



The Fraser Coast Workforce Blueprint 2018

The Fraser Coast

The Fraser Coast Workforce Blueprint 2018 sets out opportunities and actions to assist local employers and industries to develop and grow the Fraser Coast's workforce, and in turn, support jobs growth and economic development in the region.

The Fraser Coast is set to experience significant demographic and economic shifts over the coming years.

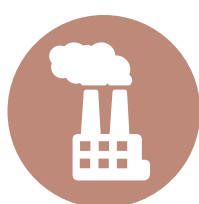
The Fraser Coast is a region aiming to transition to a more diverse economy. It is looking to capitalise on new opportunities and leverage its existing advantages. It is proactively planning to develop the skills it needs for its future workforce.

Purpose of the Blueprint

The Blueprint has been developed with specific consideration given to the Fraser Coast's economic and labour market profile. It provides a platform for employers and industries in the region to develop and grow the Fraser Coast's workforce. The Blueprint delivers practical actions to equip local industry and business with the right tools and capabilities to develop innovative employment and job creation strategies. It focuses on four key industries in the region.



Tourism



Manufacturing



**Health Care
& Social Assistance**



Agribusiness

Developing the Blueprint

The Blueprint is the result of extensive local consultation and research, including:

- a partnership between Jobs Queensland, TAFE Queensland and the CSIRO
- an initial research report *Growing Opportunities in the Fraser Coast: Informing regional workforce development*
- the establishment of the Fraser Coast Regional Advisory Group to guide the development of the Blueprint.

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What the Fraser Coast community said

Stakeholders told us that the Fraser Coast region needed to:

- build aspirational, entrepreneurial and collaborative mindsets
- develop entrepreneurial skills and networks that will enable the region to diversify and reshape industries
- provide agile training and development options to support future demand for continuous re-skilling
- strengthen strategies to reconnect disengaged individuals to the labour market
- build better connectivity between educators, training and employment providers, and employers to improve student/worker access to quality work-based experiences.

The most important areas of focus for training and workforce development highlighted are:



High quality education pathways



Digital literacy



Entrepreneurship



Numeracy, literacy and problem solving



Service and people skills

Policy recommendations

The Blueprint makes the following policy recommendations:

Economic development

Economic development efforts are linked to workforce development investment and coordinated across sectors to focus on building diverse economic opportunities.

Regional leadership

Community and civic leaders are encouraged to work collaboratively to develop a shared narrative and vision to realise the strengths of the region.

Stronger communities

Linkages and referral relationships are fostered, improved and maintained to provide support to employers, industry groups, trainers and employment services.

Education and training

TAFE, universities and other training providers review and refine delivery methodologies to make training more flexible and accessible.

Innovation and entrepreneurship

Efforts to encourage innovation, together with the initiative, attitude and ability to thrive within a changing environment, will be implemented and supported.

Local leadership

Jobs Fraser Coast formed from the Fraser Coast Regional Advisory Group in May 2018. Members consist of local business, community and education leaders. The group provide local leadership and advocate for investment in training and skills that aligns to regional jobs and employment growth. Further information can be accessed at www.jobsfrasercoast.org.au.

Find out more

Access the Fraser Coast Workforce Blueprint 2018 at www.jobsqueensland.qld.gov.au/frasercoast.