



**Local Jobs
Program**

Local Jobs Plan

Broome

Western Australia

May 2022

Contents

The Local Jobs Program	3
Key Employment and Training Priorities.....	3
Broome Employment Region Overview.....	4
Key Challenges in Broome Employment Region	5
Local Stakeholders and Opportunities.....	6
Selected Major Projects.....	7
Attachment A: Key Employment and Training Priorities: Strategies and Stakeholders	8
Attachment B: Labour Market Data Dashboard – April 2022.....	10

The Department of Education, Skills and Employment acknowledges the traditional owners and custodians of the lands where we work and travel through. We pay our respects to their people, cultures, and their Elders past, present and emerging. The Yawuru people are the traditional owners of the lands and waters in and around the town of Broome.

The Local Jobs Program

As part of supporting Australia's economic recovery from the COVID-19 pandemic, the Australian Government's Local Jobs Program (LJP) brings together expertise, resources and access to funding at the local level to accelerate reskilling, upskilling and employment pathways in 51 Employment Regions.

Recognising the importance of local knowledge in getting people back into jobs quickly, the LJP includes the following key elements in each region:

- a local Employment Facilitator
- a Local Jobs and Skills Taskforce
- a Local Jobs Plan
- a Local Recovery Fund to support small scale activities
- access to the National Priority Funding Pool.

The Taskforces, each chaired by the respective region's Employment Facilitator, develop and update a Local Jobs Plan for their region that identifies key employment and training priorities and provides a framework for driving employment outcomes in the context of the local labour market.

This interim Local Jobs Plan for the Broome Employment Region identifies the key LJP priorities with a focus on creating employment opportunities, actively upskilling or reskilling local job seekers and meeting local employer demands.

Key Employment and Training Priorities

1. Engage with industry to articulate the needs of employers and job seekers and inform the development of strategies which maximise local job placements.
2. Promote positions for local job seekers including apprenticeships and traineeships and ensure that locals are adequately skilled, prepared and supported for current and upcoming employment opportunities and projects.
3. Leverage existing Australian and Western Australian Government programs, to create pathways into local growth industries and broker employment and education opportunities for socially disadvantaged and priority groups including, mature age, young people, females, and Aboriginal and Torres Strait Islander peoples through collaboration with local community support services, employers, and training organisations.
4. Optimise communication and engagement with young jobseekers and disengaged youth focusing on education and training, and other entry pathways into key local employment opportunities.

Broome Employment Region Overview

The Broome Employment Region, which includes the townsite and immediate surrounding area, is located in the tropical north of Western Australia's Kimberley coast and covers approximately 56,000 square kilometres, boasting a coastline of 900 kilometres which includes the world-famous Cable Beach. Broome is a coastal, tourist town, 1,681 kilometres north of Perth and is the largest town in the Kimberley region of Western Australia. (Refer to the map below)



Broome has one local government area, the Shire of Broome.

The Shire of Broome has a resident population of approximately 16,994¹ as of the 30 June 2020. However, the seasonal population of Broome can far exceed its residential population, as visitors and other non-residents come to the Shire to live, work and play on a temporary basis. Accounting for tourism visitors, short-stay workers, business travellers, other workers and people from outer communities around the Kimberley and North West using Broome as a base, the service population of Broome can sometimes be as high as 50,000.

Broome has a deep history based around the pearling industry, starting with the harvesting of oysters for mother of pearl in the 1880s to the large present-day cultured pearl farming enterprises. Today Broome is the main service centre for the broader Kimberley region, and whilst the Kimberley has a diverse range of economic drivers, the Shire of Broome's economy is highly reliant on tourism and the flow-on impact the tourism dollar brings to local businesses, households, and services.

The Yawuru Native Title holders and other Aboriginal and Torres Strait Islander residents of the Broome area are a significant component of the population of the Shire of Broome. Many families have diverse, interconnected roots founded in many cultural groups, including Yawuru and other Aboriginal and Torres Strait Islander peoples, as well as settler Australians such as Chinese, Japanese, Sri Lankans, Filipinos, Malay, Roumah, Koepangers and Ambonese.

