

Training together – working together

Sustainable employment outcomes for Aboriginal people through training

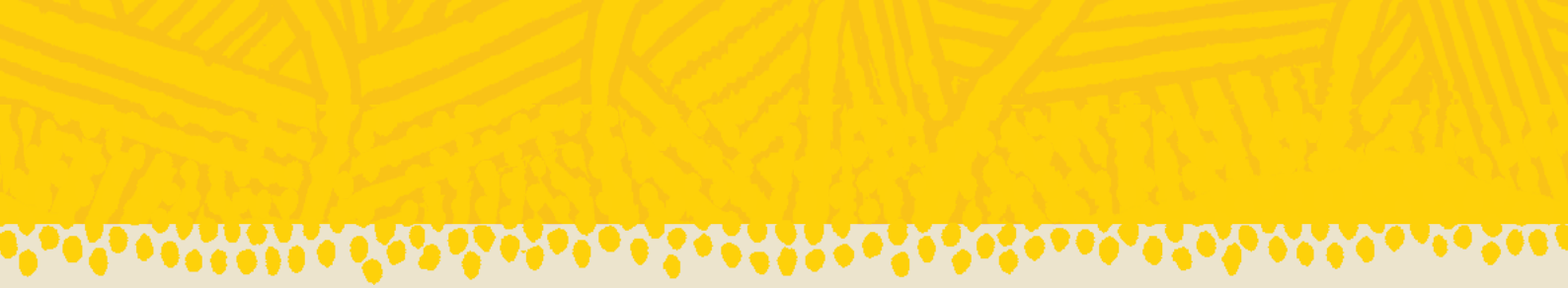


Aboriginal workforce development strategy

Update 2014




Government of Western Australia
Department of Training
and Workforce Development



Department of Training and Workforce Development 2014
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From the Minister

As Minister for Training and Workforce Development, I am delighted to present this summary of the Government of Western Australia's achievements in implementing the *Training Together – Working Together* Aboriginal workforce development strategy since 2010, along with an outline of the next steps in this important work.

It is heartening to report that many hundreds of Aboriginal people have been assisted to enter or re-enter the State's workforce since 2010 through the efforts of the five Aboriginal Workforce Development Centres established across the State in response to key recommendations of the *Training Together – Working Together* Committee which was ably led by Mr Keith Spence and Dr Sue Gordon AM.

At the same time, several hundred employers have been assisted in making their workplaces and employment practices more culturally sensitive and welcoming to Aboriginal people.

Changes of this kind benefit all Western Australians by providing a 'fair go' to some of the most disadvantaged members of our community.

I commend this update to you, and look forward to the new phase of implementing the *Training Together – Working Together* Aboriginal workforce development strategy.



Dr Kim Hames MLA
Deputy Premier
Minister for Training and Workforce Development

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From the Co-chairs, *Training Together – Working Together* committee

In 2010, the *Training Together – Working Together* Committee made six main findings, and put forward five strategic themes to address the issues it had identified as contributing to the under-representation of Aboriginal people in Western Australia's workforce, and to their level of disadvantage more broadly.

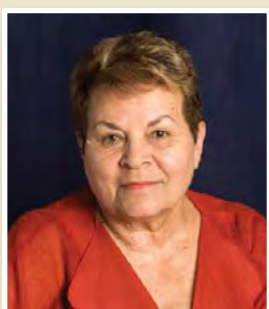
It is very satisfying to note how much progress has been made to date in implementing the Committee's recommendations for action.

The establishment of five Aboriginal Workforce Development Centres – in Perth, Bunbury, Broome, Geraldton and Kalgoorlie – each drawing on expertise within their local communities to frame locally responsive actions, is a wonderful achievement.

There have also been excellent developments in promoting positive Aboriginal role models, and expanding access to high quality mentoring.

While pleasing progress has been made, much remains to be done in terms of addressing the barriers that still exist to Aboriginal people's full participation in the workforce. The next steps foreshadowed in this Update document will play an important part in bringing about further positive change.

