to seek out, attract, promote, encourage and assist existing and potential business opportunities and facilitate development of sustainable industries, which will enrich the lifestyle, enhance economic viability and provide responsible development in the region.

The YRDB works to:

- Provide regional economic leadership
- Assist local businesses to survive and grow
- Develop regional industries
- Facilitate the creation of new employment and the development of regional capacity through skills formation; and
- Facilitate investment in infrastructure and new business projects

The YRDB undertakes a strategic role in assisting the Yorke Region Employment and Skills Formation (ESF) Network to implement *South Australia Works in the Regions*. The YRDB is particularly focused on reducing pockets of long-term unemployment ensuring this cohort has access to job opportunities available in the region.

The YRDB's Economic Development Officers work closely with the *South Australia Works* Regional Coordinator to manage and develop initiatives that increase employment and training opportunities. The YRDB's Economic Development Officer - Adelaide Plains, manages and administers the Yorke Region ESF Network.

The YRDB's Economic Development Officer's are based across the region and interact with industry and businesses on a daily basis and hence can ensure *South Australia Works in the Regions* projects meet industry needs. As many projects offer flexible training, Economic Development Officer's can offer businesses opportunities for finding new staff.

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Network

The Yorke Region ESF Network has steadily matured as it develops a deeper understanding of the employment and training needs of the community. It continues to aspire to provide timely information, leadership and support, with the:

Vision to improve work and learning opportunities that supports the economy and communities within the Yorke region and to ensure our activities promote understanding and respect for individual needs and community differences.

The Yorke Region ESF Network was established in May 2004 and has over 65 members covering a large range of industries, Job Services Australia Providers, TAFE SA, Centrelink, State and Federal Government departments, training providers, and community organisations such as Local Community Partnership and provides a service not previously available.

Meetings rotate around the region on a bi-monthly basis attracting on average 15-25 attendees per meeting. Executive Committee and project management meetings are held on alternative months. Guest speakers from local industries attend network meetings to provide Network members with updated industry intelligence an opportunity to speak directly to industry members.

A major intent of the Yorke Region ESF Strategic Plan over the next three years is to encourage partnerships and develop flexible training programs (based on identified industry needs). Projects will assist all target groups into employment with support from the region's careers pathway model.

During the development of the 2009/12 Yorke Region ESF Strategic Plan, consultation and feedback from industry and key partners reaffirmed the need to provide employment and training pathways in local industries. The region has pockets of long term unemployed, young people and Indigenous people who are disadvantaged when looking for work. The Yorke Region ESF Network is tailoring programs to suit the needs of these people while aligning activities to regional needs.

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OVERVIEW OF ACTIVITIES AND ACHIEVEMENTS FROM 2006-09

Key Performance Indicators

The Yorke Region ESF Network has over achieved in regards to participant numbers and outcomes which clearly shows the success of the project delivery methods.

2006-2009 South Australia Works in the Regions Targets and Actual Outcomes

	Participants	Employment Outcomes	Accredited Training Hours
2006-09 Targets	488	214	24,920
2006-09 Actual	669*	331*	60,640*

* = some 2008/09 projects are still active and actual results will be higher

Pre-employment and Engagement

A major achievement of the Yorke Region ESF Network from 2006-09 was the pre-employment and engagement program, Work to Work managed by the District Council of The Copper Coast and Employment Directions. Work to Work provides personalised case management to support individual's pathways to sustainable employment. Work to Work commenced in 2006/07 and proved to be a successful approach for engaging people disengaged from work, education and training. The project has continued to be the Network's flagship program over the last three years and has assisted over 500 people and achieved 260 employment outcomes. The program's case management approach has relieved some of the need for specific industry training, as participants have been engaged and streamed into appropriate employment.

The Work to Work program has been linked to the Yorke Ticket to Train program. Ticket to Train assisted participants with training funds for skill development activities that increase their employment opportunities. Since 2006 participants received training in a variety of areas including hospitality, English as a second language, community services, senior first aid, customer service, business studies, computing, licensing (green card security, car, truck and bobcat), nursing and shipboard safety.

