

**Submission
No 32**

SKILL SHORTAGES IN NSW

Organisation: Auburn Employment Working Group
Name: Ms Adama Kamara
Position: Community Projects Officer
Date Received: 4/07/2013

Auburn Employment Working Group
Submission to
NSW Government Inquiry into
Skills Shortages

4 July 2013

Auburn Employment Working Group

A bi-monthly network meeting of community, employment service and training providers

Auburn Employment Group Working
C/- Auburn City Council
P.O. Box 118
Auburn NSW 1835

The Committee Manager
Committee on Economic Development
Parliament House
Macquarie St
Sydney NSW 2000

4 July 2013

Inquiry into Skills Shortages in NSW

Dear Dr Groves,

Members of the Auburn Employment Working Group welcome the opportunity to comment on the NSW Skills Shortages Inquiry. Employment continues to be a key issue experienced by residents. We provide the following comments.

About the Auburn Employment Working Group

The Auburn Employment Working Group (EWG) was established in 2006 to focus on the employment needs of skilled migrants and refugees. The EWG is a local working group comprising representatives from: employment and training organisations; local, state and federal government agencies; recruitment organisations; job network providers; and community organisations.

The aim of the network is to develop practical strategies to address local employment issues and service gaps for migrants and refugees in the Auburn area. The network meets bi-monthly and organises an annual careers expo and regular job seeker advice workshops. The EWG is convened by Auburn City Council and a steering committee of local services.

In Appendix A is the report on the 2013 Auburn Career Pathways Expo. The report details the planning process and outcomes of the expo. It also includes a brief explanation of previous activities of the EWG aimed at addressing the high unemployment rate in the area. These activities all highlight the need for provision of individual assistance to skilled migrants and refugees. .

Auburn Community Profile

The Auburn local government area (LGA) has an estimated population of 80,892¹.

Auburn City continues to be one of the most culturally diverse local governments in Australia. It is often a first place of settlement for many newly arrived refugees and migrants. The LGA has one of the largest overseas born populations of any local government in NSW (ABS, Census 20011). At the 2011 Census, 56.9% of residents were born overseas. 71% of residents speak a language other than English at home².

¹ Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 (Usual residence data)

² Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 (Usual residence data)

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Auburn is ranked as the second most disadvantaged LGA in the Sydney Statistical Division (SEIFA Index of disadvantage) (2011 Census).

Auburn Education and Employment Profile

Overall, education levels in Auburn City are lower when compared to Greater Sydney averages. Approximately 21.3% of residents are degree qualified (compared to 24% in Greater Sydney), 9.4% have vocational qualifications (compared to 15.1%) and 46.6% have no qualifications (compared to 40.5%).

According to the 2011 Census, 53.4% (31,628 people) of Auburn residents were active in the labour force. The area has a higher unemployment rate of 8.6% than the Greater Sydney Region which has a rate of 5.7%.

Auburn City	2011		
Employment status	Number	%	Greater Sydney
Employed	28,905	91.4	94.3
Employed full-time	18,666	59.0	62.0
Employed part-time	9,143	28.9	30.1
Hours worked not stated	1,096	3.5	2.1
Unemployed	2,723	8.6	5.7
Looking for full-time work	1,575	5.0	3.3
Looking for part-time work	1,148	3.6	2.4
Total Labour Force	31,628	100.0	100.0

Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 (Usual residence data)

Council works in partnership with employment and training providers to support skills development and training opportunities. Local employment initiatives are targeted to address service gaps and employment barriers for migrants and refugees in Auburn City.

Response to Terms of Reference:

1. **Identify gaps and areas of need in particular industries, professions and communities;**

Barriers experience by migrants and refugees

Since its inception in 2006, the EWG has worked on several projects to address the needs of local migrants seeking jobs. Employment is one of the most significant settlement needs faced by recent migrants and refugees. Employment is integral to the settlement process and one of the key priorities for most new entrants, particularly adults. Impacts of unemployment and under-employment affect not only the individual but the whole family as well.