As co-chairs of the original *Training Together – Working Together* Committee and members of the Joint Steering Committee that has overseen implementation so far, we congratulate and thank all those involved – especially the members of local AWDC Advisory Groups across the State. We also acknowledge the commitment and efforts of staff in the Department of Training and Workforce Development.



Dr Sue Gordon AM
Co-chair
May 2014



Mr Keith Spence
Co-chair

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Strategy update

In March 2010 the *Training Together – Working Together* Aboriginal workforce development strategy (TTWT Strategy) was released. The TTWT Strategy is aimed at assisting Aboriginal¹ people to participate effectively in the workforce.

It contained recommendations to make better connections between employers and Aboriginal people and, through a more unified system of support, help individuals progress through the various transitions towards sustained employment, thereby reducing long-term welfare dependency.²

The Strategy was developed by a committee under the auspices of the State Training Board, co-chaired by Dr Sue Gordon AM and Mr Keith Spence. Through a comprehensive statewide consultation process, five strategic themes were identified:

1. connecting employers and Aboriginal job seekers to meet Western Australia's growing work opportunities;
2. engaging local knowledge and capacity – recognising a one size fits all approach does not work;
3. improving the transitioning of Aboriginal people through quality mentoring and other support;
4. developing a strategic systematic response to individual and institutional barriers to Aboriginal participation in the workforce; and
5. raising awareness of Aboriginal employment opportunities and promoting new Aboriginal role models.³

Since the Strategy was launched in 2010, considerable progress has been made. A key component of the Strategy was the establishment by the Department of Training and Workforce Development (the Department) of a network of Aboriginal Workforce Development Centres (AWDC). The Centres' value was recognised in 2012 when the program won the overall Premier's Award for Excellence in Public Sector Management along with the 'Improving Indigenous Outcomes' category.⁴

The Premier said the AWDCs had adopted an innovative network and collaboration model, working in partnership with other organisations providing employment, career, training and mentoring in the government, private or not-for-profit sectors. These Centres do not duplicate existing services – they link services, value-add and broker solutions that lead to employment.

This document reports on the achievements since the initial Government response to the Strategy in 2010 and proposes next steps towards the best possible workforce outcomes for Aboriginal people.

1 The term 'Aboriginal' in this document is intended to refer to Aboriginal and Torres Strait Islander peoples.

2 *Training Together – Working Together*: sustainable employment outcomes for Aboriginal people through training: Aboriginal workforce development strategy, page 7

3 Ibid page 8

4 In 2012 there were 51 applications for the Premier's Award, which produced six category winners and 12 finalists.

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1 Connecting employers and Aboriginal job seekers to meet Western Australia's growing work opportunities

Recommendation 1: The Minister for Training and Workforce Development to establish the Aboriginal Workforce Development Centre (AWDC) to oversee the implementation of a more holistic, systematic, statewide approach to training of Aboriginal people that leads to successful employment outcomes. A mechanism should be established between the AWDC and the State Training Board for the Board to provide the AWDC with strategic advice and to monitor the progress of the Aboriginal workforce development strategy implementation.

Supporting strategies include:

- 1.1 Gather and coordinate data across Western Australia to establish a comprehensive, statewide picture of the supply and skills of potential Aboriginal employees and the job demand and skill requirements of employers.
- 1.2 Link Aboriginal graduates with job opportunities arising from major companies and their contractors across Western Australia.
- 1.3 Develop a strategy to increase the proportion of employers, including small to medium enterprises that employ Aboriginal people as a mitigation against future skills shortages.
- 1.4 Support industry initiatives, such as the Australian Employment Covenant to achieve improved Aboriginal employment outcomes.

Initial State Government response

The creation of the Aboriginal Workforce Development Centre which commenced operations on 5 March 2010. The Aboriginal Workforce Development Centre is located in Murray Street in the Perth CBD. The Centre is the central coordinating point to support Aboriginal people transitioning into employment. The Centre will also assist employers to meet their workforce needs. It will work with employers, government and the Aboriginal community to remove barriers to Aboriginal participation in the workforce. Since opening in March, the Centre has had enquiries or meetings with more than one hundred and fifty individuals, employers or organisations regarding potential training or employment opportunities for Aboriginal people. The Centre is working on a number of partnerships with registered training organisations and industry to secure sustainable employment opportunities for Aboriginal people.

