

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:	30/06/2025
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.	<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	May 2024	<ul style="list-style-type: none"> Host a workforce development session at the Decarbonisation Accelerated Summit. Session will include: <ol style="list-style-type: none"> Keynote speakers Workshop and discussion Develop a report capturing workforce conversations. RJC identifies local employer challenges to state-wide decarbonisation goals to continue future planning/opportunities.	<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 <input type="checkbox"/> Medium term <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 <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	May 2024	<ul style="list-style-type: none"> Attend inaugural Whitsunday Business Conference held by Whitsunday Business Chamber. 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. Conduct survey of participants to further understand the key workforce challenges they are facing.	<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	Whitsunday Business Conference

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

Challenge identified	Solution focus area	Implemented by (date)	RJC solutions		Anticipated impact	Anticipated outcome	Priority	Initiative name
			Activities	Complete				
<p>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.</p> <p>The region is therefore expected to have a significant gap in digital skilled labour moving into the future.</p>	<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	<p>May</p> <p>Ongoing</p>	<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"/> <input type="checkbox"/>	<p>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.</p>	<p>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.</p>	<input type="checkbox"/> Short term <input checked="" type="checkbox"/> Medium term <input type="checkbox"/> Long term	Greater Careers
<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 <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	<p>February 2025</p>	<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 type="checkbox"/>	<p>Businesses critically consider key workforce challenges and start to contemplate possible solutions.</p>	<p>Participants gain a clear understanding of local workforce barriers while acquiring knowledge to explore future workforce needs.</p>	<input checked="" type="checkbox"/> Short term <input type="checkbox"/> Medium term <input type="checkbox"/> Long term	Mayor's Breakfast

Challenge identified	Solution focus area	Implemented by (date)	RJC solutions		Anticipated impact	Anticipated outcome	Priority	Initiative name
			Activities	Complete				
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.	<input checked="" type="checkbox"/> Workforce participation <input type="checkbox"/> Local solutions <input checked="" 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	July 2024 (Greater Foundations) Ongoing	2. Promote the Regional School Industry Partnerships Program and collaborate with RSIP Manager for CQ region. 3. Host Greater Foundations professional development event that focuses on improving educators' gap in career education. 4. Foster connections between industry and schools that support students' positive school-to-work transitions. Promote Greater Whitsunday Career Education Modules.	<input checked="" type="checkbox"/> <input type="checkbox"/>	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.	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.	<input type="checkbox"/> Short term <input checked="" type="checkbox"/> Medium term <input type="checkbox"/> Long term	Greater Foundations
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 businesses to boost productivity and profits, but the successful integration of these technologies in organisations is dependent on workers having the necessary skills.	<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	August 2024 and February 2025	<ul style="list-style-type: none"> Promote Greater Digital Futurist Forum including through: <ul style="list-style-type: none"> Promoting to key networks including local Chambers and stakeholders identified in Communications Plan. Assist in developing and promoting a brochure and case study videos at the conclusion of the Program that highlight results, learning and project successes.	<input checked="" type="checkbox"/> <input type="checkbox"/>	Businesses have a heightened awareness about the existing gap between the current skills pipeline and the future digital demands of industry and the importance of integrating digital technologies and processes in organisations.	Businesses seek digital training opportunities to integrate digital technologies within their organisations to improve business processes.	<input type="checkbox"/> Short term <input type="checkbox"/> Medium term <input checked="" type="checkbox"/> Long term	Greater Digital Skills Program

Challenge identified	Solution focus area	Implemented by (date)	RJC solutions		Anticipated impact	Anticipated outcome	Priority	Initiative name
			Activities	Complete				
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	<p>5. Three hybrid sessions (in-person component and online option), delivered to businesses, focused on local workforce identified challenges and program solutions.</p> <p>Post event survey to understand benefit sessions have had on businesses.</p>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input 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	<p>6. Develop a series of video discussions that raise awareness and highlight available programs to support local businesses. Areas that will be covered include:</p> <ol style="list-style-type: none"> a. Mentoring for Growth (M4G) program. b. Industry Workforce Advisory Program c. Programs by Multicultural Affairs Queensland to ensure businesses in region understand how to appropriately engage with people from diverse and non-traditional backgrounds. d. 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 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

Challenge identified	Solution focus area	Implemented by (date)	RJC solutions		Anticipated impact	Anticipated outcome	Priority	Initiative name
			Activities	Complete				
As identified in the Greater Whitsunday Workforce Development Playbook, the current skills pipeline in the region is not aligned to the demand for workers in agriculture and aquaculture.	<input type="checkbox"/> Workforce participation <input type="checkbox"/> Local solutions <input checked="" 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	June 2025	7. Promote the Aquaculture and Agriculture Tech Skills Hub micro-credentialling (developed by the sector, through active engagement with local employers). 8. Lift the profile of the TAFE Qld Bowen Agriculture Centre of Excellence and Proserpine Aquaculture Centre of Excellence. a. Highlight learning opportunities, skills sets and qualification, available to students and the practical applications such training can lead to. Direct students to resources that demonstrate the available career pathways in aquaculture and agriculture.	<input type="checkbox"/>	Enhanced understanding about the variety of skills and training available in the regions agriculture and aquaculture industries.	Changed perception about the skills and career opportunities in agriculture and aquaculture. A greater understanding that there is more technology driven roles which will attract young people and uplift the industries skills pipeline.	<input type="checkbox"/> Short term <input type="checkbox"/> Medium term <input checked="" type="checkbox"/> Long term	Greater Ag Careers
The Greater Whitsunday Future Skills Roadmap identified that encouraging the development of 'soft skills' within the Greater Whitsunday region will become increasingly critical to the future workforce and draws on the innately human skills that cannot be replicated by technology.	<input type="checkbox"/> Workforce participation <input type="checkbox"/> Local solutions <input checked="" 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	9. Raise awareness of the Activate Program with the RSIP Manager and Department of Education. Support the implementation of Activate Program in local schools	<input checked="" type="checkbox"/> <input type="checkbox"/>	Uplifting enterprise skills (soft skills) to support pathways for school-to-work transition and increase transferrable skills to allow the necessary mobility required in the future workforce.	Students will be equipped with the right skills for the regions traditional and emerging industries.	<input type="checkbox"/> Short term <input type="checkbox"/> Medium term <input checked="" type="checkbox"/> Long term	Greater Whitsunday Activate