

Media release

19 April 2021

CCA SEEKS SUPPORT FOR EXTRA CAREER ADVICE

Cradle Coast Authority (CCA) is calling on a future state government to commit \$450k over three years, to support a network of volunteer career advisors in the region.

Speaking in relation to one of five regional election priorities shared with state election candidates prior to Easter, CCA Director and Regional Economic Development Steering Group Chair, Sheree Vertigan AM, said the funding would allow CCA to recruit, train and support careers advisors across the region, as well as developing a web-based referral or matching service.

“We hear from businesses time and time again, that despite a high number of jobseekers in our region, they can’t find the staff they need. We also know that many young people find it difficult to access information about the careers that are available and how to get a job.

“There are many people in the community who have knowledge and experience they would like to share, and this project will make it easier and safer for them to connect with young people.” said Ms Vertigan.

Volunteers will be provided with training on mental health and will be able to seek support from CCA staff. Like the volunteer business mentoring program that CCA, UTAS and CPA Australia quickly activated last year in response to COVID-19, the program will utilise the strong networks of CCA and its Member Councils and is a logical extension of the COVID-D Recovery Mentoring Program that CCA launched last year.

REDSG Member and Operations Manager of local building and construction firm, Mead Con, Vonette Mead said “Directly connecting jobseekers with volunteer career advisors within their community, will help expand their knowledge, enable them to set realistic goals and develop essential networks. The aim is to provide tools that can help set jobseekers up for success.”

The program will provide free career advice to hundreds of young people right across the region and will help develop the job-ready workforce that the business community desperately needs.

Further details on the following page



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Priority: Establish a network of volunteer career advisors			
PESRAC priority alignment	6. Industry led training		
	7. Job matching – aligning students, employers and training		
	8. Job ready Tasmanians		
	18. Community connection		
Total value	\$540,000	Duration	3 years
Commitment sought	\$450,000	CCA cash / in-kind contribution	\$90,000
Description	<p>This project would provide post-school career guidance to hundreds of Cradle Coasters. It would play an important role in retaining talent within the region and overcoming the mismatch that often exists between the skills, knowledge and aspirations of jobseekers and the needs of businesses within the region.</p> <p>Volunteer recruitment and development activities, and network promotion, would be carried out in all nine Local Government Areas within the Cradle Coast region, and would include:</p> <ul style="list-style-type: none"> • Mentor recruitment / information sessions • Development of a web-based referral / matching service • Mentor training, including “Mental Health First Aid” <p>Through its extensive networks Cradle Coast Authority has existing relationships with hundreds of community minded people who may be activated as Careers Advisors. They include:</p> <ul style="list-style-type: none"> • Sports coaches • Working Group and Steering Group members • Youth and social workers • Retired members of community • Councillors • Council staff • Neighbourhood House staff • Business owners 		
Outcomes	<ul style="list-style-type: none"> • Job Ready young people • A more skilled workforce • Increased talent retention • Reduction in recruitment and staff turnover costs • Greater social cohesion • Increased productivity 		