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A major highlight for 2008 was The District Council of the Copper Coast's Work to Work program being recognised at the annual *South Australia Works in the Regions* Recognition and Acknowledgment Awards. The program was the finalist in the category of "Most Outstanding Employment Project". The Grantee is proud that Council's efforts were recognised.

Media Promotion

Success stories from the *South Australia Works in the Regions* projects have appeared regularly in the Yorke Peninsula Country Times and the Plains Producer which has generated additional clients. A regular Yorke Region ESF Network newspaper column appearing in the Yorke Peninsula Country Times and the Plains Producer has raised the awareness of *South Australia Works in the Regions* projects to people in the region.

Industry Specific Training

The Yorke Region ESF Network recognised the need for attracting people into the region and into growth industries, which has seen greater links with Vocational Education and Training (VET), Local Community Partnerships (LCP) and industry. Since 2006, the Yorke Region ESF Network focused their skill development activities in health and community services, engineering, food processing, equine industry, building and construction and retail, tourism and hospitality. Approximately 200 job seekers received accredited and non-accredited training in these industries and 96 people have gained employment.

Forums

To develop innovative partnerships with schools, community, industry and Government the Yorke Region ESF Network has continued to partner with the relevant organisations to hold community forums, career expos and business dinners. Through these events over 1000 people have been exposed to the *South Australia Works in the Regions* programs.

Business Ticket to Train

During 2006/07 the YRDB Economic Development Officer's were meeting local businesses struggling with the impact of the drought and loss of workers to the resource sector. Due to some businesses facing financial hardship and a decreasing base of skilled people in the region, the Yorke Region ESF Network considered it important to support local business while creating employment opportunities for individuals. In response, the Yorke Region ESF Network developed the "Business Ticket to Training program" which provided up to \$1000 per person (subject to meeting set criteria) for businesses to up skill workers. The

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program was very well received by local business and continued in future action plan. Participants have received the following training; dogging, HC licences, Coxswains Certificate, Certificate II in Transport and Logistics (Grain) and Senior First Aid.

HOW THIS PLAN WAS DEVELOPED

Planning

The Yorke Region ESF Network held their 2009/10 planning over two stages. The first stage involved individual feedback being sort from industry (including agriculture, construction, food processing) and key stakeholders, such as Job Services Australia Providers, project managers and TAFE SA. The second stage of planning involved the Yorke Region ESF Network holding a planning session at Kadina on 18 February 2009. The Yorke Region ESF Network was presented with background information to assist the planning process. This included findings from the first stage of planning, the 2009 Yorke regional profile, participant information and industry feedback. The information presented highlighted a number of challenges and opportunities. Network members were grouped together and developed a number of strategies to address these challenges.

The Network noted that the issues affecting the region as drought, an inflow of unemployed people, retrenchments, a shrinking retail industry, the need to up-skill retrenched workers, and the importance of recognised prior learning. Network members discussed the importance of engaging participants and businesses and noted business open days, consulting with business and developing and enhancing current and new links with service providers as strategies. Opportunities for projects in the region included continuing the successful pre-employment and engagement project model, providing up-skilling and simplified RPL opportunities, partnerships with business and other service providers and using YRDB events such as forums and business dinners to promote the *South Australia in the Regions* projects to businesses.

Network Speakers

During 2008/09 the Yorke Region ESF Network invited a number of speakers from Government and industry to discuss new developments and employment and training challenges. Having regular speakers at Network meetings provided the opportunity to gain valuable regional information to assist planning and project development.

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Regional Profile

The 2009 Regional Profile for the Yorke Region ESF Network has had a strong influence on identifying and developing initiatives outlined in this Plan. The 2009 Regional Profile has provided some evidence to anecdotal information received by the Network through the Industry and Business consultation.

The analysis of the regional profile highlighted a number of key issues (although the data relates to 2006 census results) for the region such as:

- Significant employment growth in construction (31.5 per cent), accommodation, café and restaurants (20.2 per cent) and health and community services (26.7 per cent)
- Agriculture, forestry and fishing continues to be the region's largest employer, however the industry has experience declines in employment (-5.3 per cent)
- Population continues to grow at a level above the state average
- The region has an above average older (45 years and older) population.

