



Australian Government

Sunshine Coast Youth Prosperity Forum

Innovation Centre – 7 November 2013



High Youth Unemployment Rate

Result of a range of factors:

- Marked reduction in the number of genuine entry-level jobs in the labour market in the past 30 years;
- Shrinking of labour-intensive workforces;
- Shift by employers from being skill developers to skill buyers;
- Heavy emphasis on the need for jobseekers to have had paid work experience.
- Young people are competing for jobs with older workers who are looking to scale down their responsibility levels, with migrants (who are facing different barriers such as language and lack of networks), as well as those on tourist visas.



High Youth Unemployment Rate

Top Issues:

1. Experience - Lack of work experience
1. Informal recruitment – lack of networks to access “Hidden Job Market”
2. Lack of employability skills
1. Transport - Lack of a drivers’ license
2. Lack of qualifications



Work Experience - Youth

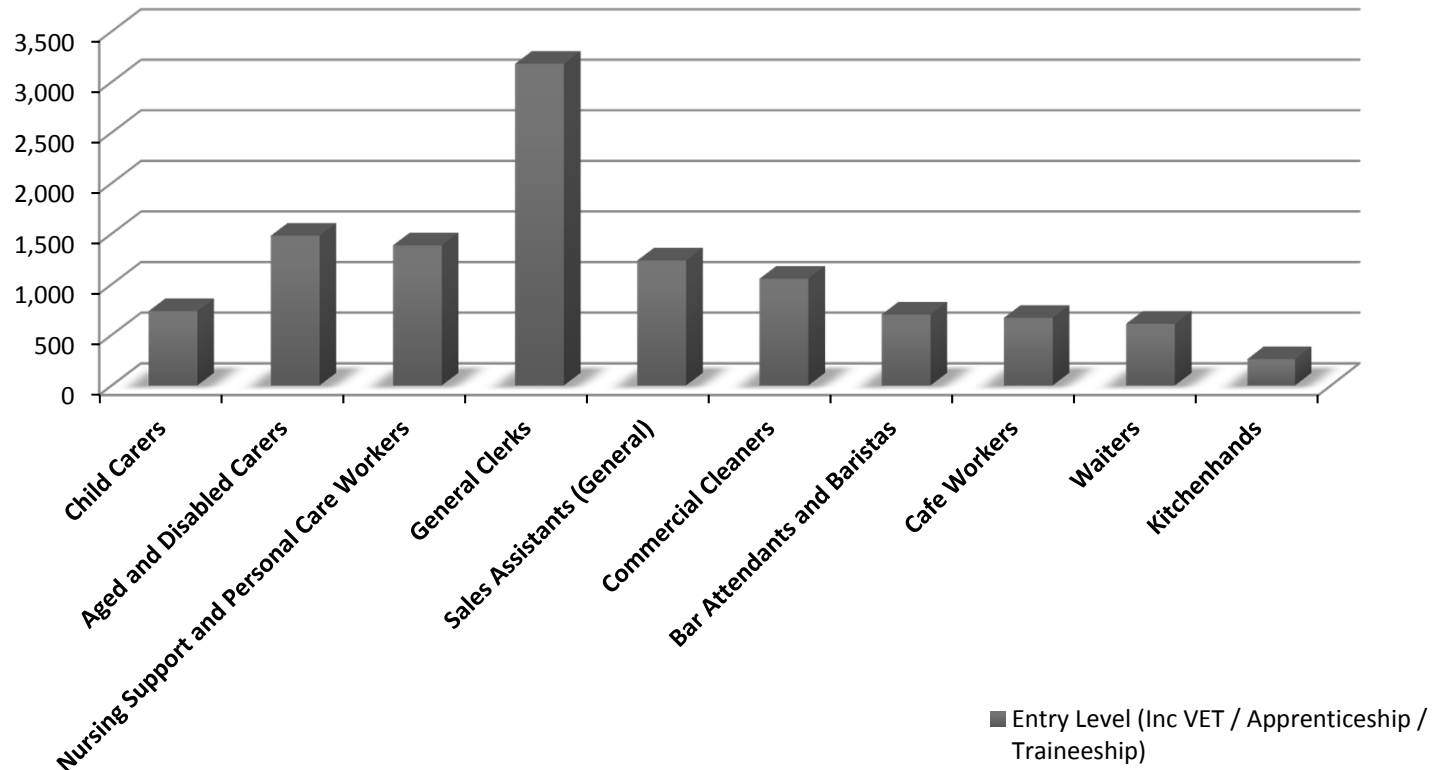
The experience trap - How do you obtain experience if you need experience to find employment?

