

Greater Whitsunday Regional Jobs Committee – Action Plan 2024-25

Purpose			
This Annual Action Plan outlines local solutions being implemented by the Greater Whitsunday Regional Jobs Committee (RJC). 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.			
Project Manager:	Georgia Lavers	Action Plan start date:	01/04/2024
Enquiries (email):	georgia@gw3.com.au	Action Plan end date:	30/09/2025
LGA's impacted:	Greater Whitsunday region (Mackay, Isaac, Whitsunday LGAs)		

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.	<div><input type="checkbox"/> Workforce participation</div> <div><input checked="" type="checkbox"/> Local solutions</div> <div><input type="checkbox"/> School-to-work transition</div> <div><input type="checkbox"/> Workforce attraction and retention</div> <div><input checked="" type="checkbox"/> Skilling Qlders now and into the future</div>	May 2024	<div><div>• Host a workforce development session at the Decarbonisation Accelerated Summit. Session will include:<div><div>a. Keynote speakers</div><div>b. Workshop and discussion</div></div></div><div>• Develop a report capturing workforce conversations.</div><div>RJC identifies local employer challenges to state-wide decarbonisation goals to continue future planning/opportunities.</div></div>	<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.	<div><input checked="" type="checkbox"/> Short term</div> <div><input type="checkbox"/> Medium term</div> <div><input type="checkbox"/> Long term</div>	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.	<div><input type="checkbox"/> Workforce participation</div> <div><input checked="" type="checkbox"/> Local solutions</div> <div><input type="checkbox"/> School-to-work transition</div> <div><input type="checkbox"/> Workforce attraction and retention</div> <div><input checked="" type="checkbox"/> Skilling Qlders now and into the future</div>	May 2024	<div><div>• Attend inaugural Whitsunday Business Conference held by Whitsunday Business Chamber.</div><div>• 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.</div><div>Conduct survey of participants to further understand the key workforce challenges they are facing.</div></div>	<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.	<div><input checked="" type="checkbox"/> Short term</div> <div><input type="checkbox"/> Medium term</div> <div><input type="checkbox"/> Long term</div>	Whitsunday Business Conference

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

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			Activities	Complete				
Currently there is a misconception of digital career opportunities within the region despite the MIW Future Employment Study predicting 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.	<input type="checkbox"/> Workforce participation <input type="checkbox"/> Local solutions <input type="checkbox"/> School-to-work transition <input checked="" type="checkbox"/> Workforce attraction and retention <input checked="" type="checkbox"/> Skilling Qlders now and into the future	May Ongoing	<ul style="list-style-type: none"> Conduct a Promotional campaign of three existing digital workforce attraction videos (developed by GW3 in 2023) to target digital workers to move to the region. Conduct campaign again when new GW3 website is developed to provide clickable action to Workforce Development webpage. <p>Complete data analysis within 12 months to ascertain if promotional campaign did increase numbers of digitally skilled workers.</p>	<input checked="" type="checkbox"/> <input type="checkbox"/>	Effectively capture the attention of skilled digital workers nationwide, portraying 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.	An increase in the number of skilled digital workers expressing interest in relocating or pursuing remote work opportunities within the region, resulting in a strengthened talent pipeline that meets the evolving needs of local businesses and industries.	<input type="checkbox"/> Short term <input checked="" type="checkbox"/> Medium term <input type="checkbox"/> Long term	Greater Careers
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.	<input type="checkbox"/> Workforce participation <input checked="" type="checkbox"/> Local solutions <input type="checkbox"/> School-to-work transition <input checked="" type="checkbox"/> Workforce attraction and retention <input checked="" type="checkbox"/> Skilling Qlders now and into the future	February 2025	<ul style="list-style-type: none"> Attend Mayor's Breakfast in Moranbah. <ul style="list-style-type: none"> Conduct survey of attendees to further understand the key workforce challenges they are facing. Speak with attendees about the challenges they are facing and the solutions they think could improve the situation. <p>Share existing resources that businesses can make use of to help with attracting and retaining employees.</p>	<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 <input type="checkbox"/> Medium term <input type="checkbox"/> Long term	Mayor's Breakfast

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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.	<input checked="" type="checkbox"/> Workforce participation <input checked="" type="checkbox"/> Local solutions <input type="checkbox"/> School-to-work transition <input checked="" type="checkbox"/> Workforce attraction and retention <input checked="" type="checkbox"/> Skilling Qlders now and into the future	May 2025	<ul style="list-style-type: none"> Three hybrid sessions (in-person component and online option), delivered to businesses, focused on local workforce identified challenges and program solutions. <p>Post event survey to understand benefit sessions have had on businesses.</p>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	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.	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.	<input type="checkbox"/> Short term <input checked="" type="checkbox"/> Medium term <input type="checkbox"/> Long term	Greater Businesses
As highlighted in the DTET 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.	<input type="checkbox"/> Workforce participation <input checked="" type="checkbox"/> Local solutions <input type="checkbox"/> School-to-work transition <input type="checkbox"/> Workforce attraction and retention <input checked="" type="checkbox"/> Skilling Qlders now and into the future	June 2025	<ul style="list-style-type: none"> Develop a series of video discussions that raise awareness and highlight available programs to support local businesses. Areas that will be covered include: <ol style="list-style-type: none"> Mentoring for Growth (M4G) program. Industry Workforce Advisory Program Programs by Multicultural Affairs Queensland to ensure businesses in region understand how to appropriately engage with people from diverse and non-traditional backgrounds. Other programs and supports that can assist local businesses. <p>Once developed, ensure the new RJC website page acts as a source of truth for RJC related activity and assists in improving businesses awareness of available programs. Developed videos will be housed on the RJC page of the website and promoted across social media and RJC run events.</p>	<input checked="" type="checkbox"/>	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.	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.	<input type="checkbox"/> Short term <input type="checkbox"/> Medium term <input checked="" type="checkbox"/> Long term	Greater Connections