Achievements

Five Aboriginal Workforce Development Centres (AWDCs) have been established and are located in:

- Perth metropolitan area (Perth CBD);
- Goldfields (Kalgoorlie);
- Mid West (Geraldton);
- South West (Bunbury); and
- West Kimberley (Broome).

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The Perth Centre opened in March 2010 and the regional Centres opened in early to mid 2011. Through the work of these Centres, as of 31 December 2013:

- a total of 1296 Aboriginal people have been assisted into employment or training;
- around 700 employers have been assisted to employ or retain Aboriginal people; and
- the Centres are working in partnership with over 800 service providers and other organisations.

In continuation from an earlier program, the Department of Training and Workforce Development also contracts Aboriginal Training and Employment (ATE) services from four community organisations that operate in the regions where the AWDCs do not operate. The ATE providers, who deliver a similar service to the AWDCs, operate in:

- Pilbara (Port Hedland);
- Wheatbelt (Northam);
- Great Southern (Albany); and
- Peel (Rockingham).

The ATE services have worked with around 180 employers and assisted approximately 1300 Aboriginal people into employment or training.

The role of the Aboriginal Workforce Development Centres is to achieve sustainable employment outcomes for Aboriginal people and to do so in a culturally sensitive way. They have two key client groups: employers and Aboriginal job seekers.

The AWDCs support employers to attract, recruit and retain Aboriginal staff by:

- promoting vacancies to Aboriginal job seekers;
- providing advice on recruitment and retention strategies; and
- providing access to mentoring services and cultural awareness training.

The AWDCs also support Aboriginal people to obtain meaningful and long-lasting employment by:

- providing career guidance and information about training options;
- providing access to job opportunities and improving job search skills;
- developing employability; and
- providing Aboriginal role models and access to mentoring services.

Most importantly these services are delivered by adopting a network co-ordination model of government service delivery by building relationships with existing and emerging services to avoid duplication, bridge gaps in service delivery, and enhance service outcomes. Working in this way enables relatively modest resources to be combined with those of other agencies to achieve service outcomes.

The *Training Together – Working Together* Joint Steering Committee was established as a mechanism by the State Training Board to provide strategic advice and monitor the progress of the Strategy's implementation.

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Regional Workforce Development Plans have been published for Esperance/Goldfields, the Great Southern, the Wheatbelt, the Southwest the Pilbara and the Midwest. The plans for the other three regions are being developed. The plans outline key challenges to workforce development in each of the nine regions of the State and provide industry, government and community sector with strategies at a local and State level to address them. These strategies are aligned with the five strategic goals of *Skilling WA*.

The AWDC website has been developed to provide resources for employers, job seekers and service providers. Included on the website is a series of regional snapshots which provide data for regions in Western Australia which have an Aboriginal Workforce Development Centre. The data has a focus on the Aboriginal population. The website can be accessed at: <http://www.dtwd.wa.gov.au/employeesandstudents/aboriginalworkforcedevelopmentcentre/Pages/default.aspx>

The Department has built a strong collaborative working arrangement with the Australian Employment Covenant and its successor, GenerationOne.

Next steps

- NS 1.1 In consultation with key stakeholders, formalise an employer engagement strategy which is sufficiently flexible to meet local needs in each of the regions serviced by an Aboriginal Workforce Development Centre.
- NS 1.2 Formalise a youth engagement strategy which is sufficiently flexible to meet local needs in each of the regions serviced by an Aboriginal Workforce Development Centre. The strategy will include relevant actions from the *Aboriginal Economic Participation Strategy 2012-2016* (Government of Western Australia).
- NS 1.3 Improve the use of data to inform AWDC outreach activities and strategic planning (eg. examine school enrolment data to inform youth engagement).
- NS 1.4 Review the existing six regional snapshots published on the AWDC website and update them. Develop regional snapshots for the remaining regions.
- NS 1.5 Consider how to address unmet Aboriginal workforce development needs in regions of the State that are not served by the AWDC network (for instance, East Kimberley).
- NS 1.6 Consider the findings and recommendations from the recent evaluation of ATE services.

