

Derwent Valley Consultation Results

Background

Phase 2A: Broad Community Consultation of the Community Innovation and Investment Project (CIIP) was undertaken to engage with community to establish what local people consider their barriers to employment, and what ideas and opportunities they have for the future in their regions. This phase was scheduled for three months (Dec 17 – Feb 18). Final consultations overflowed into early March to ensure the target demographic was reached. There was a target of 100 returned surveys and a stakeholder register was established to determine the reach and level of community engagement required.

Methods

Many different methods were used to engage with community. Trial and error was used to determine the most successful method of engagement. The following consultations were tested in the Derwent Valley with varied results;

One on one interview - 31 – majority delivered with coordinators of community groups / organisations, key stakeholders and community leaders.

Online promotion – online surveys were shared on multiple local Facebook pages, TasCOSS Facebook, local newspapers and with TasCOSS members.

Focus Groups – 0 – there were 3 focus groups scheduled with Workskills and PCYC with no attendance.

Drop off locations – 11 – multiple community based locations across the Derwent Valley including; Council Chambers, Family and Child Centres, employment agencies, online access centres, LINC, etc.

Casual site visits – 3 – dropping into community service organisations while their weekly events are held to talk with locals accessing their services (PCYC, Ptunarra and The Salvation Army).

Community group discussions - 5- meeting with larger community groups such as; Men's Sheds, Service Providers Network, Rotary, etc.

Community Networking – 22 - engaging with community leaders to promote and distribute the survey within their current networks, participants / clients and staff (sporting clubs, council, Neighborhood House, schools, etc.)

There was varying success through these avenues with one on one consultations being the most beneficial for detailed content; however, proved resource intensive. Community champions were helpful when prompting the project and survey within their networks, and casual site visit proved to be more useful than focus groups.

Demographic

The demographic of surveyed participants included;

- Community Organisations / groups
- Job Active clients
- Families and parents
- Year 9-12 Students
- Individual community members accessing services
- Sporting groups
- School representatives

The surveys were distributed across the Derwent Valley in the following towns / communities;

- New Norfolk
- Central Highlands
- Maydena
- Westerway
- Bushy Park
- Glenora

Survey Results

Of the 128 Derwent Valley surveys received;

40 are online surveys

36 are from drop off locations

17 are from Workskills and Colony47 clients

12 are from Westerway Primary School parents

23 are from one on one interviews.

- Of these 23 consultations we've engaged with;
 - 2 individual community members
 - 3 school representatives
 - 3 sporting leaders
 - 3 job active providers
 - 12 community service organisations

Of the 128 surveys completed the following details were captured;

Work Status

Looking for work: 40

Not looking for work: 75 – of those 3 are studying to improve their qualifications; 5 are retired; 5 are business owners and 1 is a carer.

Didn't answer: 13

Stand out theme

A common theme that arose was the need to support the next generation to succeed and prosper in the Derwent Valley.

Barriers

Travel and transport was identified as a barrier across the whole region, of particular significance for communities outside of New Norfolk.

While there were 128 surveys completed the consultation on employment in the Derwent Valley reached at least another 50 people through group discussions and drop in visits. This information has been captured in the table results below.

Barrier	Detail	No. times raised
Travel / Transport	Lack of mentoring / driver training programs and support High cost of maintaining a vehicle and traveling to work Significantly limited public transport options	41
Lack of suitable employment	Not enough entry level positions Not enough variety – professional opportunities are limited Not enough jobs in general	36
Job readiness	People don't have the skills for current employment opportunities Lack the attributes needed for employment – communication, social, confidence, presentation, resilience etc. Literacy and numeracy levels are low Lacking in work experience Lack knowledge of occupations and industries Lack knowledge of various techniques to find employment	20
Networks	Without community networks finding work can be difficult Positions are not advertised It's often about who you know People are social isolated	21
Perceptions in community	Attitude towards work and education Stigmas attached to certain people within the community making it extremely difficult for specific people to gain employment Traveling beyond the Derwent Valley or regional town is not considered an option Low ambition / lack of awareness for potential careers Jobs are given to backpackers instead of locals	15
Training available	Lack of relevant and reliable training available locally	8
Intergenerational unemployment	Long term unemployment through families creating stigmas in the community as well as welfare dependency and low value on employment	5
Childcare	Lack of childcare facilities outside of New Norfolk Expensive of childcare Lack of after school care Limited availability in current childcare facilities	5
Ideas / Opportunities	Details	No. times raised