There are two distinct groups that the EWG has worked with:

- a. Highly skilled migrants and refugees with extensive overseas experience and qualifications. This group lacks local experience, professional networks and knowledge of the Australian job market and workplace culture.

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- b. b. Largely unskilled job seekers with low levels of English and literacy, not job ready. Many have come to Australia through the refugee and humanitarian program.

Barriers for new arrivals in gaining employment are complex and include:

- Lack of social networks and knowledge of workplace practice
- Levels of English and communication skills
- Lack of computer skills which are necessary to access and apply for the majority of jobs
- Difficulty in securing work related to their overseas skills
- Lack of Australian local work experience required by employers
- Difficulty in having skills or qualifications recognised or upgraded - which includes cost, self-confidence and competing settlement and financial priorities
- Currency of skills which decrease whilst unused in Australia
- Barriers to education - these include lack of knowledge of the Australian education system, access to course information, self-confidence and trust
- The urgent need to earn money and the casual nature of work which makes attending study or skill development training difficult
- Service providers lack of knowledge about refugee issues
- Employer discrimination
- Cross-cultural issues and recruitment practices which disadvantage refugees and migrants
- Child care issues include cost and availability
- Lack of awareness of work rights in Australia and vulnerability to exploitation
- Unemployment is much higher than reported if under-employment is factored in as well

For skilled migrants and refugees, identities are closely linked to occupational status and authority within the family. Failure to find suitable employment can result in “resettlement trauma” and impact on whole families and communities

Professional networks are crucial to finding a job in Australia, but small and emerging communities often experience high levels of unemployment and underemployment, preventing upward social mobility

Refugees in particular suffer from extremely high unemployment and underemployment rates and are disadvantaged in the Australian labour market

Refugees and migrants want to be employed and participate in the Australian economy and it is important to harness that desire and assist migrants into positions that utilise their skills. This would be to the nation’s benefit as it would result in higher skills being utilised in the workforce. It would also benefit migrants/refugees and their families to assist them in putting aside trauma, having a sense of achievement and belonging, and managing financially. It can also assist in preventing other social problems that result from long term unemployment eg gambling, substance abuse and domestic violence.

Issues & Service Gaps:

- Inadequacy and inappropriateness of Job Service Australia providers to deal with complex settlement needs of new humanitarian arrivals.

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- Lack of specialist skills and targeted employment programs supporting new arrivals which take into account their pre-arrival experiences and assist them to utilise their skills in the local job market.
- Lack of work experience and mentoring support opportunities.
- Lack of computer literacy
- Language barriers.
- Lack of resources and specialist skills available to settlement workers to provide effective employment assistance.

Barriers to employment

According to Federal Government policy, migrants who enter Australia under the Skill stream possess the skills, qualifications and English level to find work straight away without assistance. However, many skilled migrants face considerable barriers to finding work related to their overseas skills.

Barriers to suitable employment include structural barriers such as limited opportunities for gaining local experience, recruitment practices that disadvantage migrants, employer discrimination and problems with the recognition of overseas qualifications, including high/prohibitive assessment and bridging courses fees.

Communication skills, a lack of professional networks and limited knowledge of the Australian job market and workplace culture act as individual barriers to entry into the labour market.

These barriers, coupled with a two year waiting period for unemployment benefits, lead to many skilled migrants working in low skilled, low paid casual jobs such as cleaning, retail, security, taxi driving, aged care and factory work.

2. Identifying strategies for government to assist in addressing skill shortages.

The EWG has identified 5 successful elements of employment assistance for migrants and refugees.

- **Overseas skills recognition**
 - fees for assessments and bridging courses
 - increased English tuition hours
 - faster recognition of overseas qualification
- **Casework** (including qualification recognition)
Individual assistance with developing career pathways, job applications and advice on qualification recognition is crucial for recent migrants and refugees who are unfamiliar with the Australian job market.
- **Work experience**
Necessary for developing professional networks, learning industry jargon, gaining local referees and understanding Australian workplace culture.