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2 Engaging local knowledge and capacity to achieve successful regional Aboriginal employment outcomes

Recommendation 2: The Minister for Training and Workforce Development to establish Aboriginal Workforce Development Hubs (Hubs) in each of Western Australia's nine regions to directly link local Aboriginal people and local employers. The Hubs would be established as independent, not for profit organisations with boards of management consisting of local Aboriginal leaders, employers, community representatives and service providers. Funding of up to \$500,000 per annum over a three year period would be provided to each Hub through contracting arrangements with the AWDC. Ongoing funding would be contingent upon a successful annual review of performance against agreed key performance indicators.

Supporting strategies include:

- 2.1 Allocate \$250,000 annually to the AWDC to support proposals from Hubs for specific projects in the region aimed at achieving sustained employment outcomes for local Aboriginal people.
- 2.2 Tenth Hub in the Lands – fund training services as a whole package across the Lands supporting the Ngaanyatjarra Council Employment Strategy to boost the number of job ready Aboriginal job seekers.

Initial State Government response

Recognising that 'one size does not fit all' – particularly in regional parts of the State — the Department of Training and Workforce Development will create an initial four Aboriginal Workforce Development Centres in selected regional areas of Western Australia, to directly link Aboriginal people and local employers. The Centres will be located in Broome, Geraldton, Kalgoorlie and Bunbury. They will hold regular employer forums to showcase successful Aboriginal employment practices, including best practice in Aboriginal workforce development across State Government.

Achievements

Following further consultation with regional communities, the Department established four regional Aboriginal Workforce Development Centres as a Departmental service and supported by community based Advisory Groups. This was considered to be the most cost effective approach. Each Centre, (see report on Strategy 1 above) is guided by a local advisory group that includes significant Aboriginal representation and advises on local barriers to Aboriginal employment and training. Currently all Chairs of AWDC Advisory Groups are Aboriginal.

The engagement of Aboriginal people in shaping the service promotes ownership and helps deliver a culturally sensitive service. Advisory groups also include representatives of other key stakeholder groups such as local employers and relevant service providers. The Terms of Reference for the advisory groups state that they will:

- Identify employment opportunities for job seekers in their region and the support needed by employers to attract, recruit and retain Aboriginal employees.

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- Develop strategies and solutions to increase sustainable Aboriginal employment, foster career development and address barriers to employment and representation in higher level positions.
- Provide advice and develop strategies to address identified issues in service delivery.
- Contribute to and endorse a business plan for the AWDC that sets out priorities and actions for improving employment outcomes for Aboriginal people in the region.
- Monitor and report on the progress and effectiveness of the AWDC in achieving its objectives.
- Where available, allocate project funds to achieve the objectives of the AWDC in accordance with its business plan and guidelines established by the Department of Training and Workforce Development.

Each Centre has received approximately \$250,000 from July 2011 to June 2014 to fund projects to address local barriers to employment.

General principles for funded projects are that they will:

- support the achievement of employment outcomes for Aboriginal people in the region;
- be consistent with the *Training Together – Working Together* Aboriginal Workforce Development Strategy; and
- be used to leverage additional funding from other stakeholders including industry, government, non-government and philanthropic organisations.

