

MURRAYLANDS FOOD ALLIANCE

Jobs 4 Murraylands Training Program



"Before I started the MFA program, I felt like nobody cared. I felt like I was just another unemployed number in an even larger number of people who are unemployed."

Through the program, Kyle raised his resilience and determination, reduced his fear of rejection, and got fit enough to work in the demanding food industry. He is now a valued employee of a major regional business that had previously rejected his many applications.

An innovative, multi-award-winning program to prepare job seekers for employment in the food industry has had life-changing results for 140 graduates, with an incredible 70% having transitioned into sustainable paid employment. This pre-employment training program raises workforce participation of socially disadvantaged people and provides real pathways to job creation and industry growth.

AIMS OF JOBS 4 MURRAYLANDS

Jobs 4 Murraylands was created to address the disconnect between the high demand for suitably skilled and motivated workers in the Murraylands and high unemployment levels.

In a 2016 study, members of the Murraylands Food Alliance - whose businesses are worth a combined **\$1.1 billion to the economy, employing 3,300 people** between them - estimated they could expand by 20% to 30% if they could recruit a sustainable local workforce with the right skills and motivation.

Jobs 4 Murraylands' purpose is to create graduates who are committed, resilient, skilled, and ready to work - and it has achieved just that. Food sector employers know that graduates of this program have the precise skillsets they need, and the motivation and mindset to match.

PROGRAM OVERVIEW

Jobs 4 Murraylands takes a different approach to prepare individuals for the local food production and manufacturing workforce. It is an intensive pre-employment training program tailored specifically to the needs of both participants and partner employers.

Each intake runs for 16 weeks, with participants attending a mix of workshops, training, mentoring and gym sessions for two to three days per week. The program goes beyond upskilling. Each participant overcomes individual employment barriers and builds enthusiasm, positivity, motivation, resilience, good communication and team work.

The visible presence of committed partner employers demonstrates there is a genuine job prospect at the end of the training. Participants can therefore see a direct link between what they are learning and their ability to get a job and apply those skills.



Bec was unemployed for eight years, facing substance abuse, family breakdown and low self-esteem. Coaching helped Bec see her situation as destructive for the first time, and she began to value herself as a potential employee.

After three months as a labourer for a market gardener, Bec was appointed First Aid Officer and offered fulltime work with potential to become a supervisor. Her employer says she has never missed a day, is always on time, always efficient, and is a positive influence on her colleagues.



Since leaving high school three years earlier, Jaimarlee had not been able to get a job, and he was struggling to support his partner and child.

"I just wasn't able to get anyone to give me a go, I didn't know where to start and was losing confidence."

Through the program, Jaimarlee gained a Learner's Permit and other accreditations. He developed a professional resume and figured out which strengths he could demonstrate to local employers.

Now that he has a job, he's always smiling and looks forward to working with his team every day.

PROJECT PARTNERS

RDA Murraylands and Riverland is the lead delivery partner, handling project management, individual case management and mentoring, and non-accredited training. Our Job Active provider partners refer participants who undertake a recruitment and selection process. Our Registered Training Organisation partners – TAFE SA, MADEC Australia and Carlisle Training and Development – deliver the accredited training components.

Our employer partners – Murraylands Food Alliance members – are the Murraylands region's biggest food producers, processors and manufacturers. Members comprising of Thomas Foods International, Rivapak, Big River Pork, Costa Adelaide Mushrooms, Swanport Harvest, Ingham's Enterprises, Parilla Premium Potatoes, Longridge Olives and Beston Global Foods.

ACHIEVEMENTS

- Award winning**
- ▶ 2017 Program of the Year – Adult Learners Week
 - ▶ 2017 Industry Collaboration Award – SA Training Awards
 - ▶ 2017 Industry Collaboration Finalist – Australian Training Awards

Target smashing With four intakes and 140 participants, 70% moved into sustainable employment – smashing the pilot's already ambitious target of 60%.

Life changing Participants consistently gave feedback that the program had changed their lives.

Inclusive All participants were unemployed or underemployed – 80 for longer than 12 months. Half had only completed to year 9 or 10 in high school. 25 graduates identify as Aboriginal, and 30 identify with disability.

Engaging Participant engagement was double the average, with only a 15% dropout rate. We attracted 10 partner employers and connected participants with another 30 regional employers.

Value adding Non-productive recruitment costs more than \$20 million per annum in the Murraylands. Our resilient graduates achieved a workplace retention rate of 90%, making huge savings.

FIVE PILLARS OF JOBS 4 MURRAYLANDS

PERSONAL DEVELOPMENT

Tailored non-accredited training, individual case management, and one-on-one and group mentoring are provided to identify and overcome the root cause of individual employment barriers and improve attitudes to work.



PHYSICAL REHABILITATION

Jobs 4 Murraylands is the first Australian pre-employment program to include a gym membership, physical rehabilitation assessment and personalised training plan to physically prepare participants for workplace demands in labour-intensive jobs.



INDUSTRY SKILLS TRAINING

Accredited training programs are tailored in accordance with workforce training needs analysis from partner employers – to date, training has included High Risk Forklift, First Aid, White Card, Manual Handling and skill clusters from Certificate III in Food Processing.



INDUSTRY COLLABORATION

Partner employers commit to considering graduates when they recruit, being present during the program to demonstrate that commitment (including recruitment drives and workplace tours), and jointly identifying the required industry skillsets. Participants are directly matched with employers, based on their ambitions and aptitudes.



APPROVED ACTIVITY STATUS

The program meets mutual obligation commitments for Centrelink Job Plans, so participants can concentrate on their personal and professional development – rather than continuing Work for the Dole – in the knowledge they'll be considered for a job when they graduate.

