

# Local responses the way forward

## *Blueprint: Regional & Community Job Deals*

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A new ***Blueprint for Regional and Community Job Deals*** released today by the Centre for Policy Development (CPD) shows how Australian communities, governments and businesses can respond proactively to the increasing number of Australians facing entrenched unemployment as a result of COVID-19.

The blueprint advances CPD's extensive work on improving employment services in place by outlining how this approach can be scaled up across the nation. It includes a comprehensive toolkit with a practical implementation process for people and organisations at the forefront of locally-tailored responses.

The recent announcement by the Federal Government of the Local Jobs Program, including the formation of Local Jobs and Skills Taskforces, confirms that place-based approaches are now front of mind.

"The Local Jobs Program accepts just how important locally and regionally focussed responses are in addressing the jobs crisis Australia is experiencing," said Travers McLeod, CEO of CPD. "The challenge now is to deliver a unified, enduring approach in these regions that can deliver for all Australians — one matched with significant stimulus and job creation measures."

"CPD's blueprint draws on extensive consultations and successful Australian and international case studies. It illustrates a pathway for implementing, governing and funding place-based initiatives for long-lasting impact.

"Locally and regionally tailored approaches must be sustained for the long term. This means building genuine partnerships between three levels of government and business, providing sustained support to local and regional governance arrangements, and re-orienting our big service systems, like jobactive," he said.

CPD Chair, Terry Moran AC, said "I am proud of the work CPD has done to set out in exacting detail the best possible means of setting up place-based initiatives to help the unemployed and activating critical networks at regional and local level."

Mr Moran, who is also Chancellor of Federation University, said "post-secondary education institutions need to realise they have a particularly strong role to play in securing return to employment or introduction to employment of the large numbers of people who have had their livelihoods disrupted by this crisis."

CPD Deputy Chair Sam Mostyn echoed the importance of locally tailored solutions. "By listening to, and learning from, communities", Ms Mostyn said, "CPD and organisations like the Brotherhood of St Laurence and ACOSS have developed models for genuine partnerships between government, business and communities that achieve better outcomes for those who need them most" she said.

In recent years, CPD has been working with Wyndham City Council and its partners in Western Melbourne to deliver a successful regional employment trial. The trial is based on the Community Deals model and has led to over 130 humanitarian migrants and other job seekers being placed into employment in just over one year.

"The Wyndham Employment Trial has shown how positive employment outcomes can be achieved by promoting tailored, coordinated services that engage local employers and industry," said Mr McLeod. "The blueprint shows how governments, business and philanthropy can support similar approaches across the country in a coordinated way so that the vulnerable jobseekers are front of mind on our way out of COVID."

***Blueprint for Regional & Community Job Deals* is available on CPD's website**  
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