



GREATER WHITSUNDAY
**Regional Jobs
Committee**

ACTION PLAN CASE STUDIES

The following case studies highlight activities undertaken by the Greater Whitsunday RJC under the 2024-25 Action Plan.



Whitsunday Business Conference

Local Workforce Forum

About the Conference

On 16 May 2024, the Whitsundays Chamber of Commerce and Industry held the inaugural Whitsunday Business Conference to coincide with a visit from the Queensland Small Business Commissioner, Dominique Lamb. Just over 55 local business owners, regional organisations and government representatives attended the event

RJC Participation at Conference

The Greater Whitsunday RJC was invited to attend the Conference and leveraged the opportunity to act as a Local Workforce Forum for the Whitsunday region. RJC Project Manager, Georgia Lavers was asked to provide a speech and sit on a panel session, Supercharge your People Power. Georgia delivered a speech about workforce development in the Greater Whitsunday region including key workforce challenges and existing programs and initiatives being run to address these difficulties.

A key focus of the speech was highlighting the importance of the Greater Whitsunday RJC and the work they are undertaking to support local businesses and industry.

The Chamber supported the RJC to run a short survey to gather intel about the key challenges businesses in the region were facing. Approximately 20% of attendees completed the survey.

Skilling & training staff was identified as the most significant challenge followed by attraction & retention of staff. Keeping up with technological change and decarbonising/managing environmental impact were rated as moderate to minor challenges. Staff accommodation/housing, staff motivation and wage expectations were also highlighted as challenges for the region.

Want to know more about the Whitsunday Business Conference?
Check out a summary article [here](#).



Supercharge your People Power Panel including Georgia Lavers (left)



Whitsunday Business Conference

Workforce Development Workshop

Decarbonisation Accelerated Summit - Local Workforce Forum

About the Summit

On 23 May 2024, 200 delegates attended the Decarbonisation Accelerated Summit in Mackay. The Summit acted as a dynamic gathering of industry leaders, innovators, and visionaries committed to driving real change towards a cleaner future for the Greater Whitsunday region.

RJC hosted People Stream

At the Summit, four breakout sessions were run concurrently - Industry, Environment, Opportunity & People. The RJC hosted the People Stream breakout session. The People Stream aimed to understand the skills and expertise needed in a changing, low carbon world.

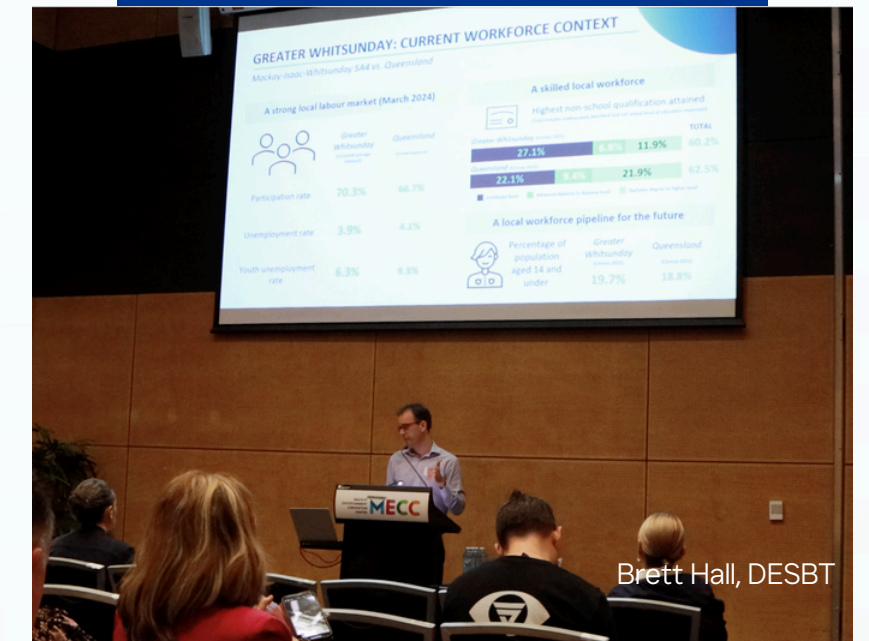
Greater Whitsunday RJC Chair, Carissa Mansfield moderated the session which comprised of two presentations and one workshop. Approximately 20 individuals participated in the People Stream.