Some examples of locally-driven approaches completed or being developed include:

- A series of forums aimed at engaging and connecting people and organisations keen to achieve better employment outcomes for Aboriginal people in the Perth metro area and Mid West regions. The Deadly Jobs expos held in Perth during NAIDOC Week in 2012 and 2013 both attracted over 2 000 Aboriginal job seekers and 30 to 40 employers offering jobs.
- Development of an online resource for employers, entitled: *How well do you understand the Aboriginal people you employ? A guide to improving retention through supporting wellbeing and good workplace practices* (available online at: <http://www.dtwd.wa.gov.au/employeesandstudents/aboriginalworkforcedevelopmentcentre/employers/Pages/understanding-aboriginal-employees.aspx>).
- Development of an online resource to support Aboriginal people who are either considering fly-in fly-out work, or already involved in fly-in fly-outwork – in progress.
- Community-based driver training programs in both the South West region and also in the Perth metro area (where it will focus initially on Kwinana and nearby suburbs). These programs will help to address a key barrier to employment for many Aboriginal people by assisting them to gain a full driver's licence.
- Projects to improve the provision and coordination of mentoring in the Mid West and South West regions.
- A youth leadership capacity-building program to enhance mentoring in the West Kimberley region.
- Establishment of an Aboriginal professional network in the Goldfields – in progress.

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A formative evaluation of the Centres was completed in 2012 and was positive overall. It found that AWDCs are identifying gaps in service delivery and finding ways to fill them. Stakeholders found the AWDC service delivery model clear. Early achievements were:

- recruiting key people to advisory groups;
- helping local employers find and keep staff; and
- linking employers and clients with training providers and developing courses.

The Ngaanyatjarra Lands Training and Workforce Development Project was an 18 month project to provide vocational training programs that help Aboriginal people in the Ngaanyatjarra Lands to obtain meaningful employment. Program participants have used the skills they have learned for community projects including tree planting and maintenance of buildings and facilities, and some participants are exploring the possibility of setting up small businesses producing bush tucker products, jewellery, and other items.

Over the life of the program 100 people undertook accredited onsite training, including practical work. The program was offered to people in Warburton, Wingellina, Warakurna, Blackstone, Jameson and Kiwirrkurra. Following the success of the program in 2012, the program was extended in 2013 to provide training in Work Preparation (Community Services) into one of Australia's most remote communities, Kiwirrkurra, in the Gibson Desert. This initiative is being supported by an increase in the Regional loading paid to training providers delivering in the Ngaanyatjarra Lands.

Next steps

- NS 2.1 Renew membership of local AWDC Advisory Groups.
- NS 2.2 Continue to fund projects which provide local solutions to barriers to sustainable Aboriginal employment.
- NS 2.3 Evaluate funded projects addressing barriers to sustainable Aboriginal employment and consider possibilities for replication.
- NS 2.4 Continue working with relevant agencies to address training and employment needs in the Ngaanyatjarra Lands.
- NS 2.5 In partnership with the Department of Aboriginal Affairs, consider how best to support Prescribed Bodies Corporate (Native Title representative bodies) with workforce development initiatives.
- NS 2.6 Establish AWDCs as a referral agency to assist with the dissemination of information about training and refer clients to training providers through the Department's new participation program training procurement strategy.

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3 Improving the transitioning of Aboriginal people to achieve sustained employment outcomes

Recommendation 3: The Aboriginal Workforce Development Centre to develop a statewide strategy to systematically strengthen mentoring arrangements for Aboriginal people in Western Australia. The strategy should align with the Western Australian Strategic Framework for Youth Mentoring proposed in the implementation plan for the National Partnership Agreement on Youth Attainment and Transitions. In tandem with this, the AWDC would promote the sharing of successful Aboriginal employment practices by companies through convening regular forums for the sharing of best practice.

Supporting strategies include:

- 3.1 Establish a specific employer section on the Department of Training and Workforce Development website to assist companies in their Aboriginal employment and workforce development plans.
- 3.2 Develop an evidence based approach to identifying and promoting good practice examples of mentoring and the ‘wrap around’ support services that lead to the effective transitioning of Aboriginal people from school to further education and/or sustained employment. These findings will form the basis of the statewide mentoring strategy to ensure that effective mentoring is available during education and training and before, during and post placement in the workplace.
- 3.3 Provide annual funding of \$500,000 to be disbursed by the AWDC, through the Hubs, to support local employers in developing Aboriginal people to become work ready. This would include on the job mentoring support, literacy and numeracy and driver’s licence programs.
- 3.4 Provide annual funding of \$500,000 to be disbursed by the AWDC, through the Hubs, to support local training providers to provide mentoring support to students to effectively transition them from training to employment.
- 3.5 Aboriginal School Based Traineeship programs to be linked up with local jobs and funding for mentoring is to be provided, through the Hubs, to address the life skills and personal development needs of young Aboriginal people.
- 3.6 Conduct a systematic review of State and Australian Government programs and funding mechanisms for Aboriginal training and transition support with a view to creating a system which has the job seeker and employer at its centre rather than the service provider.