Notre Dame University, North Regional TAFE and the Skills and Jobs Centre have a local presence in Broome.

¹ Source: Australian Bureau of Statistics, Regional Population Growth, Australia

Key Challenges in Broome Employment Region

Broome is unique due to its seasonal economy, geographically spread supply chain, remote communities and prominence of tourism in the jobs profile.

Broome's population swells during the tourist season, welcoming approximately 270,000 visitors between April and September each year. Accommodating this large shift in population significantly impacts the availability of local produce and demand in service industries.

Figures show mining to be the most productive industry to the Shire of Broome, generating \$4,893 million in 2019/20², however it is the Health Care and Social Assistance sector that is the largest employer for the region generating 1,293 local jobs in 2019/20 and accounting for 15.6% of employment for Broome³.

The Household Services sector which includes the Health Care and Social Services industry, Public Administration and Safety, Education and Training, Accommodation and Food Services, Retail Trade, plus Transport, Postal and Warehousing industry sectors account for 41.2% of employment in Broome.⁴ A figure which further highlights the structure of Broome's economy, its reliance on the tourism sector and the provision of services due to the fluctuation of the population seasonally, and populations that experience low socio-economic conditions.

Attracting and retaining staff within the local Hospitality and Accommodation service industry has been very challenging, meaning that several small businesses such as cafes and restaurants are unable to operate at full capacity or on weekends. Prior to COVID-19, these service industries relied heavily upon backpackers to fill these positions.

Pressures created by skills shortages in the Health Care & Social Services and Hospitality sector across WA continue to impact local economies, especially so in the Shire of Broome. Given the current limitations on importing workers from interstate and offshore, this is an optimal environment in which to prepare local people to take up vacancies in the workforce. There is an urgent need to focus on identifying and skilling up this workforce, as the demands in this sector continue to grow.

Over half of Broome's local businesses are non-employing/owner-operator, including a large cohort of trades qualified workers, however the mining sector has been identified as the highest emerging industry for employment, with the number of local workers in Broome having increased by over 400 full-time employees in a five-year period 2015-2020⁵. With consideration to the current climate and the ongoing growth in this sector, this may present many training and employment opportunities for the region.

² Source: National Institute of Economic and Industry Research (NIEIR) ©2021

³ Source: National Institute of Economic and Industry Research (NIEIR) ©2021

⁴ Source: National Institute of Economic and Industry Research (NIEIR) ©2021

⁵ Source: National Institute of Economic and Industry Research (NIEIR) ©2021

A range of issues have impacted the job readiness of some people in Broome, such as a lack of driving licenses, access to transport, difficulties obtaining police clearances and limited employability skills and work experience.

Developing soft skills and teamwork, building resilience and motivation, and providing on the job mentoring support and wrap around services has been identified as crucial to building employment pathways for the most disadvantaged job seekers in Broome.

There is a large degree of seasonal transience in the region which impacts the available local workforce, further adding to this challenge, housing and accommodation is a significant issue for local residents, employees, employers and businesses. There is a shortage of available dwellings and many tenants are struggling to financially meet high rent payments, which have surged in recent months due to increase in demand.

Aboriginal and Torres Strait Islander peoples are the largest cohort on employment services caseloads, followed closely by Youth, Mature Age (>50) and People with Disabilities . They are often attributed to remaining on the caseload more than 2 years.

Supporting job seekers to obtain the necessary skills to obtain employment will enhance their circumstances, not only financially but also socially. Aboriginal and Torres Strait Islander peoples represent approximately 80% of the employment services caseload. Key employment challenges for this cohort include lack of skills and qualifications, language barriers, cultural differences, lower rates of car ownership limiting opportunities for jobs that are inaccessible by public transport, and a lack of confidence in approaching the employment market. Engaging with local Indigenous businesses, stakeholders and community groups will be key to developing strategies that increase engagement in training and employment aligned to local opportunities.

Youth unemployment in the region reached approximately 14.5% in May 2021, which is higher than the national average of 10.7%. In the 2016 census, 16.0% of young people were neither working nor studying, the highest rate of youth disengagement in Western Australian Employment Regions. Data from the 2021 census, when available, will be important in the context of this plan.