South Australia's Strategic Plan

The Yorke Region ESF Network continues to use South Australia's Strategic Plan as a guide to develop initiatives. The Yorke Region ESF Network considers it important to align strategies to South Australia's Strategic Plan to contribute to State goals and assist partnerships with other Government agencies and Government funded bodies.

Yorke Regional Development Board Strategic Plan

The Yorke Region ESF Network has aligned their Strategic and Implementation Plans with the YRDB's 2007-2010 Strategic Plan. The YRDB is an active partner in the Yorke Region ESF Network and implementation of *South Australia Works in the Regions* and having both Strategic Plans aligned has allowed the achievement of common goals.

OBJECTIVE 1 - Increasing Workforce Participation

Strategy 1.1 Assist disadvantaged people to make an effective transition to employment

The Yorke Region ESF Network will continue to assist people move from unemployment into work through individual case management support teamed with accredited training. This individual approach to matching participant's strengths and goals with local employment opportunities has resulted in excellent outcomes and participant satisfaction.

In the current economic climate the Network anticipates demand for these services will continue to increase as more people become unemployed or are made redundant. The challenge will be to match participants with job outcomes as the number of jobs shrink.

Initiative 1 Pre-employment and Engagement

The pre-employment and engagement project (PEP) provides case management, career advice, job search skills and general support to people seeking employment. PEP brings together employment and training services and provides a flexible and complete service to job seekers.

In addition to employment support, jobseekers can access accredited and non-accredited training and items such as work clothing and travel assistance to allow a smooth transition to employment. PEP targets all job seekers, however it has a strong focus on assisting those considered the most disadvantaged in the labour market - Indigenous people, mature aged, young people, long-term unemployed and new arrivals. Since 2006/07 the PEP program has assisted over 500 people and achieved 260 employment outcomes. The Network has decided to continue to offer this form of project as it has consistently delivered results in the past three years. Evaluations have been carried out on the program and a full evaluation will occur again for this year. These evaluations have included changes to the program to paperwork and increasing efficiencies. Bi-monthly project management meetings are held to ensure issues are resolved quickly.

Strategy 1.2 Provide pathways for skills in growth industry sectors

The Yorke Region ESF Network is currently completing a business consultation survey to more accurately identify growth industry sectors within the Yorke Region. Preliminary data concurs with previous ESF Network Plans which identify health and community services, retail and hospitality as industries which will retain and continue to grow in future years.

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The Federal Government stimulus packages such as the Building the Education Revolution funding, Jobs Fund Trades Training Centres in Schools initiative will increase the demand for building and construction labourers, apprentices and trades-people. The Network and YRDB need to work with the schools and prospective local builders and tradespeople to anticipate the skills and labour demand has already commenced.

The Work to Work project identified as O1. S1. I1 involves a component of industry training which will assist to provide a pathway into employment in growth industries.

Initiative 1 Growth Industries Partnership Project

This project will be a standalone project and build on the current business consultation survey being completed by the Network and will involve working with a large employer, or group of smaller employers in a similar industry, and develop a training program to meet their needs and future employment projections. This project will work with unemployed people to assist them to transition into work. The project will involve a mixture of pre-employment and industry specific training.

Strategy 1.3 Assist people to up-skill and re-engage in the workforce

During 2008 the YRDB Economic Development Officer's were meeting local businesses struggling with the impact of the drought and loss of workers to the resource sector. Due to some businesses facing financial hardship and a decreasing base of skilled people in the region, the Yorke Region ESF Network considered it important to support local business while creating employment opportunities for individuals. In response, the Yorke Region ESF Network developed the "Business Ticket to Training program" which provided up to \$1000 per person (subject to meeting set criteria) for businesses to up skill workers. The program was very well received by local business. The YRDB Economic Development Officer's and Business Adviser continue to field enquiries from businesses requiring assistance in finding staff with relevant training. The Business Ticket to Training project enables employees to be trained (with part funds being provided by the employer) and then employed.

