

Senate Standing Committee on Education and Employment

QUESTIONS ON NOTICE Budget Estimates 2017 - 2018

Outcome 1 - Employment

Department of Employment Question No. EMSQ17-004235

Senator Kakoschke-Moore provided in writing.

Question

PaTH - Remote and regional small business

- How is the Department or providers reaching out to remote and regional small business?

Answer

The Department through its Employer Mobilisation Strategy is implementing a range of approaches to inform and engage businesses in regional areas about Youth Jobs PaTH. It has focused activity to date on business influencers such as peak bodies and advisory or support services with substantial membership or client networks to optimise penetration. This includes:

- presenting at regional business forums, employer network meetings and conferences
- engaging with industry associations, regional business chambers and peak bodies to agree and implement strategies to reach their members, including through existing forums and regular electronic media
- engaging with Business Enterprise Centres and Australian Small Business Advisory Services providers which specialise in servicing small businesses, to agree strategies to reach their members, including through existing forums and regular electronic media
- collaborating with state and local government agencies to leverage their engagement with businesses and promote Youth Jobs PaTH throughout their networks
- collaborating with business influencers such as industry associations, business peaks and advisors, state and local government organisations, and other government agencies to develop and deliver employer engagement events focused on promoting Youth Jobs PaTH and other employment services available to help businesses
- holding Youth Jobs PaTH provider workshops in every employment region and encouraging providers to promote the program to their business clients
- disseminating Youth Jobs PaTH promotional kits to stakeholders with business members or networks, providing a range of messages for a variety of media which they can use to promote the program
- tailoring communication packages and arrangements to leverage existing communication channels of business influencers and high value networks.

At 15 June the Department's Employer Liaison Officer network had actively engaged with 940 stakeholders at a local level, from more than 600 organisations and businesses. A significant proportion of these are either based in regional areas or have reach into regional networks, and have business membership or client bases.

More than 150 organisations with access to regional business members or networks have received a Youth Jobs PaTH promotional kit and been encouraged to promote the program to their networks.

The Department has identified and developed more than 40 regional events and continues to identify and develop these opportunities.

Youth Jobs PaTH is available in Australia's 51 Employment Regions and is not available in remote areas.