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- Career Orientation day during AMEP and LLNP (CEE) specifically targeting skilled migrants and refugees
- Finding work placement/ work experience for people (even if they can receive 3 months of unemployment benefits while on work experience) providing work experience as a component of more TAFE courses (fund JSA or another body to provide orientation and individualised assistance to skilled migrants)
- Extend the free "Orientation to the Australian Workplace" course to more colleges with the work experience component included
- **Mentoring**
Extremely useful for developing professional networks, accessing unadvertised job vacancies and a cost effective way of providing support for job searching.
- **Training** (including work rights & WHS info) / skills upgrade
Recent arrivals require training on the Australian job market, Work Health and Safety, and Industrial Relations law. Training can also address skills gaps and formal qualifications for those with none. English courses can be combined with vocational education and employment.
- **Employer engagement**
Employers need to be encouraged to support employment initiatives as many current recruitment practices such as the use of recruitment agencies, detailed written applications and psychometric tests disadvantage migrants and refugees. Marketing for various employment programs for migrants and refugees should be coordinated to promote a strategic approach and maximise employment opportunities for migrants.
- **Community Engagement**
 - Establishment of central referral points for providing info to skilled migrants and refugees (like the Migrant Skill Strategy which ended in June 2004)
 - Better information dissemination - engage media, ethnic papers, SBS, local shopping centres, weekend seminars in the shopping centres, community boards, real estate agents Information sheets on programs available more funding for jobs expos



2013 Auburn Career Pathways Expo Summary Report

Organised by the Auburn Employment Working Group

A network of community, employment service and training providers

THE AUBURN EMPLOYMENT WORKING GROUP INVITES YOU TO THE

CAREER PATHWAYS EXPO

THURSDAY 16 MAY 2013, 10AM – 5PM

AUBURN TOWN HALL (NEXT TO THE LIBRARY), 1 SUSAN STREET AUBURN

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1. INTRODUCTION

Background

Local government plays a key role in the economic development of its local community. This includes providing local leadership to support the development and implementation of policies, programs and projects that stimulate local jobs and employment opportunities, facilitate local investment and business growth.

Auburn City Council's Community Strategic Plan: 2013-2023 (CSP) outlines the vision and priorities for the Auburn Local Government Area (LGA). Within the outcomes highlighted under the theme of 'Our Community' – 'Promotion of community wellbeing and social inclusion', the CSP identifies strategic direction 1b.6 to 'provide and support opportunities for employment generation'. To achieve this outcome, Council coordinates the annual Auburn Career Pathways Expo.

This report provides background information on the planning process, format and outcomes of the 2013 Auburn Career Pathways Expo as well as recommendations for improvements in future years.

About the Auburn Employment Working Group

The Auburn Employment Working Group (EWG) was established in 2006 as a working group of the Auburn Multicultural Interagency to focus on the employment needs of skilled migrants and refugees. The EWG is a local working group comprising representatives from: employment and training organisations; local, state and federal government agencies; recruitment organisations; job network providers; and community organisations.

The aim of the group is to develop practical strategies to address local employment issues and service gaps for migrants and refugees in the Auburn area. The network meets bi-monthly.

In April 2006, a successful one-day Employment Expo was organised by Auburn City Council. The event attracted about 1,000 job seekers.

In 2007, Auburn City Council organised 'Auburn Employment Month' comprising 19 different activities throughout the month of May designed to facilitate access to career pathways and jobs for local residents and to provide suitable training and advice to job seekers on how to compete more successfully for those jobs. A total of 53 organisations/employers and approximately 1,000 job seekers participated in one or more of the program activities. A comprehensive evaluation of the month was undertaken and a number of ongoing initiatives were established through the work of the EWG.

In 2012, the format of the Career Expo changed to reflect the increasing need for personalised job search and career pathway assistance.

Due to the success of these initiatives, the EWG has continued to organise an annual one day Career Pathways Expo, in addition to ongoing employment support activities.

For more information about past activities please see the following reports available at www.auburn.nsw.gov.au:

- 2007 Auburn Employment Month Evaluation Report
- Skilled Migrants Discussion Paper (2007)
- Auburn Refugee Employment Action Plan Background Report Summary (2008)
- 2012 Auburn Career Pathways Expo Report

Acknowledgements

Council would like to thank members of the Auburn Employment Working Group for their collaborative efforts in planning of the annual expo. Council values your efforts to improve the employment outcomes for residents in the Auburn City area.

