

A NEW WORK MINDSET

Full project name: Applying the new work mindset in south-west Victoria

Lead organisation: South West Institute of TAFE

Collaborators: Foundation for Young Australians, Lyndoch Living, Western District Health Service, Eventide Homes - Stawell

THE NEW WORLD OF WORK – THE CONTEXT

Extensive research by the Foundation for Young Australians informs its prediction that the typical young person will have 17 jobs across five industries in their lifetime.

Jan Owen, chief executive of the Foundation, says this new style of career demands a new mindset among educators and students.

"We need to shift the way we approach our working lives," she says. "Rather than building one set of narrow, job-specific skills, we need to equip young people with a portfolio of transferable capabilities to better manage their career transitions."

Mark Fidge, chief executive of South West TAFE, says such a mindset change will stand students in good stead for their working lives.

"These skills will increase the long-term employability of TAFE graduates," he says.

WHY DON'T WE ... – THE INNOVATION

South West TAFE is using insights from the Foundation's research – which included analysis of 51,000 job ads – to help it develop, test and trial innovative career development and management processes and tools for its students and the employees of project partners Lyndoch Living, Eventide Homes and Western District Health Service.



These include:

- The development of micro credentials for enterprise skills that are transferable across careers. The framework has been completed and the first round – covering management, innovation, communication and leadership skills – has been delivered to 43 employees of the three care providers.
- A digital career navigating tool called PIVOT went live online in May. Users can input their interests, study and work history and get an individualised report on the skills they have acquired and how these suit the job opportunities available in south-west Victoria. The site has received more than 700 visits, with a 39 per cent conversion rate in its first few months.
- The establishment of an Entrepreneurial Hub at South West TAFE. The first boot camp started at the hub on July 29. This is a seven-week course where participants bring their idea and are trained and mentored in areas such as testing their idea, understanding their market and finance and product development. The course culminates in a pitch night.

A RAPIDLY EVOLVING REGIONAL ECONOMY – CASE STUDY



In south-west Victoria, shifting demographics are causing a boom in the health and social assistance sectors. Over the past 10 years, jobs in healthcare and social assistance in the region have grown by 26 per cent, with residential care the biggest driver, growing by 10 per cent.

It's expected that, by 2030, one in four people in the region will be aged 65 and over, compared to one in five people in Victoria. It is estimated that the carers sector will employ an extra 2,500 people in the region by 2025.

A key part of the project's work is to understand the skills demanded by employers in different sectors, identify career change opportunities, and guide the training needed to make them a reality.

For example, the project has found that retail managers already have 13 of the top 20 enterprise skills needed to be a personal care worker.

This is a particularly useful breakthrough in a region where retail jobs are in decline and care work is flourishing – and micro credentials could be the solution to help people change careers.

- The project has established programs called Brand-U and Build-U that are particularly suited to the long-term unemployed and emerging graduates. They teach enterprise skills, developed to meet the needs of local industry, which remove barriers to employment for participants.
- A research report, *The New Work Mindset in Action – South West Victoria*, was launched in February and has already been downloaded more than 400 times.

BEYOND SOUTH-WEST VICTORIA – SUCCESS FACTORS AND LESSONS LEARNT

- A project such as this one, which brings together organisations that do not usually work together, needs the right attitude from all parties. The partners on this project agreed on three key attitudes that were essential for their success: A commitment to tangible results for workers, educators and employers, a readiness to collaborate, and a willingness to trust each other.
- Data is currently being collected for an evaluation report of this project, due in October. The project team says that once insights from this are taken into account, the tools developed could be used by other TAFEs and employers across Australia.
- Indeed, the project partners believe their approach of using data-driven insights on industry demand can provide an up-to-date and localised picture of employer needs that can inform training packages across Australia.

Founded in 2017, the Workforce Training Innovation Fund (WTIF) is a targeted *Skills First* funding stream. WTIF creates opportunities for partnerships between industry and the TAFE and training system and encourages them to explore bold, innovative approaches that challenge existing practices in skills development and training methods.

Ultimately, these new ideas and solutions aim to enhance workplace productivity, particularly in Victorian Government priority sectors. More than \$90 million of funding has been committed to date.

The next round of WTIF funding is now open for applications.

To find out more visit www.education.vic.gov.au/training/providers/funding/Pages/wtif.aspx or email the WTIF team at wtif@edumail.vic.gov.au