Brett Hall and Pam Geekiyanage from the Department of Employment, Small Business and Training (DESBT) presented on the Queensland Workforce Strategy (QWS) and Clean Energy Workforce Roadmap (CEWR).

Tracey Stinson from the Clean Energy Council presented on the clean energy jobs of the future.

Project Manager for the Greater Whitsunday RJC, Georgia Lavers, ran a workshop focused on the workforce challenges faced by the region and possible interventions. This session was leveraged as an RJC Local Workforce Forum for the Macky region to ensure adequate representation of local voices to steer the work of the RJC.

**Want to know more about the outcomes of the session?
Check out the Visual Storytelling on the following slides.**



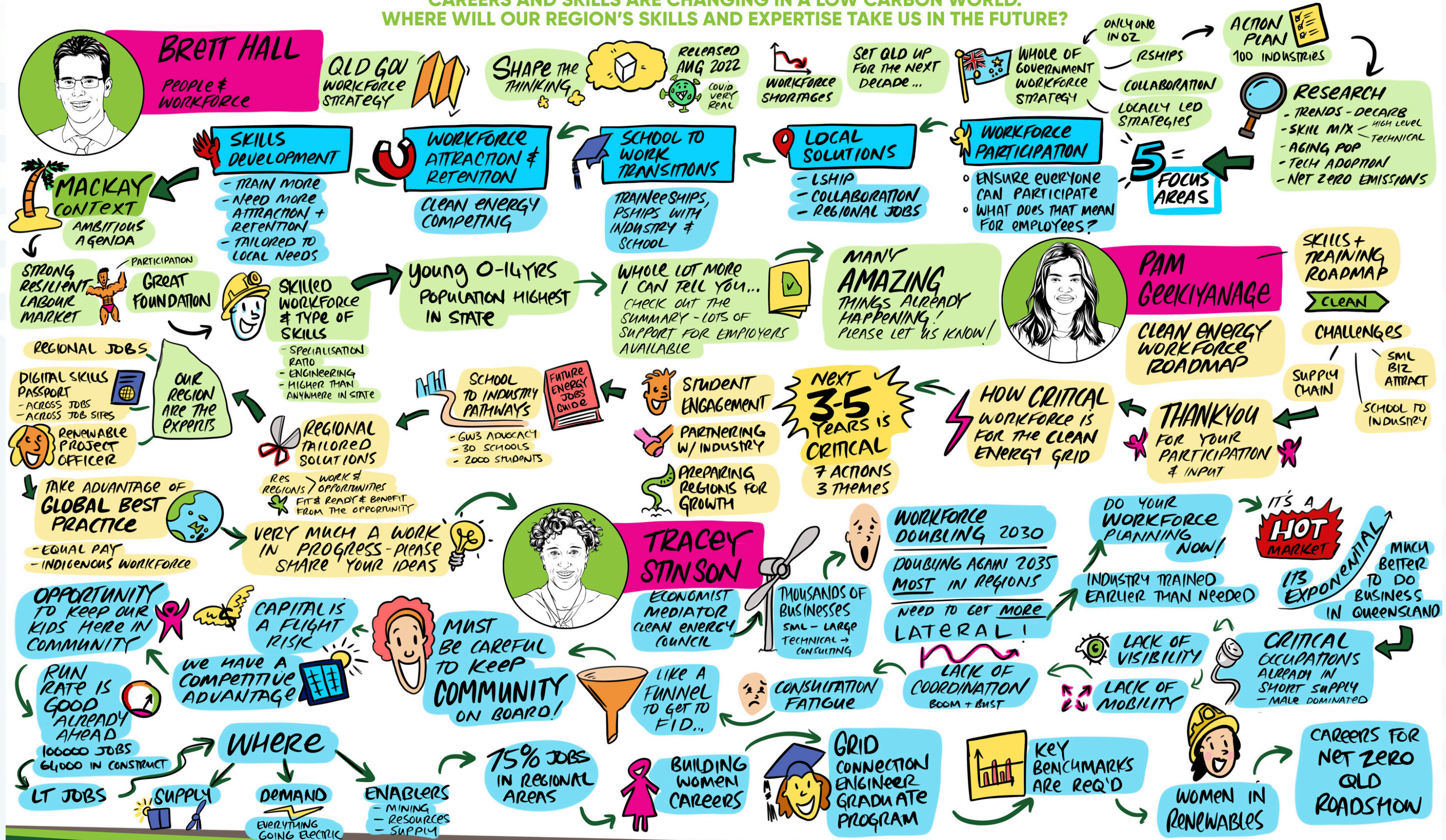
Brett Hall, DESBT



Georgia Lavers, GW3

PEOPLE STREAM

CAREERS AND SKILLS ARE CHANGING IN A LOW CARBON WORLD.
WHERE WILL OUR REGION'S SKILLS AND EXPERTISE TAKE US IN THE FUTURE?



DECARBONISATION
ACCELERATED

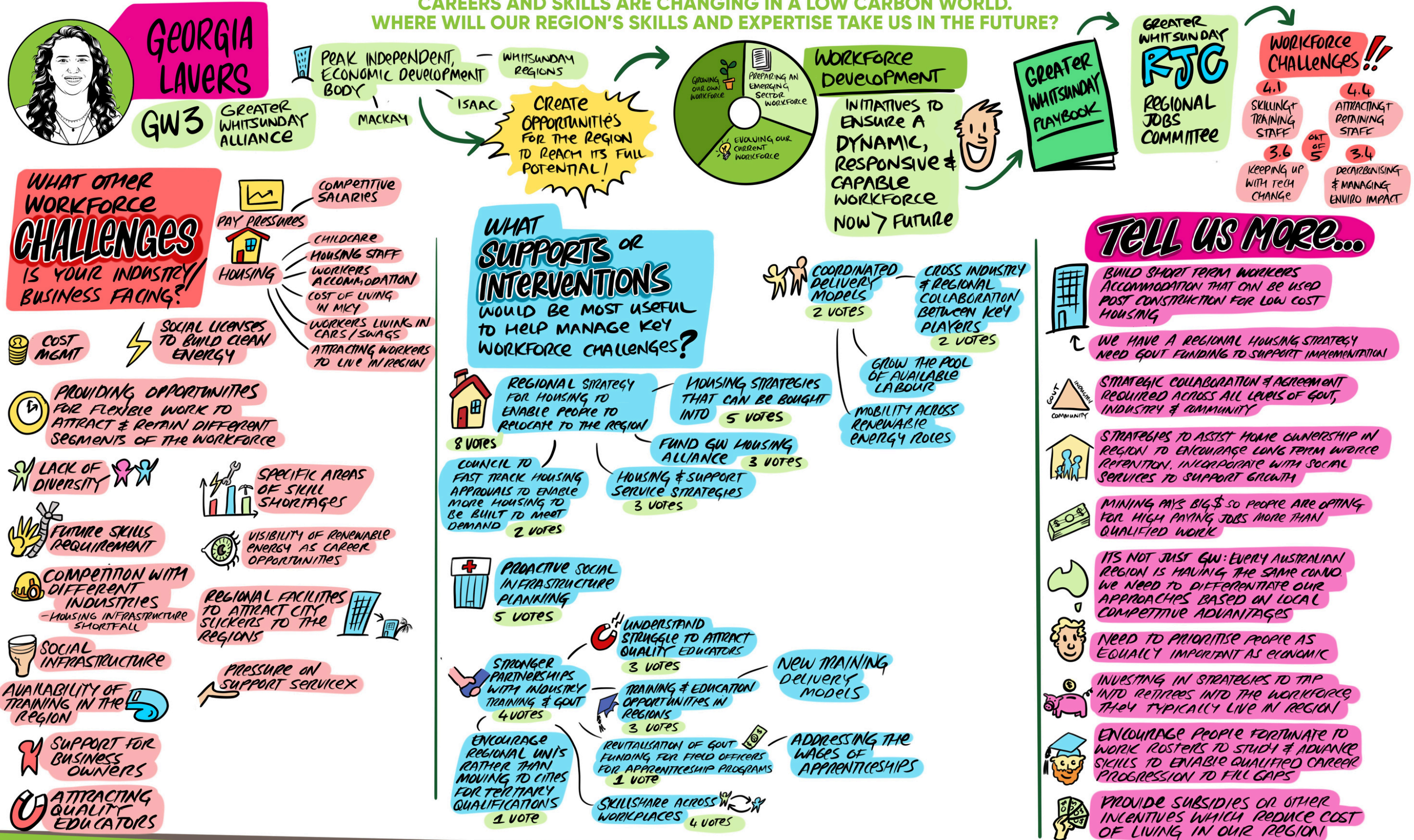
LOCAL ACTION - GLOBAL IMPACT - 23 MAY 2024