2. ABOUT THE AUBURN LOCAL GOVERNMENT AREA

Community Profile

Auburn City covers 31 square kilometres and is located 20 km west of the Sydney CBD. The suburbs include: Auburn, Berala, Lidcombe, Newington, Regents Park, Rookwood, Silverwater, Sydney Olympic Park and Wentworth Point. The Auburn LGA has an estimated population of 80,892¹.

Auburn City continues to be one of the most culturally diverse local governments in Australia. It is often a first place of settlement for many newly arrived refugees and migrants.

Auburn has one of the largest overseas born populations of any local government in NSW (ABS, Census 2011). At the 2011 Census, 56.9% of residents were born overseas. 71% of residents speak a language other than English at home².

Auburn City is home to a diversity of religions and religious cultural groups. At the 2011 Census, Christian based religions collectively comprised 34.2% of the population, followed by Islam with 25.5% of the population. Buddhism (9.1%) and Hinduism (5.1%) also represent significant portions of the population.

Auburn is ranked as the second most disadvantaged LGA in the Sydney Statistical Division (SEIFA Index of disadvantage)³ (2011 Census).

Top 5 countries of birth (other than Australia), Census 2011

China (11.3%)
Vietnam (4.5%)
South Korea (4.2%)
India (3.6%)
Turkey (3.5%)

Top 5 languages spoken at home (other than English), Census 2011

Arabic (10.7%)
Cantonese (9.9%)
Mandarin (9.2%)
Turkish (6.7%)
Korean (5%)

Auburn City Age Profile	2011		
	Number	%	Greater Sydney %
Babies and pre-schoolers (0 to 4)	5,644	7.7	6.8
Primary schoolers (5 to 11)	6,214	8.4	8.7
Secondary schoolers (12 to 17)	5,340	7.2	7.4
Tertiary education & independence (18 to 24)	8,787	11.9	9.5
Young workforce (25 to 34)	15,126	20.5	15.4
Parents and homebuilders (35 to 49)	15,278	20.7	21.9
Older workers & pre-retirees (50 to 59)	8,205	11.1	12.2
Empty nesters and retirees (60 to 69)	4,729	6.4	9.0
Seniors (70 to 84)	3,560	4.8	7.2
Elderly aged (85 and over)	855	1.2	1.8
Total population	73,738	100.0	100.0

Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 (Usual residence data)

¹ Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 (Usual residence data)

² Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 (Usual residence data)

³ SEIFA Index of Disadvantage measures the relative level of socio-economic disadvantage based on a range of Census characteristics including income, educational attainment and employment status.

Education and Employment Profile

Overall, education levels in Auburn City are lower when compared to Greater Sydney averages. Approximately 21.3% of residents are degree qualified (compared to 24% in Greater Sydney), 9.4% have vocational qualifications (compared to 15.1%) and 46.6% have no qualifications (compared to 40.5%).

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Council works in partnership with employment and training providers to support skills development and training opportunities. Local employment initiatives are targeted to address service gaps and employment barriers for migrants and refugees in Auburn City.

3. OVERVIEW OF THE AUBURN CAREER PATHWAYS EXPO FORMAT

Due to Auburn’s high unemployment rate and significant migrant and refugee populations, attention has been given to considering the particular needs of this group. The Refugee and Skilled Migrant Employment Action Plan 2013-2014 has been developed and is implemented as a key action of the EWG. The annual Career Pathways Expo is an integral part of this plan.

Aims and Objectives

The 2013 Auburn Career Pathways Expo aimed to provide targeted and personalised job search and career pathway assistance to local jobseekers.

The objectives of the Expo were similar to previous years:

- to enhance the job search skills, knowledge and ‘work readiness’ of local job seekers through the provision of personalised advice and workshops;
- to overcome barriers to employment through providing career advice including: use of overseas skills and qualifications; knowledge of language and literacy programs and vocational pathways; and knowledge of Australian job search process such as selection criteria and interview techniques;
- to build better linkages between job seekers and employment providers (Job Service Australia and Disability Employment Service providers).