Initial State Government response

A statewide mentoring strategy will be developed to support Aboriginal people to gain employment. The Department of Training and Workforce Development has commissioned the development of an Aboriginal Workforce Development website that will provide easy access to existing mentor services and resources.

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Achievements

Evidence-based research into good practice mentoring and ‘wrap around’ support that leads to the effective transitioning of Aboriginal people from school to further education and/or sustained employment is completed and available on the website. These findings form the basis of a mentoring strategy to promote the availability of mentoring during education and training and before, during and post placement in the workplace. Information and advice about mentoring best practice and employment of Aboriginal people is provided on the website.

Databases of mentoring services and cultural awareness providers are available on the website to support employers. Approximately 200 mentors of Aboriginal people have been trained across Western Australia.

Mentoring programs have been established in Bunbury and Geraldton. The Mid West AWDC provides mentoring support to assist clients in a critical situation to engage in or maintain employment. The South West AWDC has engaged NEEDAC Ltd to provide holistic mentoring and assistance to 30 Aboriginal job seekers transitioning into employment over a 12 month period.

The Department provides targeted funding for Aboriginal School Based Training (ASBT), which is available via two pathways: institutional training and school-based traineeships. With the support of their school, students can undertake a qualification at Certificate I or II level, which helps them develop work-readiness skills not yet achieved through general education. The institutional pathway is available to full-time students in years 10, 11 and 12. In 2012–13, the Department added three more qualifications to the ASBT course options.

The school-based traineeship pathway is available to full-time students in years 11 and 12 and includes work placement through a Group Training Organisation (GTO). The GTO is given additional subsidies under the Joint Group Training Program to provide additional support services and mentoring, as required, for students in this cohort. In the 2012 calendar year, there were 140 course enrolments in the ASBT institutional pathway, with a module load completion rate of 79.8%; while in the traineeship pathway there were 286 commencements and 112 completions. (Note that GTO traineeships predominantly take between 18 to 24 months to complete.)

The Department continues to work closely with the Australian Government to avoid duplication and address barriers to Aboriginal employment. For example, the Department contributed to the Access and Participation Principal Committee’s mapping of each jurisdiction’s VET/skills and higher education programs, initiatives and strategies that address the Council of Australian Governments (COAG) ‘Closing the Gap’ targets. It included programs, initiatives and strategies specific to Aboriginal people as well as those that support the broader community and may impact on the Closing the Gap targets.

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Next steps

- NS 3.1 Pilot and evaluate regional approaches to the provision and co-ordination of mentoring services.
- NS 3.2 Survey those providers on the mentoring and cultural awareness databases to identify the nature of services provided and to which industries and employers, along with identification of successes and barriers.
- NS 3.3 Survey those people who completed the mentor training to identify outcomes as a result of the training.
- NS 3.4 Update information on the AWDC website regarding existing State and Australian Government programs and initiatives related to Aboriginal training and employment.

4 Removing barriers to participation in the workforce

Recommendation 4: The Minister for Training and Workforce Development to create an overarching across government group, at Director General level, to recommend policy changes to address barriers that require a whole of government approach, including issues of housing and accommodation needs to support training and employment.