Young people experience more difficulty transitioning from education to employment, which impacts on their aspiration, confidence, mental health and motivation to engage in further education or look for work. Young people are more likely to be engaged in temporary and insecure work. There is also a skills gap between many of the jobs available in the local labour market and the skills and experience young people have to offer. Many young people do not hold a driver's license which impacts their ability to obtain employment.

Local Stakeholders and Opportunities

The Broome Chamber of Commerce & Industry has been supporting businesses in Broome for 30 years and is affiliated with Chamber of Commerce & Industry WA and Regional Chambers of Commerce and Industries WA.

Australian Government employment programs are delivered by providers in the region, including Employment Services, ParentsNext, Transition to Work (TtW), New Enterprise Incentive Scheme (NEIS), Career Transition Assistance (CTA), Australian Apprenticeship Support Network (AASN), Employability Skills Training (EST), Skills for Education and Employment (SEE), and PaTH Industry Pilots.

Other Australian Government programs include Vocational Training and Employment Centre (VTEC), DES - Disability Management Service (DES DMS), DES - Employment Support Service (DES ESS), National Disability Insurance Scheme (NDIS), and more.

Department of Training and Workforce Development (DTWD) work closely with the Department of Education, Skills and Employment, education providers such as TAFEs, local business alliances and employers.

Selected Major Projects

The Shire of Broome is directly creating employment opportunities through a number of infrastructure projects. More than \$50 million has been invested by the Shire and State Government.

There is significant longer-term private investment planned in Broome for transformational infrastructure development (i.e. \$110 million for the Kimberley Marine Offloading Facility).

Key construction projects underway and upcoming in Broome include:

- Cable Beach Foreshore Redevelopment
- Chinatown Revitalisation Stage 2
- Regional Resource Recovery Park & Community Recycling Centre
- Town Beach Project
- Town Beach All-Access Fishing Jetty
- Jetty to Jetty Trail
- Broome Recreation & Aquatic Centre Renewal
- Broome Surf Life Saving Club Refurbishment
- Kimberley Regional Office 2 - 3

Attachment A: Key Employment and Training Priorities: Strategies and Stakeholders

1. Engage with industry to articulate the needs of employers and job seekers and inform the development of strategies which maximise local job placements.

Strategies

- Round table for employers and businesses, contractors and sub-contractors
- Identify Skill gaps and construction projects, hospitality, agricultural requirements
- Identify key construction projects, meet employers and/or organisations and identify vacancies and skill gaps
- Collaborate with DTWD, TAFE and Jobs & Skill Centre, RTOs, VTEC to implement succinct, fast-track training to meet operational requirements

Stakeholders

- Chamber of Commerce and Industry / Regional Development Agency / Kimberley Development Commission
- Employment Service Providers
- DTWD, TAFE and Jobs & Skill Centre, RTOs, VTEC
- Kimberley Land Council, Kimberley Aboriginal Medical Services and Nirrumbuk Aboriginal Corporation

2. Promote positions for local job seekers including apprenticeships and traineeships and ensure that locals are adequately skilled, prepared and supported for current and upcoming employment opportunities and projects.

Strategies

- Round table for employers and businesses
- Explore Chamber of Commerce and Industry network
- Mini job fairs

Stakeholders

- Accommodation and Food Services sector
- Tourism sector
- Produce and Servicing Industry
- Employment Services Providers, ParentsNext and Transition to Work
- DTWD, TAFE and Jobs & Skill Centre
- Indigenous organisations such as Kimberley Land Council, Kimberley Aboriginal Medical Services and Nirrumbuk Aboriginal Corporation

3. Leverage existing Australian and Western Australian Government programs, to create pathways into local growth industries and broker employment and education opportunities for socially disadvantaged and priority groups including, mature age, young people, females, and Aboriginal and Torres Strait Islander peoples through collaboration with local community support services, employers, and training organisations.

Strategies

- Use of “*job trainer*” funded skill set training programs to support transition of job seekers into occupations that are in local demand;
- Develop regular local forums for discussions of employment programs and training, where providers are encouraged to collaborate and focus on employment outcomes for the target groups.

