

## Greater Whitsunday Region RJC – Action Plan 2024

### Purpose

This Greater Whitsunday RJC Annual Action Plan outlines local solutions being implemented by the Greater Whitsunday Regional Jobs Committee. The Greater Whitsunday RJC develop and deliver local solutions to local skilling and workforce challenges. Whilst delivering the RJC Annual Action Plan the RJC must remain agile and responsive to economic fluctuations and government responses throughout the time period. Progress against RJC Annual Action Plan activities and initiatives is updated quarterly and/or in response to meetings of the Greater Whitsunday RJC.

|                           |   |                                |                   |
|---------------------------|---|--------------------------------|-------------------|
| <b>Project Manager:</b>   | <b>Georgia Lavers</b>   | <b>Action Plan start date:</b> | <b>01/04/2024</b> |
| <b>Enquiries (email):</b> | <b>georgia@gw3.com.au</b>   | <b>Action Plan end date:</b>   | <b>30/06/2025</b> |
| <b>LGA's impacted:</b>    | <b>Greater Whitsunday region (Mackay, Isaac, Whitsunday LGAs)</b> |                                |                   |

### Initiatives

| Challenge identified   | Solution focus area   | Implemented by (date) | RJC solutions   |                                     | Anticipated impact   | Anticipated outcome  | Priority   | Initiative name  |
|--|---|-----------------------|---|-------------------------------------|--|--|--|--|
|  |   |                       | Activities  | Complete                            |  |  |  |  |
| There are growing pressures for businesses to adapt to meet decarbonisation goals that are being flagged by larger supply chain companies in the region.                           | <input type="checkbox"/> Workforce participation<br><input checked="" type="checkbox"/> Local solutions<br><input type="checkbox"/> School-to-work transition<br><input type="checkbox"/> Workforce attraction and retention<br><input checked="" type="checkbox"/> Skilling Qlders now and into the future | May 2024              | <ul style="list-style-type: none"> <li>Host a workforce development session at the Decarbonisation Accelerated Summit. Session will include:               <ul style="list-style-type: none"> <li>Keynote speakers</li> <li>Workshop and discussion</li> </ul> </li> <li>Develop a report capturing workforce conversations.</li> <li>RJC identifies local employer challenges to statewide decarbonisation goals to continue future planning/opportunities.</li> </ul> | <input checked="" type="checkbox"/> | Businesses proactively plan upskilling needs to meet decarbonisation goals.                          | Participants gain a clear understanding of local workforce barriers hindering decarbonisation goals while acquiring knowledge to explore future workforce needs. | <input checked="" type="checkbox"/> Short term<br><input type="checkbox"/> Medium term<br><input type="checkbox"/> Long term | Decarbonisation Accelerated Summit: Workforce Development Workshop |
| Businesses are facing a number of workforce challenges but may not have considered how they are impacting other businesses concurrently and the possible solutions that may exist. | <input type="checkbox"/> Workforce participation<br><input checked="" type="checkbox"/> Local solutions<br><input type="checkbox"/> School-to-work transition<br><input type="checkbox"/> Workforce attraction and retention<br><input checked="" type="checkbox"/> Skilling Qlders now and into the future | May 2024              | <ul style="list-style-type: none"> <li>Attend inaugural Whitsunday Business Conference held by Whitsunday Business Chamber.</li> <li>RJC Project Manager to speak at event about workforce development and key challenges businesses are facing now and into the future as well as possible solutions.</li> <li>Conduct survey of participants to further understand the key workforce challenges they are facing.</li> </ul>   | <input checked="" type="checkbox"/> | Businesses critically consider key workforce challenges and start to contemplate possible solutions. | Participants gain a clear understanding of local workforce barriers while acquiring knowledge to explore future workforce needs.                                 | <input checked="" type="checkbox"/> Short term<br><input type="checkbox"/> Medium term<br><input type="checkbox"/> Long term | Whitsunday Business Conference                                     |
| Currently there is a misconception of digital career opportunities within the region despite the MIW Future Employment Study predicting  | <input type="checkbox"/> Workforce participation<br><input type="checkbox"/> Local solutions  | May<br>Ongoing        | <ul style="list-style-type: none"> <li>Conduct a Promotional campaign of three existing digital workforce attraction videos (developed by</li> </ul>  | <input checked="" type="checkbox"/> | Effectively capture the attention of skilled digital workers nationwide, portraying                  | An increase in the number of skilled digital workers expressing interest in relocating or pursuing remote work opportunities within the region,                  | <input type="checkbox"/> Short term<br><input checked="" type="checkbox"/> Medium term                                       | Greater Careers  |