Initiative 1 Business Ticket to Training

The Business Ticket to Training project involves businesses identifying opportunities for new employees or under employed staff to work increased hours and working with the Yorke Region ESF Network to fund training. The project is very responsive to

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identifying a training opportunity and engaging the participant in training in a short time. Businesses must complete an application form to identify if their employees are eligible.

OBJECTIVE 2 - Increasing Industry Engagement

Strategy 2.1- Gather relevant labour demand data and skills requirements from local industries to inform initiatives

The Yorke Region ESF Network will use data and research to improve the outcomes for *South Australia Works in the Regions* in the Yorke region. The Yorke region has significant economic development and employment opportunities in poultry, meat processing, animal husbandry, aquaculture, aged care, construction (wind farms) and tourism. The Yorke Region ESF Network will investigate the employment potential in these industry developments to provide adequate program responses to fill job vacancies.

Initiative 1 Data Analysis

The Yorke Region ESF Network will continue to gather data and local intelligence to shape *South Australia Works in the Regions* programs that address regional needs. This activity will allow the Yorke Region ESF Network to investigate employment and training issues in the region to inform program responses. This data analysis project will generate specific local intelligence in a report which will be available to inform the Network, the general public, service providers and industry to use.

Strategy 2.2 - Engage local employers to support and participate in local initiatives

To ensure that *South Australia Works in the Regions* funding and outcomes are maximised the Yorke Region ESF Network will continue to strengthen partnerships.

With young people leaving the region to pursue other opportunities, skilled workers leaving the region for the resource sector and demand for workers in the region's major industries, the retention of workers is critical. Promoting career opportunities in the region is one strategy that the Yorke Region ESF Network will use to assist retention and match job seekers to local jobs.

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The Yorke LCP, Rural Skills Australia, TAFE, Job Services Australia Providers and the District Council of the Copper Coast will be major funding and supporting partners assisting the Yorke Region ESF Network's career promotion strategies.

In addition to the above groups, the Yorke Region ESF Network engages with industry through the YRDB Business Adviser and Economic Development Officers. The Economic Development Officers also work closely with the local Economic Development Boards/Committees to gain industry intelligence and pass on information about the Yorke Region ESF Network activities.

Initiative 1 Business and Industry Forums

The Yorke Region ESF Network engages with industry through the YRDB Business Adviser and Economic Development Officers. The Economic Development Officers also work closely with the local Economic Development Boards/Committees to gain industry intelligence and pass on information about the Yorke Region ESF Network activities. To ensure the YRDB and industry have the relevant information to provide training in the relevant business dinners and industry forums will be delivered throughout the year. Industry forums are an excellent opportunity for the ESF Network to share information and gain information from employers in the region. By offering opportunities to engage with industry on a particular topic the information gained can be used to shape future ESF Network projects and meet industry workforce demand.

OBJECTIVE 3 - Supporting Statewide Economic Directions by Building Regional Capacity

Strategy 3.1 Encourage partnerships and cross-regional collaboration

Partnerships and collaboration are vital for the Yorke Region ESF Network to be successful. To ensure that *South Australia Works in the Regions* funding and outcomes are maximised the Yorke Region ESF Network will continue to strengthen partnerships and collaborate on projects. In 2009/10 the Network will evaluate their internal processes and programs for continuous improvement. A review of Yorke Region ESF Network membership, the Yorke ESF Strategic Plan, procurement processes and program development processes will be completed. The review will assist the Yorke Region ESF Network to identify better partnerships and programs that provide improved responses to clients needs. Identified improvements will be rolled out through 2009/10. The Yorke Region ESF Network will also investigate better ways to engage Indigenous people into employment and training initiatives. This will be a priority as Indigenous participation in the region's Program has been low.

Initiative 1 Network Support and Program Costs

The Yorke Region ESF Network support funding will allow the Network to continue actively promoting *South Australia Works in the Regions* through local media and the internet. Funding also assists the Yorke Region ESF Network to consult with the broader community, administer meetings and planning session and support members to access meetings and forums. The Yorke Region ESF Network will also heavily promote *South Australia Works in the Regions* in the Yorke region to ensure that local people are aware of skill development programs and job opportunities in the region. The Yorke Region ESF Network will do this through maintaining, updating and promoting a professional website which is recognised by the community, industry and job seekers. The Yorke Region ESF Network will also actively seek local media coverage through media releases and e-bulletins.