Stakeholders

- Employment Services Providers, ParentsNext and Transition to Work
- DTWD, TAFE and Jobs & Skill Centre, RTOs, VTEC

4. Optimise communication and engagement with young jobseekers and disengaged youth focusing on education and training, and other entry pathways into key local employment opportunities.

Strategies

- Develop specific resources/ideas for youth market to shape what we focus on
- Involvement with upcoming virtual Career Expo held by BSHS (which will be videos made by employers seeking youth, targeted for students), and look at the possibility of growing on this event to develop a taster/hands-on type day for employers involved with videos.
- Investigate existing programs such as Kimberley Girl and Rise up to Work. Establish if there is the possibility to grow or model similar programs.

Stakeholders

- Employment Service Providers
- BSHS & St Mary’s, North Regional TAFE, DWTD, RTOs, VTEC and Clontarf Academy

Attachment B: Labour Market Data Dashboard – April 2022

<https://labourmarketinsights.gov.au/regions/publications-employment-region-dashboards-and-profiles/western-australia/>

Labour Market Data Dashboard

Data current as at 21 April 2022

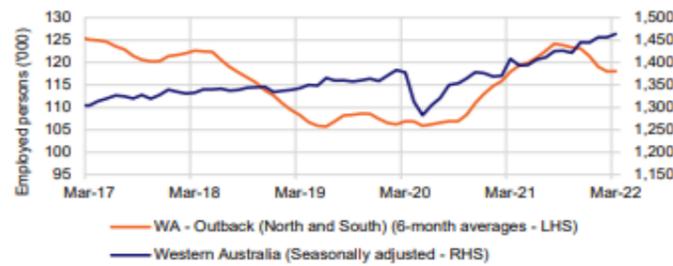
Refer to source notes for data reference periods

This Labour Market Data Dashboard provides key indicators for the labour market by Employment Region and is updated monthly.

	Employment			Unemployment			Unemployment rate		Participation rate		Youth unemployment rate	
	Mar-22 ('000)	Mar-20 ('000)	Change (%)	Mar-22 ('000)	Mar-20 ('000)	Change (%)	Mar-22 (%)	Mar-20 (%)	Mar-22 (%)	Mar-20 (%)	Mar-22 (%)	Mar-20 (%)
WA - Outback (North and South)	118.0	106.9	10.4	3.7	9.4	-60.9	3.0	8.1	73.2	69.2	7.1	14.5
Western Australia	1,464.1	1,377.8	6.3	51.2	82.4	-37.9	3.4	5.6	69.7	68.2	9.9	13.2
Australia	13,389.9	12,995.5	3.0	551.3	723.2	-23.8	4.0	5.3	66.4	65.9	8.3	11.6

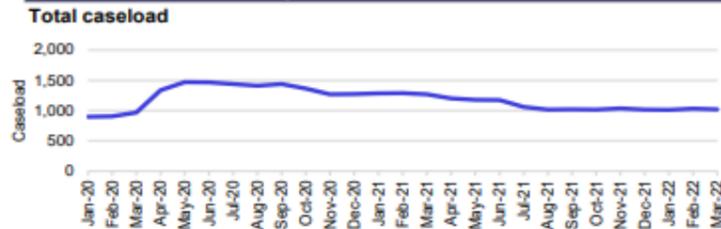
Source: ABS, Labour Force Survey, Mar-22. Employment Region data are 6-month averages of original estimates, except for the youth unemployment rate, which is a 12-month average of original estimates. State youth unemployment rates are 12-month averages of original estimates. Remaining data are seasonally adjusted.