Regional Jobs Committee – 2024 Action Plan

| Approval date | Release date | Version # |
|---------------|--------------|-----------|
| 12 July 2024  | 12 July 2024 | 1         |

|  |   |  |   |                                     |   |  |  |  |
|--|---|--|---|-------------------------------------|---|--|--|--|
| <p>growth in the digital sector will require 3,000 digital professional roles in region by 2030. The region is therefore expected to have a significant gap in digital skilled labour moving into the future.</p>  | <input type="checkbox"/> School-to-work transition<br><input checked="" type="checkbox"/> Workforce attraction and retention<br><input checked="" type="checkbox"/> Skilling Qlders now and into the future   |  | <p>GW3 in 2023) to target digital workers to move to the region.</p> <ul style="list-style-type: none"> <li>Conduct campaign again when new GW3 website is developed to provide clickable action to Workforce Development webpage.</li> <li>Complete data analysis within 12 months to ascertain if promotional campaign did increase numbers of digitally skilled workers.</li> </ul>  | <input type="checkbox"/>            | <p>the Greater Whitsunday region as an attractive destination for relocation or remote work opportunities, thus enhancing its reputation and establishing a robust talent pipeline to meet the evolving needs of local businesses and industries.</p>   | <p>resulting in a strengthened talent pipeline that meets the evolving needs of local businesses and industries.</p>   | <input type="checkbox"/> Long term   |  |
| <p>Although mining remains an important industry in the Greater Whitsunday region, there is an above average employment growth in other industries such as Accommodation and Food (as seen in Jobs Queensland Supporting RJC Agenda report). Mines offer significantly higher wages compared to these industries in the Isaac region. As such, businesses find it challenging to attract and retain trained and certified employees as they struggle to compete with the higher wages of the mining sector.</p>  | <input type="checkbox"/> Workforce participation<br><input checked="" type="checkbox"/> Local solutions<br><input type="checkbox"/> School-to-work transition<br><input checked="" type="checkbox"/> Workforce attraction and retention<br><input type="checkbox"/> Skilling Qlders now and into the future                       | July 2024                                      | <ul style="list-style-type: none"> <li>Attend co-delivered event with Isaac Business Chamber.             <ul style="list-style-type: none"> <li>Conduct workshop style session where businesses identify key workforce challenges and barriers.</li> <li>Capture the conversations and results and synthesise to understand key challenges. Provide attendees with existing resources, programs etc. that can assist in reducing identified challenges.</li> </ul> </li> </ul> | <input type="checkbox"/>            | <p>Business owners and managers acquire practical knowledge and skills related to implementing effective incentivising and retention strategies and practices.</p>  | <p>Businesses implement tailored retention strategies, cultivating positive work environments, and effectively address issues, ultimately leading to lower turnover rates and increased competitiveness in the local job market.</p>   | <input checked="" type="checkbox"/> Short term<br><input type="checkbox"/> Medium term<br><input type="checkbox"/> Long term | Isaac Business Chamber event (likely a HR focused event) |
| <p>As identified in the Greater Whitsunday Workforce Development Playbook, the Greater Whitsunday region is currently faced with challenges surrounding misconceptions and misunderstanding of the career pathways and opportunities available in the region. There is a gap in career education among youth and key influencers such as career advisors, teachers and principals, impacting aspirations and transition into workforce in regional key industries. Additionally, industry often is unaware about how they can best engage with schools and students to transition them into the workforce.</p> | <input checked="" type="checkbox"/> Workforce participation<br><input type="checkbox"/> Local solutions<br><input checked="" type="checkbox"/> School-to-work transition<br><input checked="" type="checkbox"/> Workforce attraction and retention<br><input checked="" type="checkbox"/> Skilling Qlders now and into the future | July 2024 (Greater Foundations)<br><br>Ongoing | <ul style="list-style-type: none"> <li>Promote the Regional School Industry Partnerships Program and collaborate with RSIP Manager for CQ region.</li> <li>Host Greater Foundations professional development event that focuses on improving educators' gap in career education.</li> <li>Foster connections between industry and schools that support students' positive school-to-work transitions.</li> <li>Promote Greater Whitsunday Career Education Modules.</li> </ul>  | <input checked="" type="checkbox"/> | <p>Educators understand the skills and career opportunities that are available to students in region. They are equipped with the knowledge and inspired to integrate career education in the curriculum, ensuring the students are supported with the right skills for the regions traditional and emerging industries.</p> | <p>Stronger connections built between industry and education and improved school-to-work transition pathways into relevant traditional and emerging industries, ultimately growing our own and reducing the number of students leaving the region when entering the workforce.</p> | <input type="checkbox"/> Short term<br><input checked="" type="checkbox"/> Medium term<br><input type="checkbox"/> Long term | Greater Foundations                                      |
| <p>The current skills pipeline is not expected to keep pace with the future digital demand of industry (as identified in the Future Employment Study). Integration of digital technologies and processes is increasingly being used by</p>   | <input type="checkbox"/> Workforce participation<br><input checked="" type="checkbox"/> Local solutions<br><input type="checkbox"/> School-to-work transition   | August 2024 and February 2025                  | <ul style="list-style-type: none"> <li>Promote Greater Digital Futurist Forum including through:             <ul style="list-style-type: none"> <li>Promoting to key networks including local Chambers and</li> </ul> </li> </ul>   | <input checked="" type="checkbox"/> | <p>Businesses have a heightened awareness about the existing gap between the current skills pipeline and the future digital demands of industry and the</p>   | <p>Businesses seek digital training opportunities to integrate digital technologies within their organisations to improve business processes.</p>  | <input type="checkbox"/> Short term<br><input type="checkbox"/> Medium term<br><input checked="" type="checkbox"/> Long term | Greater Digital Skills Program                           |