Supporting strategies include:

- 4.1 The Department of Training and Workforce Development and the Department of Corrective Services to jointly develop and implement an integrated training and employment focused support strategy for offender transition into employment. The model should support a statewide expansion of the Auswest Specialist Education and Training Services (ASETS) through-care model and be packaged to meet the needs of Aboriginal male and female offenders. Both public and private prison providers need to be funded under the model.
- 4.2 The Department of Training and Workforce Development and the Department of Transport to allocate funding for programs and support services that will assist Aboriginal people to gain a driver's licence for the first time and support people who have lost their licence to gain an extraordinary licence for work purposes.
- 4.3 A statewide plan for housing and accommodation to be established to address the notable gap in the planning and funding of supported residential facilities for students in training, and housing for Aboriginal people transitioning to employment. The plan should map what currently exists and identify, on a region by region basis, the housing and accommodation needs of Aboriginal people transitioning from training into employment over the immediate, medium and long term.
- 4.4 The State Government to engage with the Australian Government to effect policy changes to recognise Aboriginal Elders in remote communities, currently on Community Development Employment Projects, as the Cultural Custodians of Country and to recognise these positions as jobs that Elders should be paid for.

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Initial State Government response

Co-ordinated by the Department of Training and Workforce Development, Directors General from across Government will address barriers to participation in training and workforce development that require a whole-of-government approach, including issues of housing and accommodation for those in training and also drivers licence support.

Achievements

The Department has developed strategic partnerships with other government and non-government entities to enhance Aboriginal economic participation. This has included:

- A *Training Together – Working Together* Directors General Group has been established to address cross-agency issues and barriers to Aboriginal workforce participation.
- The Director General of the Department attends the Aboriginal Affairs Coordinating Committee, chaired by the Department of Aboriginal Affairs, which is the peak coordination body for Aboriginal affairs within the WA public sector.
- Three AWDC Advisory Groups have included Department of Corrective Service (DCS) representation and AWDCs provide support to ex-offenders, either directly or indirectly, to help with job search and training information.
- The Perth AWDC has been involved in a number of employment expos such as those held at Karnet and Wooroloo Prison Farms and Acacia Prison. The Centre is also in the process of formalising arrangements for prisoners to attend the AWDC with DCS staff prior to release to explore potential employment/training options with AWDC staff.
- The Department has also provided funding for mentors in the Fairbridge Bindjareb Project which trains Aboriginal inmates from Karnet Prison Farm, towards guaranteed employment in the mining industry. This project has been renewed with Australian Government funding until 2015.
- Working with the Department of Aboriginal Affairs, the Small Business Development Corporation and the Chamber of Commerce and Industry's 'Project Connect', the Department has led the establishment of the Aboriginal Business Directory of WA, which currently lists over 200 Aboriginal-owned businesses and facilitates their access to commercial opportunities. The Directory's ongoing costs are sponsored by five principal and six supporting partners.
- Contributing to the cross-agency Remote Areas Driver Licensing Steering Committee whose recommendations are now being implemented in remote regions of WA, in addition to two driver's licensing projects being progressed by the South West and Perth Centres.
- Participating in working groups for employment related accommodation (ERA) for Aboriginal apprentices, trainees and other workers. ERA sites have been established in Halls Creek, Broome, Fitzroy Crossing, Derby and Hedland is being developed.
- Contributing to reviews and enquiries of relevant Australian Government programs – the Indigenous Employment Program, Job Services Australia and remote participation and employment servicing arrangements.

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- Participating in a range of other inter-agency initiatives and committees such as the Department of Aboriginal Affairs-led Aboriginal Economic Participation Strategy, the COAG-led Remote Services Delivery National Partnership, the WA Reference Group for the Minerals Council of Australia's Memorandum of Understanding with the Australian Government, and the WA Government's Aboriginal Affairs Coordinating Committee.

Next steps

- NS 4.1 Continue to work with State Government cross-agency strategies and mechanisms as appropriate. For example, work to achieve the outcomes of the *Aboriginal Economic Participation Strategy 2012-2016* (Government of Western Australia).
- NS 4.2 Continue to work with the Remote Areas Driver Licensing Steering Committee to facilitate a coordinated approach to driver training programs across WA and improve outcomes for Aboriginal people seeking to gain a provisional driver's licence.
- NS 4.3 Continue to work in partnership with the Australian Government and other key stakeholders to improve employment and training outcomes for Aboriginal people.