Industry	% Lack Experience
Manufacturing	50%
Retail	56%
Accommodation and Food Services	75%
Health Care and Social Assistance	53%



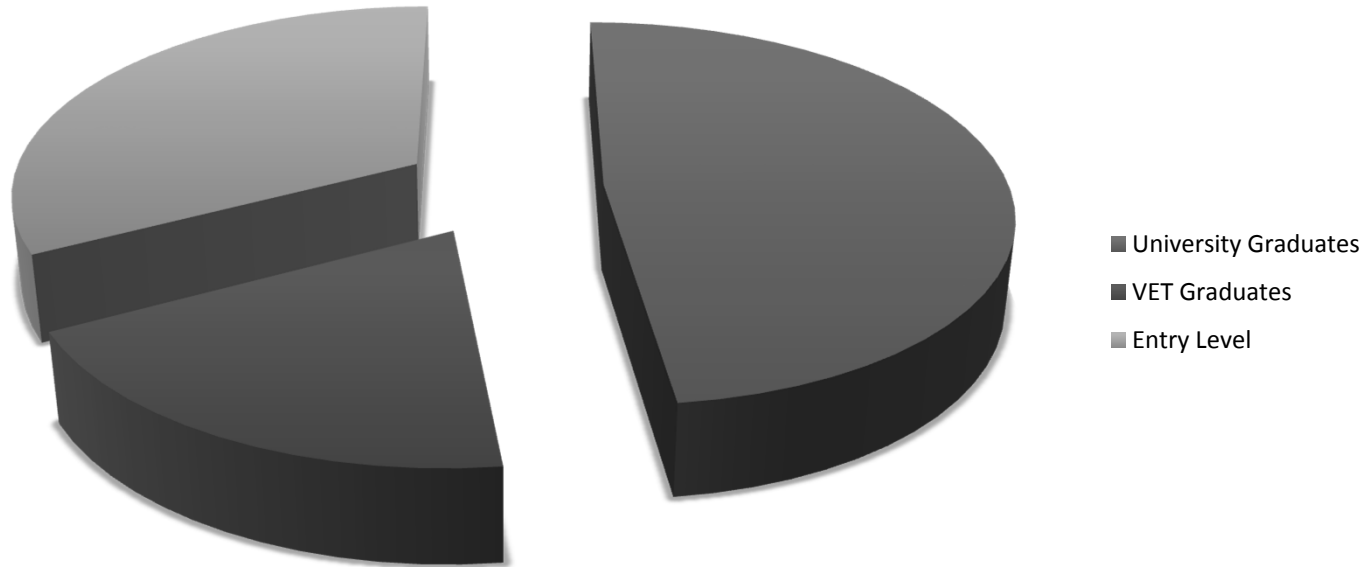
Future Jobs

Entry Level (Inc VET & Apprenticeship / Traineeship)