Planning Process

The 2013 Expo was held on Thursday 16 May 2013 from 10am - 5.00pm in the Civic Precinct (1 Susan Street), Auburn, including the Auburn Town Hall and adjoining rooms.

The Expo was co-ordinated by Council and an organising committee consisting of members of the EWG. Eight organisations were actively involved in the planning process which began in February 2013. The planning of the Expo was shared amongst the members of the organising committee with each member having a defined responsibility. This collaborative approach added value to the Expo with planning and promotion of the event being shared.

The 2013 Auburn Career Pathways Expo Organising Committee comprised of the following members:

Name	Organisation	Responsibility
Michael McGill	Auburn Diversity Services Inc	Promote to networks and coordinate/supervise volunteers on the day of the expo
Savina Mareva	Department of Human Services- Centrelink (Auburn & Merrylands)	Coordinate workshop presenters, Promotion to networks
Helena Xabregas	Break Thru People Solutions	Promotion to networks Co-ordinate registration desk and volunteers on the day of the expo
Graeme Josephs	Australian Business Apprenticeship Centre	Coordinate workshop presenters Promotion to networks
Junior Tauia	Ability Options	Promotion to networks
Reuben Manmothe	Salvation Army	Promotion to networks
Syed Sakib	Navitas	Promotion to networks
Adama Kamara & Havva Mehmed	Community Development Team, Auburn City Council	Media promotion (media release, flyer in local news paper), Coordinate flyer design, Co-ordinate catering, Expo event logistics. Coordinate expressions of interest for advisory desks, promotion to networks

Format

Similar to the previous year's expo, the 2013 Expo was designed to focus on providing opportunities to prepare job seekers for seeking and applying for work. The Expo concentrated on providing workshops and advisory desks covering a variety of topics. The Expo catered for people with limited English skills, with hosts of advisory desks providing advice in 19 languages.

The Expo aimed to provide as much targeted and personalised assistance as possible suitable for the demographic of the Auburn LGA. As such it did not include employment provider stalls and only a limited range of current job vacancies for display. Instead, it had a variety of workshops and had 3 information stalls that were designed to help with dressing for work and job searching advice.

Advisory Desks

Following the evaluation of the 2012 Expo greater emphasis was placed on providing local job seekers (especially recent migrants and refugees) with individual advice from an employment expert. The Expo enabled tailored advice to be provided to jobseekers without the restrictions of eligibility (some migrants are not eligible for government funded job search assistance) or competition (many employment providers assisted Expo participants that were not clients of their service).

A Registration Desk, which acted as a concierge service, booked appointments for job seekers with Advisory Desk hosts based on their preferred topic. The Registration Desk also recorded the number of appointments each Advisory Desk host had for the day. Auburn Town Hall housed the Advisory Desks which were available on the following topics:

- Resume Advisory Desks (10)
- Cover letters (4)
- Career Coaching (8)
- Educational Planning (1)
- Overseas Skills Recognition Advisory Desk (1)

There were 24 Advisory Desks in total. An average of 18 people received advice per Advisory Desk. Approximately 400 people benefitted from a one to one session with the advisors. The average time spent per person was between 15 to 30 minutes.

The organisations hosting the Advisory Desks ranged from government funded employment agencies (Job Service Australia and Disability Employment Services), educational institutions, local business, vocational and training providers. They included the following organisations:

Topic	Organisation
Resume Advisory Desks	Ability Options Break Thru People Solutions Diversity Skills Training Salvation Army - Employment Plus TAFE South West Institute (Granville) Max Employment Advanced Personnel Management Navitas Auburn
Career Coaching Desks	Ability Options Break Thru Salvation Army Max Employment
Overseas Skills Recognition	TAFE South West Institute (Granville)
Cover Letters	Inner West Skills Centre Ability Options Australian Business Apprenticeship Centre Max Employment
Education Planning	TAFE South West Institute (Granville)

Workshops

11 workshops were scheduled on the day of the Expo. The workshops aimed to enhance the knowledge, skills and techniques of job seekers through practical sessions which they would be able to utilise when searching for jobs. The workshops were held in the Civic Precinct in the Council Chambers and Somerville Room.