Strategy 3.2 Provide targeted and responsive solutions that build regional capacity

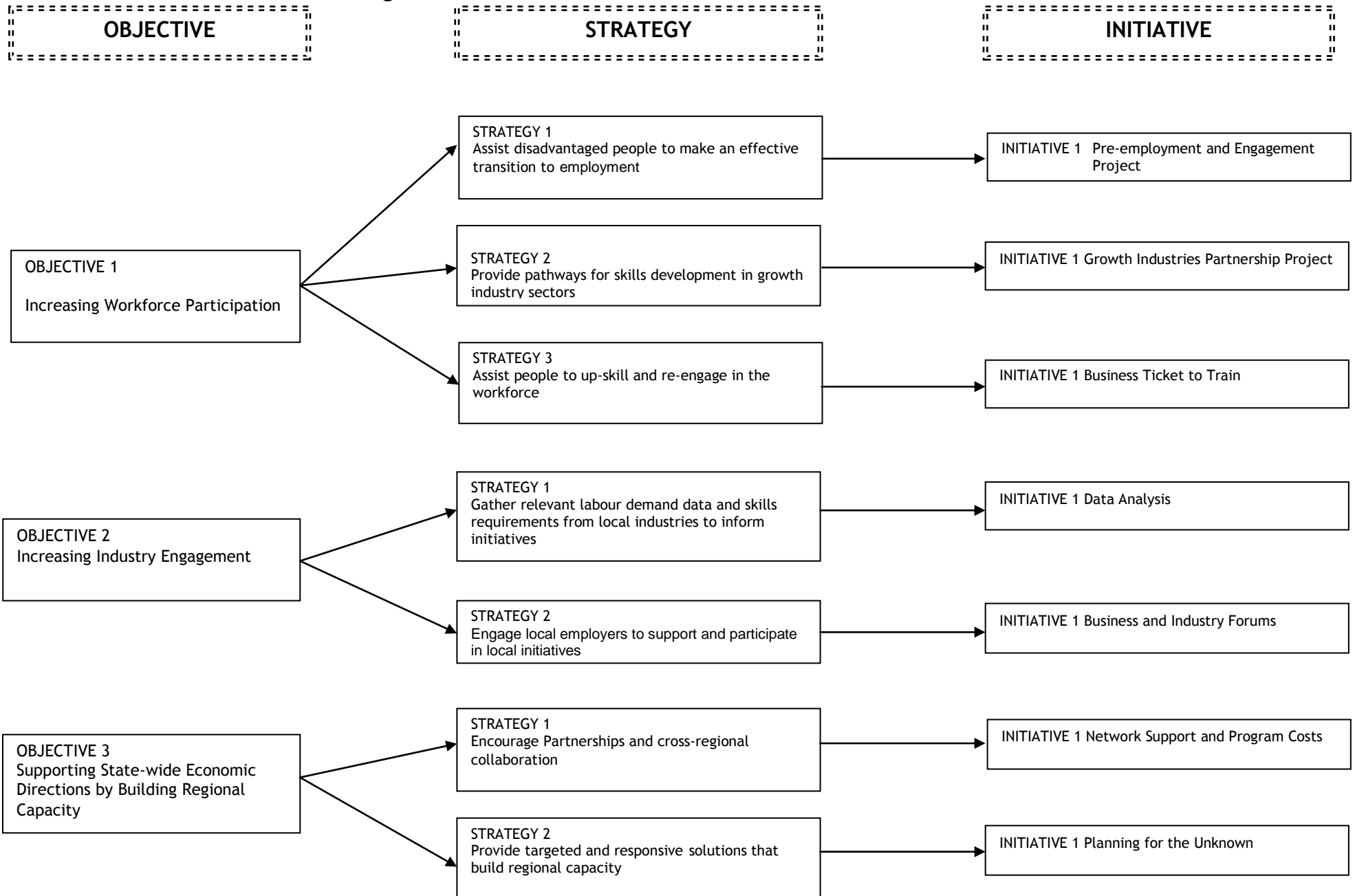
The current economic climate has shown that circumstances can change rapidly. This proves a problem when implementation plans are developed twelve months in advance. The ESF Network recognises that developing the "Planning for the Unknown" project will allow for important projects to be implemented during 2009/10 rather than having to wait until 2010/11.

