



INDUSTRY EMPLOYMENT INITIATIVE

Targeted training > Real jobs

A strong and vibrant corporate sector is fundamental to a prosperous and inclusive Australian society. A key ingredient in sharing our prosperity and continuing our long-term economic growth is improving the workforce participation of some of society's most disadvantaged members.

Australia's low headline unemployment rate masks the growing issue of long-term unemployment in the community. Despite increasing government resources directed towards the long-term unemployed, in 2014 long-term unemployment in Australia reached its highest level in a decade.¹

At the same time, it is predicted that Australia will need 800,000 new workers over the next five years. With 35% of our working age population not working, there is enormous untapped potential, including engaging long-term unemployed people more effectively.²

> *The number of Australians unemployed for more than a year has reached its highest level in a decade.*

> *Only 7% of employers use the current government system to recruit staff.*

National employers have job vacancies and are eager to provide meaningful and sustainable employment opportunities for disadvantaged jobseekers.

However, only 7% of employers use the current government employment system to recruit staff. Feedback has consistently shown that:

- Candidates who come through the system are often inadequately matched and are not trained to meet the employers' needs
- Employers need guidance, support and tools for supporting and retaining disadvantaged jobseekers over the long term
- The highly localised system creates too many contact points; employers would prefer a 'one-stop-shop' when interacting with the employment services system.

The Industry Employment Initiative (IEI)

Social Ventures Australia, Brotherhood of St Laurence, Jesuit Social Services and Mission Australia, with support from the Business Council of Australia are collaborating to prototype an employment model that meets the recruitment needs of national employers while improving outcomes for long-term unemployed jobseekers. Made possible by philanthropy, the IEI is premised on deep employer engagement to bridge the gap between national employers who have vacancies and long-term unemployed jobseekers who are willing and able to work.

> *An employment model that meets the recruitment needs of national employers while improving outcomes for the long-term unemployed.*

Founding Partners

Supported by





The IEI Youth Pilot

Young Australians experience unemployment at twice the rate of the general population and long-term unemployment among 15 to 24 year olds has tripled since 2008.³

The IEI Youth Pilot is working directly with national employers to train, place and support long-term unemployed young people into sustainable employment, and demonstrate the effectiveness of demand-led employment.

The pilot presents an opportunity for employers to:

- Create or extend demand-led programs into reliable training, support and recruitment pipelines at a national level
- Identify potential adjustments to internal policies and practices
- Position their business at the forefront of innovative recruitment practices
- Increase the diversity of their workforce
- Demonstrate a commitment to helping young people break the cycle of long-term unemployment.

> *Long-term unemployment among young Australians has tripled since 2008*

The IEI is seeking corporate partners to participate in the IEI Youth Pilot to:

- Contribute to the design of a tailored employment pathway
- Provide work placements for 18 to 24-year-old long-term unemployed jobseekers that, if successfully completed, have direct line-of-sight to a job
- Provide outcome data and feedback on the IEI model and contribute to developing best practice demand-led employment programs.

> *Opportunities for employers*

1. Australian Bureau of Statistics (ABS) 2014, *Labour Force*, May 2014. 2. ACCI, *Employ Outside the Box*, February, 2012. 3. Brotherhood of St Laurence, *On the Treadmill: Young and long-term unemployed in Australia*, April 2014)

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