The following workshop topics were available:

- Vacancies at Silcar Communications
- Traineeships and Apprenticeships in NSW
- Understanding Your Work Rights
- Preparing for an Interview
- Resume Writing
- Addressing Selection Criteria
- Cover Letter Writing
- Searching for Jobs Online

Of the 11 workshops, 10 took place with an average of 60 participants in each. The 'Searching for Jobs Online' workshop was cancelled due to the presenter's illness and inability to attend. Most participants attended more than one workshop. Expo participants were not required to pre-register for the workshops.

Due to the success of these workshops, the EWG decided to deliver free weekly sessions for job seekers. The sessions were promoted at the Expo and commenced the following week. The sessions have included presentations on topics such as cover letters, addressing selection criteria, apprenticeships and traineeships. Participant can also receive personalised advice on resumes, cover letters and job applications as well as career pathway information.

The weekly workshops have been popular with an average 10 to 12 participants attending each week and have been delivered by Graeme Josephs, a career advisor at the Australian Apprenticeships and Business Centre.

See appendix F for a sample of the workshop promotional flyer.

Workshop Schedule

Morning Workshops	Presenter/Organisation
Resume Writing	Chad Hookey - Ability Options
Understanding Your Work Rights	Kate Minter - Union NSW
Preparing for an Interview	Elizabeth Montgomery- Fitted for Work
Vacancies at Silcar Communications	Silcar Communications
Afternoon Workshops	Organisation
Resume Writing	Chad Hookey - Ability Options
Preparing for an Interview	Elizabeth Montgomery- Fitted for Work
Addressing Selection Criteria	Peter Tzoukos - Auburn City Council
Traineeships and Apprenticeships in NSW	Greame Josephs - Australian Business and Apprenticeships Centre
Understanding Your Work Rights	Kate Minter - Union NSW
Cover Letter Writing	Greame Josephs - Australian Business and Apprenticeships Centre

Information Stalls

There were 2 information stalls available on the day of the Expo as the focus was on providing tailored advice to job seekers. The information stall holders included 'Fitted for Work' (an agency which provides support to women experiencing disadvantage to obtain and retain work by providing free personal outfitting and interview service)" and "Silcar Communications". These stalls were located in the Exhibition Gallery.

Promotion

The Expo was promoted through the following methods:

- Auburn City Council website
- Electronic networks
- Promotion to networks by all organisations
- Paid advertisement in Auburn Review newspaper (see appendix E)
- Editorial articles in Parramatta Advertiser and Auburn Review newspapers
- Posters in local shops, train station, libraries and community organisations

Catering

A free barbecue was available for Expo participants with halal and vegetarian options. The Regents Park Men's Shed coordinated the barbecue. Tea, coffee, biscuits and apples were also made available on the day and coordinated by Breakthru People Solutions. The costs of this were paid for by Council.

Expo 2013 Case Study 1: From career counselling to employment contract

Mona had recently graduated from university and was struggling to find employment in her field of study. She attended the 2013 Auburn Careers Expo and spoke with a careers adviser at length. Mona was initially not sure what career path she wanted to take but after in depth discussions, including reflections on her past, and discussions about some possible barriers, she was able to reflect on her goals and her career direction.

Mona attended the Job Seeker Workshop the following week. At the workshop she received advice that enabled her to fine-tune her resume, cover letter and understand what employers were looking for. A few days after the workshop, Mona submitted an application for a marketing position at a University. Mona continued to attend the weekly workshops which focused on interview preparation and rights of employees. Mona was well prepared for her interview and subsequent negotiations on her employment contract which she was offered within a 2 week period.