Visual
Storytellers

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Greater Careers

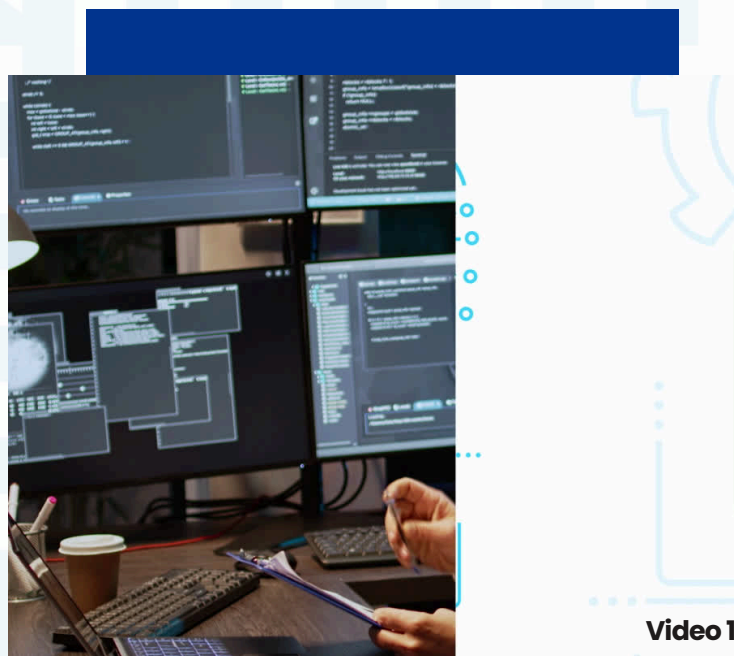
Digital Workforce Promotional Campaign

About the Campaign

The Greater Whitsunday Future Employment Study identifies that the region will need 3,000 digital professionals by 2030. We need to redirect people's skills to meet the demands of a changing world through the attraction of digital talent. GW3 developed a series of three videos, designed to attract a digital workforce to the region and change perceptions about the career opportunities in the Greater Whitsunday region.

Campaign Results

The campaign began in April 2024 and ran for six weeks. A total of 113.5k people were reached via Facebook with approximately 49.9k clicks to GW3's Workforce Development YouTube channel (displaying stories of people and industry in region). On LinkedIn, 84.2k people were reached. These insights demonstrate significant engagement with the campaign. The campaign will be conducted again towards the end of 2024 to start of 2025 when the new GW3 website is developed (this will allow further action and directly link audiences to relevant content).



Check out the
campaign
videos!



Greater Foundations24

Teacher Professional Development

About Greater Foundations24

Greater Foundations is a teacher PD that aims to connect educators with industry to provide them with a holistic picture of the opportunities that exist for students in region. Attendees heard from a range of industry experts representing tourism, advanced manufacturing, agriculture and more.

Sessions were held on classroom application to help educators understand the practical ways to implement learnings into their classroom to provide the most benefit to students.

Greater Foundations24 Results

Greater Foundations24 was held on 19 July 2024 at the Resources Centre of Excellence (RCOE). A total of 23 educators attended the event with 10 schools represented from the region (state and private).

Feedback from the event was extremely positive. At the beginning of the day, educators rated their understanding of the career opportunities in the region as 68% compared to 88% at the conclusion of the PD.



The variety of presentations provided valuable insights into contemporary industry challenges and opportunities...



The connection to key skills needed for future employees and the inspiration for an education revolution was invaluable...