5 Raise awareness of Aboriginal employment opportunities and promote new Aboriginal role models

Recommendation 5: The Department of Training and Workforce Development through the AWDC, to establish a marketing and promotional plan to raise awareness of Aboriginal employment opportunities and promote new Aboriginal role models.

Supporting strategies include:

- 5.1 Create a brand image and materials for the AWDC and Hubs based on the *Training Together – Working Together* branding.
- 5.2 Create a web portal as a central communication point to support individuals, employers and service providers in Aboriginal training and employment.
- 5.3 Create a formal Aboriginal employment network to facilitate communication between employers and Aboriginal people about job opportunities.
- 5.4 Showcase personal success stories to promote positive Aboriginal role models to Aboriginal people across Western Australia.
- 5.5 Raise community awareness of employment opportunities through face to face contact with employers in dedicated Aboriginal employment road shows.

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Initial State Government response

The *Training Together – Working Together* consultations have resulted in the identification of Ambassadors, a group of Aboriginal role models. These role models will be encouraged and assisted to mentor others. It is also clear from the consultative process that training providers, public and private, industry and community all have a role to play to participate in mentoring programs that highlight achievements and build capability and the Department of Training and Workforce Development will develop strategies to foster these relationships. Consistent with this approach, the engagement of role models such as David Wirrpanda will build sustainable support for Aboriginal employment opportunities over time.

Part of this promotion and to take services out, two mobile vans will be used to conduct Aboriginal workforce development road shows throughout Western Australia. Arrangements are in place to equip these vans with access to technology, resources and information and they will be used to enable employers and Aboriginal job seekers to access local opportunities.

Achievements

The Department ran a statewide marketing and information campaign with specific regional strategies targeting job seekers and employers in late 2011 to early 2012. The call to action was the AWDC website and telephone number. Specifically branded AWDC promotional materials have been developed for the Centres.

A suite of information including questions and answers and fact sheets is provided under the employer section of the AWDC website and updates are provided as required. A report and fact sheet on pre-employment case studies and critical success factors is included. An employer resource entitled *How well do you understand the Aboriginal people you employ?* was launched by the Minister on 27 May 2013 and is available on the website (see page 8).

All Centres run workshops bringing together employers and job seekers and attend a variety of expos and other. These include the North West Expo in Broome, The Closing the Gap Information Day in Kalgoorlie, the Mid West Economic Forum in Geraldton and the Community First International jobs expo in Bunbury.

Each Centre is also involved in networking activities which include: the Goldfields Education Mining Industry Alliance; the Geraldton Iron Ore Alliance; Employment and Training Committees in each major town in the West Kimberley; and the Job Services Australia (JSA) Round Table in Bunbury. The Perth Centre has attended NAIDOC week activities, annual Skills West Expos and Careers Expos.

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The following activities have been undertaken to progress the role model strategy:

- Centres involve local role models in workshops and other activities to further engage with job seekers.
- Ten video clips showing Aboriginal role models are currently available on the AWDC website. The videos each outline that person's career path and offer insights and words of encouragement to inspire Aboriginal people to undertake training and/or enter employment.
- The clips are also available in DVD format for use in the various AWDCs and at expos. The DVD will be made available to other service providers for use with their clients/students.
- In addition, seven job seeker success stories have been produced and published on the AWDC website. A continuous loop DVD of these runs at the Murray Street AWDC reception area and is available for use at training sessions and promotional events.
- Relevant content is at:
<http://www.dtwd.wa.gov.au/employeesandstudents/aboriginalworkforcedevelopmentcentre/role-models/Pages/default.aspx> or <http://www.dtwd.wa.gov.au/employeesandstudents/aboriginalworkforcedevelopmentcentre/success-stories/Pages/default.aspx>

Next steps

- NS 5.1 Refresh the website format and content, with input from key stakeholders and target group representatives to ensure relevance and accessibility.
- NS 5.2 Identify and refresh role model videos and Aboriginal job seeker success stories, ensuring that the examples chosen resonate with the target groups.
- NS 5.3 Develop and promote case studies and lessons learned from case studies.
- NS 5.4 Develop social media communication strategies.