4. EVALUATION

Outcomes

The number of 2013 Expo participants is estimated to be 600. Outcomes for the participants included:

- Updated and improved resumes
- Updated and improved cover letters
- New cover letters created
- New resumes created
- Improved knowledge of application process and types of traineeships and apprenticeships
- Improved knowledge on how to write responses to selection criteria in government jobs
- Improved knowledge of how to get their overseas qualifications recognised
- Improved knowledge of suitable career options
- Improved knowledge of how traineeships and apprenticeships work and what is available and for whom
- Improved knowledge of how to prepare for an interview
- Improved knowledge and understanding of workers' rights within Australia

Feedback from Participants and Stallholders

Expo participants were given surveys to complete at the Expo, however very few were completed. This made it difficult to get unbiased feedback from the participants.

Members of the organising committee also spoke to participants during the Expo to obtain feedback. The following comments were made:

Participant comments

'I really want to improve my cover letter and resume.'

'I really want to make my resume look good and useful'.

'Thanks for organising this event.'

'I found the experience I have gained from the Expo to be helpful.'

'I will follow the advice I was given and make changes to my resume'.

Advisor comments

'Good opportunity to promote TAFE course and career development and counselling services at Granville TAFE'.

'Always happy to help with the community'.

'Learn more on how to tailor resumes and look more into career pathways'.

'I will continue to be up to date with what is on in Auburn and share information with the Auburn community'.

'Take part in making a change for someone'.

'I have given my details to all attendees who showed interest. My team will follow up personally with these that make contact to help show the benefit of preparation'.

Case study 2: Not working for over a decade – where to start?

Sarah, a mother of three had not been in the paid workforce for a over 10 years. As her children were now older, she was now ready to look for work, but didn't know what industry she wanted to work in. Sarah attended the free jobseeker workshops and received career coaching to better define what she really wanted to do. Following the session, Sarah enrolled in a Counselling Diploma and searched for volunteering opportunities in this area.

Highlights and Areas for Improvement

Following the Expo, the organising committee met to discuss the strengths, weaknesses and areas for improvement. A discussion was also held at the EWG meeting on the 11 June 2013. The following outlines the successes of the Expo and areas for future improvement. As a final result both the organisation committee and participants were very pleased and impressed with how the 2013 Career Pathways Expo went.

What worked

- Some participants had brought along their resumes and cover letters to get advice on.
- The general set up and focus of the day was highly successful. It did provide participants with the personalised and detailed information aimed for.
- Participants were directed efficiently to where they needed to go by staff and volunteers acting as guides.
- One table per advisor, and separate sections for resume, cover letters, overseas recognition and career counselling desks, worked well.
- Languages spoken by advisors on each Advisory Desk were indicated on the tables for participants who had an English barrier.
- Participants were pleased with individual feedback that they haven't received from other services before.
- All workshops were filled to capacity and participants were offered follow up sessions for interviews.
- Volunteers were fantastic and so was the co-operation between agencies.
- Regents Park Men's Shed were fantastic!
- Organisations prepared for the day and brought useful resources including resume and cover letter templates, tips, guidelines and pro-formas.
- Coffee and tea table run by volunteers for participants.

Areas for Improvement

- More advisory desks on overseas skill recognition, as there was only one.
- Provision of site plan prior to the event to participating organisations.
- The workshops and information stalls upstairs in the exhibition gallery made it very confusing for participants where they were located.
- There was some confusion around the Expression of Interest Form. It wasn't always clear what staffing and sections organisations were registering their interest for.
- The ticket system for advisory desks did not work as participants were leaving workshops once they had received a ticket. Get participants to line up and wait instead, and finish at 3pm.
- Some staffing and sections organisations that were on advisory desks left early which made it difficult for other advisory desk holders to keep up to date with attending to all participants effectively.
- Tea and coffee were not used as much this year, and cordial and water was popular.

5. RECOMMENDATIONS

To achieve the strategic goal of providing and supporting opportunities for employment generation, Council in partnership with the Auburn Employment Working Group will use this format for future Career Pathways Expos.

2013 was the second year that the 'Advisory Desk' model was used and resulted in the model becoming even more successful than the 2012 Career Expo. The feedback from both participants and service providers was that this is the preferred model. The Advisory Desks allowed for tailored, high quality advice. This format will be continued for all future Expos.