Employed persons



Source: ABS, Labour Force Survey, Mar-22

jobactive caseload



Change in jobactive services caseload

	Broome	Western Australia
Caseload - Feb 2020	906	83,492
Caseload - Mar 2022	1,019	88,820
Change from Feb 2020 to Mar 2022	↑ 113	↑ 5,328
	↑ 12%	↑ 6%

jobactive caseload by duration registered



Source: Department of Education, Skills and Employment, caseload data, Mar-22

Unemployment rates (%) in surrounding LGAs

Local Government Area (LGA)	Dec-21	Dec-20
Derby-West Kimberley	15.3	22.2
Broome	5.1	7.5
East Pilbara	2.2	3.1

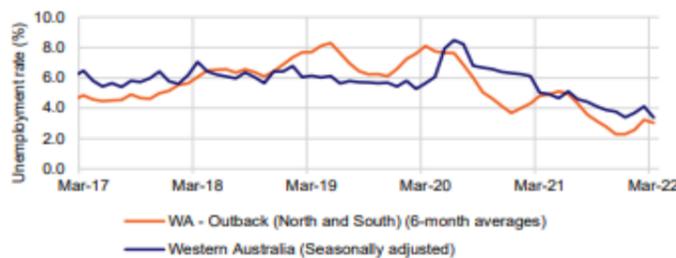
For more insights, access SALM data via lmp.gov.au. Source: National Skills Commission, Small Area Labour Markets, four quarter averages, Dec-21 quarter

Largest employing industries



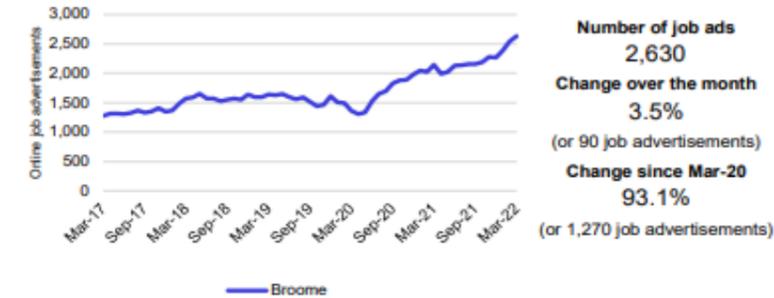
Source: ABS, Labour Force Survey, Detailed, four quarter averages, Feb-22 quarter

Unemployment rate



Source: ABS, Labour Force Survey, Mar-22

Online job advertisements



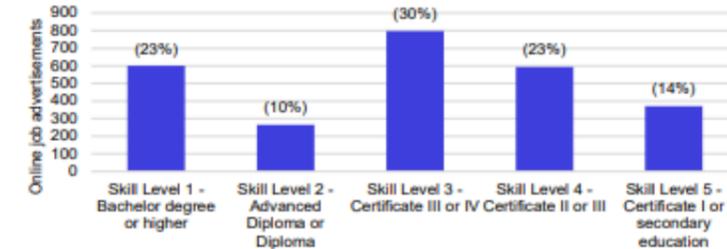
Source: National Skills Commission, Internet Vacancy Index, seasonally adjusted, Mar-22

Online job advertisements by occupation



Source: National Skills Commission, Internet Vacancy Index, 3 month average of original data, Mar-22

Online job advertisements by skill level



Source: National Skills Commission, Internet Vacancy Index, seasonally adjusted, Mar-22

Note: This Employment Region falls within the SA4 Western Australia – Outback (North and South). This SA4 is very large and covers much of regional and remote WA, including Kalgoorlie, Esperance, Geraldton and Broome. The WA Outback SA4 is not a good fit for this Employment Region but is the only data readily available. Other data sources are being investigated for appropriateness. The Internet Vacancy Index (IVI) uses a unique geographical approach. For this region, the IVI Pilbara & Kimberley region has been used. jobactive caseload reports at the Employment Region level and includes participants receiving both digital and provider servicing (it excludes other programs, such as ParentsNext or Transition to Work (TTW)). For caseload data, the Employment Region is based on (1) the location of the provider for jobactive provider serviced participants; (2) where the participant resides for Online Employment Services (OES) participants; (3) the NEST Employment Regions of Adelaide South or Mid North Coast for NEST participants. jobactive caseload by duration registered is based on the participant's time registered in employment services. Caseload data are based on current methodology which has been retrospectively applied to historical jobactive caseload dates. As such, the data may not align with earlier figures. For any enquiries related to the data in this dashboard, please contact EmploymentPathwaysAnalysis@skillscommission.gov.au.