



Attracting people to work in regional WA

What are we trying to achieve?

We want to inspire young Western Australians to embrace the opportunity to have a working holiday in WA.

Our hard border is in place to protect Western Australians, however, this has placed additional challenges on the agricultural, tourism and hospitality sectors in our regions that traditionally rely on interstate and foreign backpackers to fill seasonal jobs.

Our priority is to employ WA workers. More than ever, it's vital that industry prioritises Western Australian workers to fill these roles.

We are developing a campaign to target 18-30 year old Western Australians, encouraging young people to take action now and seize the opportunity to travel and work around WA.

The campaign will also encourage employers to re-think the way they employ workers and look to locals to fill these roles.

How are we trying to achieve it?

We have been working with industry since March to develop solutions, with a focus on employing Western Australian workers.

We have invested \$57 million in the training sector to upskill Western Australians as part of the WA Recovery Plan. This includes the provision of two free and six subsidised TAFE courses to get people job ready for roles in the agriculture sector, plus two free and three reduced fee TAFE courses in hospitality.

We also funded the Regional Jobs in WA program, which includes a partnership with Studium - an online platform that allows job seekers and employers to connect with each other directly.

We are now launching a marketing campaign to be delivered across advertising channels, such as digital, radio, television, print, out of home and social media, state-wide.

The campaign will promote the experience of a working holiday to prospective employees.

Advertising material will direct employees and employers to a website for information on experiences and locations, and they are encouraged to engage with our campaign partners, Seek and Studium.

How can you participate?

Ahead of the campaign launch, we encourage all regional employers to register their details and available positions with our campaign partners.

Each campaign partner differs slightly to maximise opportunities to reach job seekers.



Seek

Go to www.seek.com.au

- Click on Employer Site (top right)
- Click Register or Sign in if you have an account
- Once you have signed in you will be able to post an ad

Creating an ad

Once you are signed in:

- Click Create a job
- Follow the instructions and fill in all mandatory fields
- In the job ad detail section include **#workandwander**
- This hashtag must be included in all ads

Proactive sourcing

Proactively search SEEK's database of 10 million candidates. To get access to SEEK's Premium Talent Search, call Kim Christian (details below).

Training

Training will be provided via webinar. Topics will include:

- How to **post an ad** and optimise the performance of your ad
- **Talent Search** – how to search for candidates and connection options
- **SEEK Analytics** – how to measure performance and see tips for improvement

Seek Support Team

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Regional jobs in WA by Studium

Studium is an online platform that allows employers to connect directly with 12,000 registered job seekers, including WA university students, school leavers, international students, working holiday makers and other job seekers.

All job seekers have created a detailed profile outlining their skills and experience.

Regional employers are encouraged to register and start connecting with job seekers now.

Step 1:

Visit studium.work/jobsinfoodandag

Step 2:

Click on Looking for Staff?

Step 3:

Fill out the form to request Studium to create your free employer profile

Step 4:

Once your business profile has been set up, you will be able to connect with the workforce

Step 5:

Email support@studium.work with any questions or concerns

What's next?

After we launch the campaign we will send stakeholders a tool-kit to support our regional communities and promote job opportunities.