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Initiative 1 Planning for the Unknown

With the continually changing economic climate the Yorke Region ESF Network has decided to allocate a small amount of funds towards the “Planning for the Unknown” initiative to respond to sudden changes that occur throughout the year such as large redundancies.

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GLOSSARY OF TERMS

<i>Accredited Training</i>	Training unit competency that forms part of a national training package
<i>Community Capacity</i>	Community capacity consists of the networks, organisations, attitudes, leadership and skills that allow communities to manage change and sustain community-led development
<i>DFEEST</i>	The Department of Further Education, Employment, Science and Technology, acting through Employment and Training Services
<i>Employment and Skills Formation Action Plan</i>	The plan to be developed at the commencement of the funding period which details the Grantee's proposed learning and work programs for any one (1) year of the funding period
<i>Employment Outcomes</i>	Any paid work (including, but not limited to apprenticeships, traineeships, group training and self-employment)
<i>Further Education and Training Outcomes</i>	Where following completion of <i>South Australia Works in the Regions</i> activity, the participant moves onto further education and training (e.g.: TAFE, RTO, University)
<i>Network</i>	The mechanism for leading and informing locally identified solutions to employment and skills formation issues
<i>Non-accredited Training</i>	All other training not covered by a national training package

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Participant

- (i) High Level Participant Outcome
Jobseekers out of work, out of training, out of school (aged at least 16 years of age) and those employed but who meet the upskilling criteria are engaged in training, job search, case management project or similar activity
- (ii) Low Level Participant Outcome
Persons attending activities in the nature of ‘careers expos’, workshops, or conferences for the purpose of career planning / preparation or participants. Those employed but who meet the upskilling criteria

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The South Australia government initiative intended to facilitate employment and skills formation outcomes for South Australians within their local communities

Social Inclusion

Social inclusion is experienced by individuals, families and communities when they have access to the opportunities they need to live rewarding and secure lives

Upskilling

An employee undertakes training or other skills development in a skill shortage area that will lead to additional income, more secure employment or the creation of another vacancy.

Upskilling criteria:

- (i) Existing employees self-assesses as being underemployed and that upskilling will lead to additional income / more secure employment (high level participant, employment outcome)

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- (ii) Filling of a vacancy created through the upskilling of an employee. Contingent on employer contributing funding for training (high level participant, employment outcome)
- (iii) Upskilling assistance may be provided to an employer that deems its staff 'at risk' of losing jobs (low level participant)

Volunteering Outcome

Where following completion of *South Australia Works in the Regions* activity, the participant moves into volunteering (unpaid voluntary service to the community)

Workforce Development

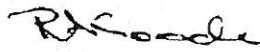
Those activities, including skills development, workforce participation, and workforce planning, which increase the capacity of individuals to participate effectively in a highly skilled workforce throughout their whole working life, enabling access to learning and employment, and which increase the capacity of firms to adopt high-performance work practices that support their employees in the use and renewal of skills in the workplace

Workforce Participation


A key component of workforce development, workforce participation is the active involvement of all people in the labour market, supported through education, training, skills development and life-long learning opportunities which increase people's ability to access education, training and employment. Workforce participation is measured by the rate of participation, expressed as a proportion of the population aged 15-64 who are working or who are willing and able to look for work

ENDORSEMENT

The Network participated in local consultation in the development of this Employment and Skills Formation Network Plan. It is endorsed by the:

Signature 
Chair Rosemary Goode
Date 29/05/09

South Australia Works in the Regions funds allocated to deliver this plan will be placed with Yorke Regional Development Board and is endorsed by:

Signature 
Chair Ian O'Loan
Date 29/05/09

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