Barrier	Detail	No. times raised
Locally based Training	Training facilities in the Derwent Valley that support local industry opportunities Start-up / small business training Baseline training – job readiness (including employer validation of readiness), networking, career pathways Accredited certificates – apprenticeships and traineeships TAFE courses Training linked with schools to create a pathway for students Opportunities for parents and children Reskilling, upskilling and mentoring Mentoring programs that offer people support beyond employment More varied classes for 11/12 students Remodeling Carinya Education Park as a Trade Training Centre facility Opportunities to experience occupations or understand industries with employment opportunities	64
Improved transport	Better bus services within the region Driving mentoring offered regionally with more access to vehicles and lessons Community transport to workplaces	43
Support for Industry and new business	Increase in big business / new industry – Coles, large food production companies, etc. Small business start-up support – New Norfolk main street especially, subsidised wages to help increase hours for employees, incentives for employers to hire local Willow Court development – multiple use facility Tourism ventures Increased childcare Growth in the creative sector Build on established industries Assistance to employ people – managing compliance, HR, payroll Assistance to educate service providers on industry sectors and employment opportunities	33
Growth in tourism	Small niche businesses across the region (kayaking tours, walking tours, cafes, etc.) Potential for development of Willow Court into a ‘Port Arthur’ type structure with an independent management authority – including walking tours (multiple small business and employment opportunities) Improved recognition and branding of the Derwent Valley as a tourist region – supported by local and state government Develop and promote New Norfolk as a historic town similar to Richmond Support of small start-up businesses Eco / sustainable tourism Local employment opportunities developed in partnership with larger tourism operators (i.e Maydena Bike Park)	19

Barrier	Detail	No. times raised
Childcare	More childcare availability in regional areas and New Norfolk to allow parents opportunities for employment After school care offered Worker co-op childcare to employ locals and free up parents Flexible work hours suitable for parents	18
Networking	Employment hub with an employer directory Register of people looking for work Regional job directory Creating connections between local people and employers (Backswing model) Changing attitudes – it starts with the parents More community pride and confidence	16
Entry Level Jobs	Increased entry level jobs such as; administration, retail, childcare, manual labouring Opportunities for trade apprenticeships More chain stores that support entry level positions	15
Professional Jobs	More opportunities for professional in the region – more services based in the region	7

People Looking for Work

Out of 128 surveys in the Derwent Valley, 40 indicated they were currently looking for work. This was a combination of people who were currently unemployed and looking to enter the workforce and those who currently had work outside of the region but were actively looking for local employment.

Those who were currently employed and looking for local jobs were doing so to increase their work/life balance, and accommodate their children's extracurricular activities or care needs. The work/life imbalance was attributed towards the daily transport time and distance.

A significant theme among the 40 surveys was - the actual or perceived - lack of jobs in the area. This was attributed to - the actual or perceived idea - local businesses hired people they knew over advertising jobs.

The following themes represent the feedback gained from people seeking work in the Derwent Valley.

Ideas/Opportunities	Detail	No. times raised
Travel / Transport	No reliable public transport	7
Lack of suitable employment	High turnover of local business Not enough business to hire more people Lack of available jobs fitting seekers skillsets Not enough opportunity for older generation	20
Job readiness	Lack of confidence in returning to work	1
Networks	Employers hiring people they know Jobs not being advertised Nepotism	10
Perceptions in community	Reputation impacting employment Small community - gossip	2
Training available	Jobs requiring certification No available training facilities close by Lack of opportunity to work on the job	5
Intergenerational unemployment		0
Childcare	Lack of available jobs offering flexibility for parents	6
Locally based Training	Apprenticeships, education and environmental studies Education around literacy and numeracy Back to work training and computer skills Locally based training facility with follow on incentives for local businesses	5
Improved transport	Better and more affordable bus services Available learner driver programs	2

Ideas / Opportunities	Details	No. times raised
Support for Industry and new business	Construction/welding opportunities Retail stores Encourage big business to open in the area (Kmart/Big W) Farming and agriculture Support for work that isn't seasonal Increased decentralisation of state government divisions More community sector jobs	15
Growth in tourism	Encourage sustainable tourism Events employment for locals	4
Childcare	Flexible work hours Centre based childcare workers 24 Hour childcare options	6
Networking	Advertisement of new job opportunities Centralised position for those requiring work to link with those needing workers (e.g. registered support workers with those requiring support).	2
Entry Level Jobs	Further advertisement in cleaning and housekeeping jobs Administration opportunities Non-qualified positions being more readily available with the options of flexible hours Hospitality jobs More practical/hands on opportunities for younger people	7
Professional Jobs	IT based jobs	2