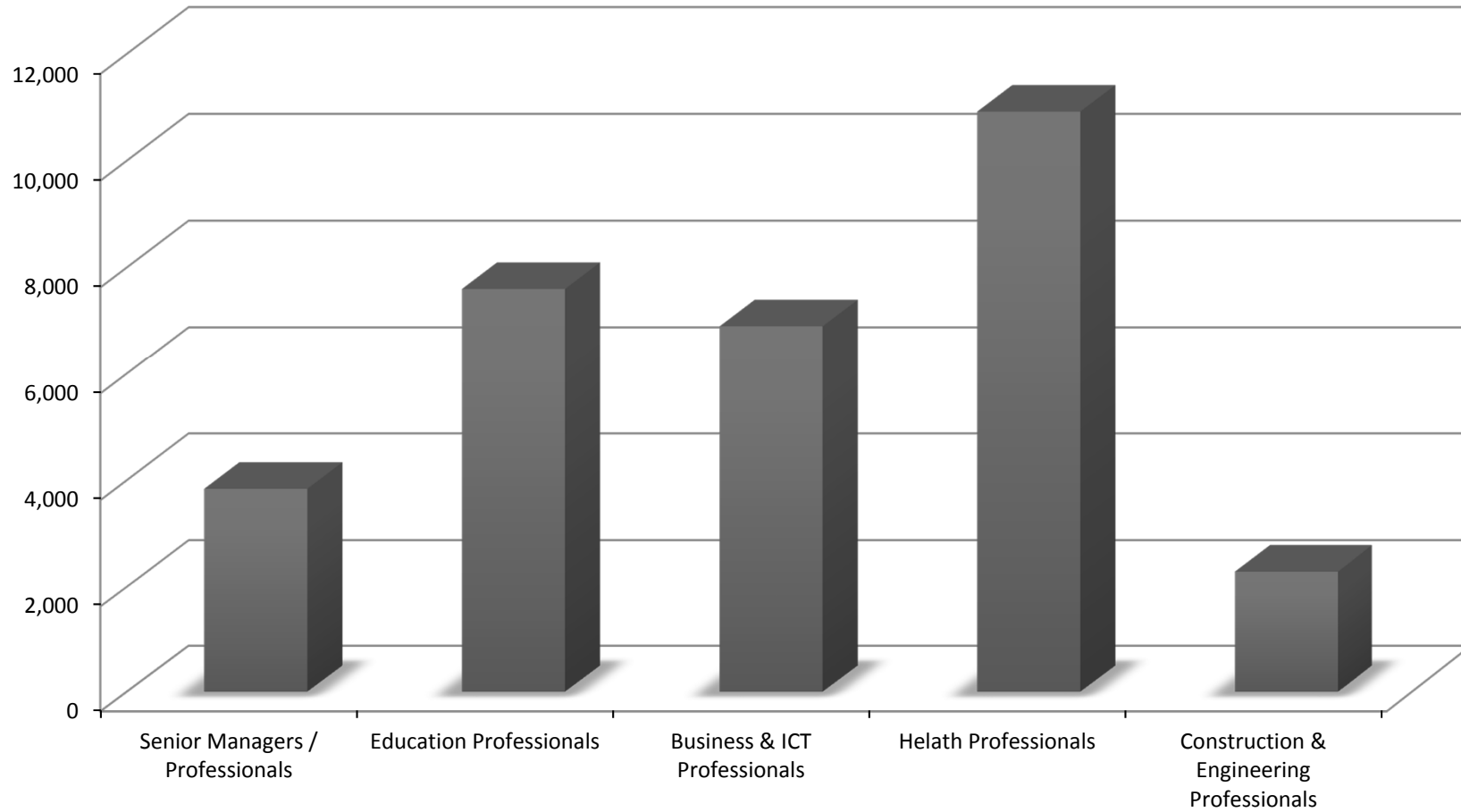
Future demand

Entry level Employment – Highest Demand Occupations Sunshine Coast



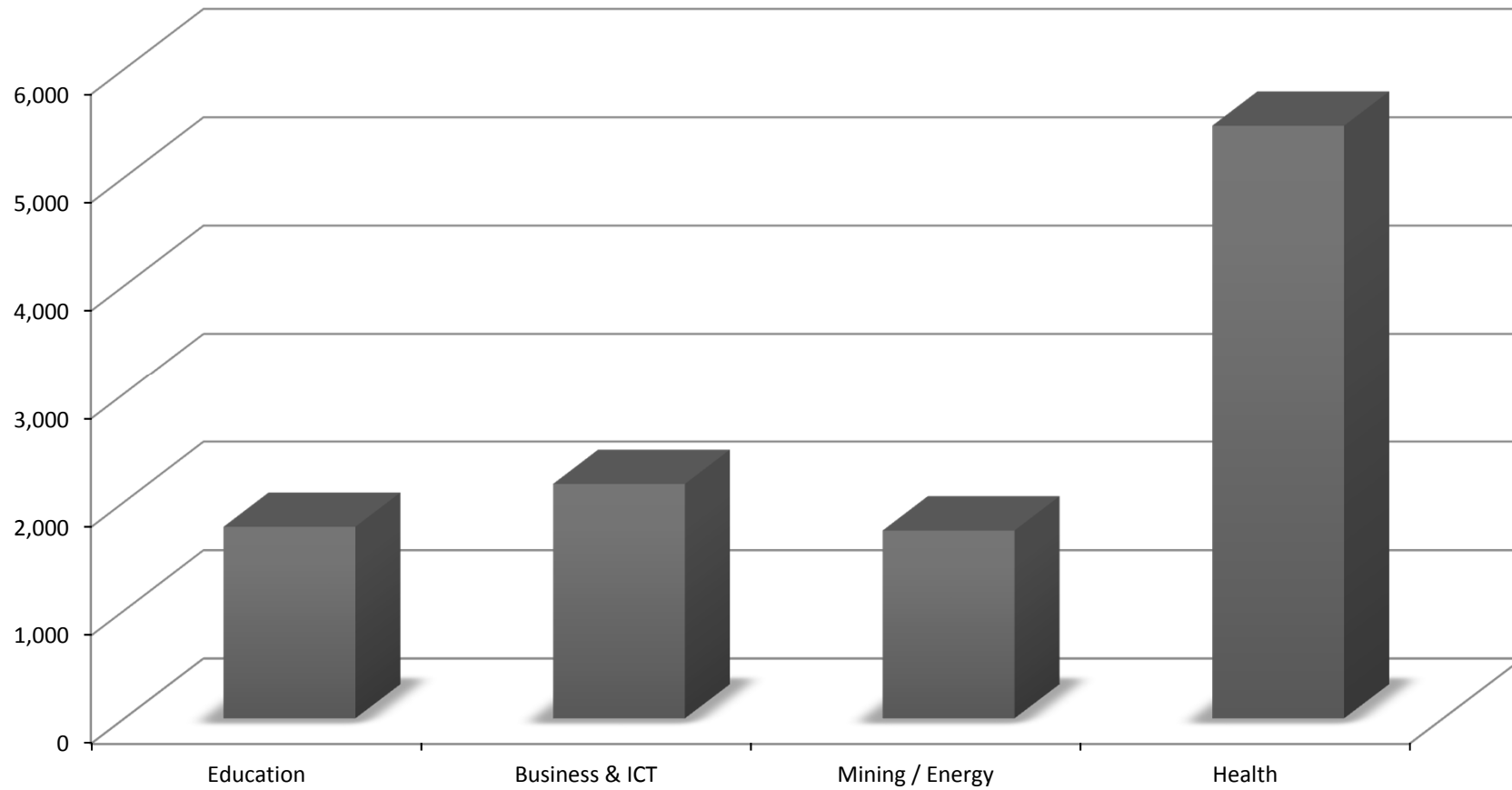
Future demand

University Pathway



Future demand

VET Pathway



What's happening at a regional level?

- Development of education and training pathways leading to industries and occupations projected to have higher demand at a local level
- Curriculum and qualifications delivered in schools meet industry requirements
- Aligning vet purchasing arrangements with areas of projected high skill demand
- Ensure higher ed courses and VET qualifications meet areas of high demand and industry needs
- Brokering closer relationships between industry, employers and schools
- Enterprise and Industry Level Workforce Planning



Key strategies needed

Work Experience - A model targeting the key entry level industries identified in the employer surveys: Retail, Hospitality, Manufacturing, Health and Social Assistance:

Key cohort - School students years 9-12

Potential model - Work Inspirations

- National campaign established in the UK in 2009
- 150,000 work experience placements with 600 companies.
- Statistically positive relationship between the number of employer contacts experienced in school and:
 - Confidence in progressing toward ultimate career goal
 - Likelihood of engagement in education, training and employment
 - Earnings
- Piloted in Australia in 2012/13 with 150 employers, 210 students and 36 schools



Key strategies needed

Work Experience - A model targeting the key demand industries identified in research:

Issue	Cohort	Potential Model
Work Experience	Secondary School Leavers	Gap
	VET Graduates	Gap
	Uni Graduates	Gap
	Unemployed Job Seekers	Work experience available



Key strategies needed

Unlocking the “Hidden” Job Market and building employability skills –

Key cohort – All young people

Potential model

- A series of events / opportunities for young people to network with local employers
- Engaging peak industry groups, business leaders and businesses and organisations across industries to identify informally “advertised” jobs;
- A coordination mechanism to:
 - Operate a “clearing house” of available positions and match people’s skills to jobs;
 - Identify suitable young people;
 - Provide employability skills training;
 - Broker Work Experience
 - Broker mentoring relationships.



Key strategies needed

Industry

- Build business capacity:
 - Increase profitability by building business capacity in key areas such as business planning, (digital) marketing, HR, Finance

New business investment

- Encourage (young) entrepreneurs to start businesses in industries that compliment areas of growth and link them with successful business owners for mentoring support;
- Micro finance support
- Local new / innovative business competitions



THANK YOU

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