**Want to know more about the PD?
Check out the Teacher Resources Pack [here](#).**



Greater Whitsunday RJC Newsletter

Workforce Navigator

About Workforce Navigator

The Greater Whitsunday RJC has developed a monthly newsletter called the Workforce Navigator. Through the newsletter, we aim to support local businesses with the latest business news and provide strategies to help address workforce challenges. The newsletter will be used to connect local businesses with resources, events, and funding linked to the Queensland Workforce Strategy (QWS) and other relevant initiatives.

Workforce Navigator Results

The first edition of the Greater Whitsunday RJC Workforce Navigator newsletter was released in August 2024. The newsletter was delivered to 236 individuals and continues to be sent on a monthly basis. Newsletter engagement has increased, and additional sign ups continue to be requested.



Greater Whitsunday RJC Branding

Want to stay connected with the Greater Whitsunday RJC?
Sign up for the Workforce Navigator newsletter [here](#).



With masterclasses, mentoring sessions, VR implementation support and peer-to-peer learning, the Greater Digital Skills Program is not to be missed! [Submit your EOI here](#) to take the first step in boosting your team's skills and preparing your business for the future.

GREATER DIGITAL SKILLS PROGRAM

STRENGTHEN YOUR BUSINESS AND PREPARE FOR SUCCESS

Take part in masterclasses, mentoring integration sessions, VR implementation support, and peer-to-peer learning!

- **BOOST** your team's skills
- **HANDS-ON** technology experiences
- **SUPPORT** with expert mentorship
- **CONNECT** with peer-to-peer learning
- **PREPARE** for the FUTURE

The Greater Digital Skills Program is an innovative, region-specific training program for SME businesses within the Greater Whitsunday region.

FOR FULL DETAILS, SCAN THE QR CODE or VISIT web address link here

REGISTER NOW

SEPT 2024 - MAY 2025

Queensland Workforce Strategy 2022-2033 | GWSP | Jobs Queensland

NEWS - Government Support for Small Businesses

The Queensland Small Business Strategy 2024-27 has been developed to ensure Queensland's small businesses can continue to be innovative, adapt, grow and succeed. Key priorities identified for Queensland small businesses include rising costs, workforce retention, skill development, procurement access, and government navigation. The strategy enhances support and increases grants to fortify the sector. More than 6,000 small business grants have been awarded, totaling more than \$39 million through the Big Plans for Small Business grant programs, including:

- Business Basics grants of \$5,000 for new and emerging businesses
- Business Boost grants of up to \$20,000 for small businesses to enhance efficiency and productivity
- Business Growth Fund grants of up to \$75,000 for SMEs to purchase specialised equipment.

[Click below to read more.](#)

Workforce Navigator Edition 1

Greater Businesses Series

The Gen Z Advantage: Boosting Business with Young Talent

About Greater Businesses

The Greater Businesses series aims to enhance awareness and knowledge of existing programs, including under the Queensland Workforce Strategy, that address workforce challenges and support business growth. The series will deliver three hybrid events within the Greater Whitsunday region, focusing on specific local workforce issues and providing tailored solutions and program support to small and medium businesses. The series will contribute to a more connected and robust local workforce ecosystem.

Gen Z Advantage: Boosting Business with Young Talent Results

On October 22, 2024, the Whitsunday region hosted the first of the Greater Businesses Series as a business networking breakfast featuring keynote speaker Sophie Renton from McCrindle Research. Titled 'The Gen Z Advantage: Boosting Business with Young Talent', the event offered insights on engaging Gen Z in the workforce, with topics covering the future of work, intergenerational teams, and leadership development. The RJC also highlighted Queensland Government programs supporting workforce and business growth.

With 24 businesses from the Mackay, Isaac, and Whitsunday regions in attendance, the event received excellent feedback: 100% rated it very good (5/5 stars), and 90% reported a stronger understanding of available business supports.



The event was really great! I will share the information with my colleagues...



Excellent keynote presentation, fresh insights, practical steps and great when events are held locally in our region.

Greater Businesses - The Gen Z Advantage: Boosting Business with Young Talent



**Want to know more about this Greater Businesses event?
Check out the presentation and slides here.**

