



Lifting participation and employment for disadvantaged job seekers. Demand-led and supply- sensitive reforms.

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Overview

- Why lift participation?
- Overview of demand-led and supply-sensitive
- Recommendations for Government as enablers
- Conclusion and key messages



Why lift participation?

- 2.6 million working age Australians unemployed or not participating – 1 in 7.
- Skill and labour shortages now and worsening as population ages.
- Unemployment greatest cause of child poverty.



What is demand-led?

- Starts with employer needs and *works backwards* to meet the needs of the individual job seeker.
- Engages employers in the design of training and work experience and uses their hiring requirements to define training content and job readiness.
- Better preparation which meets employer and job seeker needs = better match, higher productivity, retention and progression.
- Not at expense of supply-side, will enhance it.



Australian experience

Since 1989, OCTEC has trained 10,000 people in Community Services and Health, 1000 in 2009, ~50 Indigenous.

90-100% completion rates and 80-90% employment rates.

21 year partnership with UnitingCare, now extends to 56 aged care facilities around NSW.



Photo courtesy OCTEC, NSW and More Forces at Work



What is supply-sensitive?

- Smarter ways to *engage, educate and employ* people who have not succeeded in traditional school or training environments.
- 60% Newstart and YA and 96% DSP are long term recipients, 60% unemployed have poor language, literacy and numeracy.
- Individual, intensive support to overcome barriers, engage mentors respected by clients.
- Integrate industry tasters and work experience with pre-employment training such as language, literacy and numeracy.



Employer Research & Engagement

- Research local opportunities
- Build the business case – the ‘offer’, tailored to meet employer’s needs (turnover, grow labour pool, improve diversity)
- Develop a mutually beneficial ‘deal’
- Develop fair and effective recruitment, retention and promotion practices



Australian experience

ACCES Services Inc., QLD:



- ‘Deals’ with Australia Post; Teys Bros Meatworks Biloela
- Cultural awareness and diversity training for line managers.
- Paid work experience for OS qualified
- Australian workplace culture training for new arrivals



Provider Governance and staff

- Employers on local boards
- Account manage employers
- Celebrate success
- Develop and reward staff with employer-focused skills



Job preparation and retention

- Design and deliver pre-employment training with local employers
- Integrate training and work placements, language, literacy and numeracy
- Build job retention success factors into job preparation



Skills training with employment outcomes

- What's in it – course content - demand-led
- Who delivers it – providers who meet **DUAL CUSTOMER** test: equally meet employer *and* job seeker needs
- Where – confirmed employer demand
- How it's delivered – supply-sensitive
- High performance – measure starts to job placements and retention, not course retention and completion



Governments as enablers

- ✓ Bring employers and providers together to develop *local* workforce plans and local 'deals' based on the business case.
- ✓ Embed employment opportunities in government contracts: a '*dividend for the disadvantaged*'.
- ✓ Programs and performance measures to reward demand-led and supply-sensitive practice.
- ✓ Encourage research and collaboration across sectors.



Key messages

- Adopt a dual customer focus – employers and job seekers are equally important.
- Disadvantaged job seekers need intensive support, integrated literacy & numeracy and hands on, job preparation, training and work experience.
- Employers hire locally: we need effective local plans connecting intermediaries to employers.
- Governments as enablers: bring employers to the table; reward demand-led/supply-sensitive practice; encourage collaboration.



See www.toniwren.com for a copy
of the full paper with references and details
of Australian and overseas practice.