|   |   |                  |  |                          |   |  |  |                            |
|---|---|------------------|--|--------------------------|---|--|--|----------------------------|
| <p>businesses to boost productivity and profits, but the successful integration of these technologies in organisations is dependent on workers having the necessary skills.</p>   | <input checked="" type="checkbox"/> Workforce attraction and retention<br><input checked="" type="checkbox"/> Skilling Qlders now and into the future   |                  | <p>stakeholders identified in Communications Plan.</p> <ul style="list-style-type: none"> <li>Assist in developing and promoting a brochure and case study videos at the conclusion of the Program that highlight results, learning and project successes.</li> </ul>  | <input type="checkbox"/> | <p>importance of integrating digital technologies and processes in organisations.</p>   |  |  |                            |
| <p>There is a lack of awareness and understanding among businesses about existing programs available to them aimed at addressing specific workforce issues. This gap has long been observed among employees in management and leadership roles and is exacerbated by the difficulties faced by businesses in identifying the relevant in-person and online learning courses which are worth the time commitment for their business and their own professional development as identified in the Greater Whitsunday Workforce Development playbook.</p> | <input checked="" type="checkbox"/> Workforce participation<br><input checked="" type="checkbox"/> Local solutions<br><input type="checkbox"/> School-to-work transition<br><input checked="" type="checkbox"/> Workforce attraction and retention<br><input checked="" type="checkbox"/> Skilling Qlders now and into the future | <p>May 2025</p>  | <ul style="list-style-type: none"> <li>Three hybrid sessions (in-person component and online option), delivered to businesses, focused on local workforce identified challenges and program solutions.</li> <li>Post event survey to understand benefit sessions have had on businesses.</li> </ul>  | <input type="checkbox"/> | <p>Businesses understand existing programs being delivered as part of the Qld Workforce Strategy that address their workforce challenges and develop a stronger network to support in implementation of new practices and strategies.</p> | <p>Businesses adopt existing programs, initiatives and strategies improving their ability to attract and retain talent, making them more competitive in the marketplace, while also heightening productivity and innovation, ultimately leading to business growth and success while also contributing to a stronger and more connected local workforce ecosystem.</p> | <input type="checkbox"/> Short term<br><input checked="" type="checkbox"/> Medium term<br><input type="checkbox"/> Long term | <p>Greater Businesses</p>  |
| <p>As highlighted in the DESBT Greater Whitsunday Regional Profile, just under 97% of businesses in the Greater Whitsunday region are classified as small businesses. Due to limited resources and time constraints, there can be a lack of awareness regarding available programs to grow and develop as a business and address workforce challenges.</p>  | <input type="checkbox"/> Workforce participation<br><input checked="" type="checkbox"/> Local solutions<br><input type="checkbox"/> School-to-work transition<br><input type="checkbox"/> Workforce attraction and retention<br><input checked="" type="checkbox"/> Skilling Qlders now and into the future                       | <p>June 2025</p> | <ul style="list-style-type: none"> <li>Develop a series of video discussions that raise awareness and highlight available programs to support local businesses. Areas that will be covered include:             <ul style="list-style-type: none"> <li>Mentoring for Growth (M4G) program.</li> <li>Industry Workforce Advisory Program</li> <li>Programs by Multicultural Affairs Queensland to ensure businesses in region understand how to appropriately engage with people from diverse and non-traditional backgrounds.</li> <li>Other programs and supports that can assist local businesses.</li> </ul> </li> <li>Once developed, ensure the new RJC website page acts as a source of truth for RJC related activity and assists in improving</li> </ul> | <input type="checkbox"/> | <p>Strengthened connections and robust business foundations developed that align with small businesses goals and objectives (through workforce plans) to build long-term growth and sustainability.</p>                                   | <p>Small businesses will realise their full potential, driving innovation, ensuring they remain competitive in the market enhancing career opportunities and economic growth in the region.</p>  | <input type="checkbox"/> Short term<br><input type="checkbox"/> Medium term<br><input checked="" type="checkbox"/> Long term | <p>Greater Connections</p> |