In addition the following will enhance future Expos:

- Promotion should include aims of Expo and how all participants can maximise the benefits of attending.
- Provide Advisory Desks on the following topics: Apprenticeship & Traineeship, Interview Skills, Mock Job Interviews.
- Encourage participants who have just finished school and are unemployed.
- Workshop on overseas skills recognition process, as there was only one advisory desk which was in high demand.
- Display more A3 sized Workshop Schedules.
- Display more A3 signs directing people to the location of the workshops.
- Provide follow up workshops after the Expo.
- Vacancies from other employers that can employ straight away e.g. security, hospitality/aged care and private recruitment companies onsite.
- Additional interpreters available for main community languages e.g. Dari, Farsi, Arabic.

APPENDIX A: 2013 Career Pathways Expo Flyer

An exciting opportunity to get personalised advice on your resume and cover letters, career coaching and assess your overseas skills. Attend interactive workshops to assist your career and job searching.

Bring your resume for advice on how to improve it!

Find out about job vacancies at Silcar Communications!

For more info contact
P: Adama Kamara or Havva Mehmed on 9735 1222
E: adama.kamara@auburn.nsw.gov.au

ADVISORY DESKS

AUBURN TOWN HALL (10am-4pm):

- Resume Advisory Desks
- Career Coaching Desks
- Cover Letter Advisory Desk
- Overseas Skills Recognition

WORKSHOPS

COUNCIL CHAMBERS:

- 10:30-11:30 Vacancies at Silcar Communications
- 11:30-12:20 Preparing for an Interview
- 12:30-13:30 Understanding Your Work Rights
- 13:30-14:30 Resume Writing
- 14:45-16:45 Addressing Selection Criteria

SOMMERVILLE ROOM:

- 10:30-11:20 Resume Writing
- 11:30-12:20 Understanding Your Work Rights
- 12:30-13:20 Cover Letter Writing
- 13:30-14:30 Traineeships and Apprenticeships in NSW
- 14:30-15:30 Preparing for an Interview

DIGITAL HUB:

- 14:00-15:00 Searching for Jobs Online

INFORMATION STALLS

EXHIBITION GALLERY:

- Fitted for Work
- Dress for Work
- Silcar Communications



THE AUBURN EMPLOYMENT WORKING GROUP INVITES YOU TO THE

CAREER PATHWAYS EXPO

THURSDAY 16 MAY 2013, 10AM – 5PM

AUBURN TOWN HALL (NEXT TO THE LIBRARY), 1 SUSAN STREET AUBURN



This event is organised by Auburn City Council, DHS - Centrelink, Australian Business Apprenticeships Centre, Navitas, Inner West Skills Centre, Breakthru People Solutions, Auburn Diversity Services, Salvation Army, Ability Options

APPENDIX B: Expo Workshop Schedule and Advisory Desk Hosts

Council Chambers		
Time	Workshop	Facilitator
10:30 – 11:30	Vacancies at Silcar Communications	Luke Cannon (Silcar Communications)
11:30 – 12:20	Preparing for an Interview	Kate Minter (Unions NSW)
12:30 – 13:30	Understanding Your Work Rights	Jenny Fox (Ability Options)
13:30 – 14:30	Resume Writing	Michael (IWSC Job Futures)
14:45 – 16:45	Addressing Selection Criteria	Peter Tzoukos (Auburn Council)
Exhibition Gallery		
Time	Stall	Facilitator
10:00 – 4:00	Fitted For Work	Elizabeth Montgomery
10:00 – 4:00	Silcar Communication	Luke Cannon
Sommerville Room		
Time	Workshop	Facilitator
10:30 – 11:20	Resume Writing	IWSC Job Futures
11:30 – 12:20	Understanding Your Work Rights	Jenny Fox (Ability Options)
12:30 – 13:20	Cover Letters	
13:30 – 14:30	Traineeships and Apprenticeships in NSW	Kate Minter (Unions NSW)
14:30 – 15:30	Preparing for an Interview	Werner Robb (MEGT)

Advisory Desk Hosts

Time	Advisory Desks	Advisors
10:00 – 16:30	Resume Advisory Desks	1 x Ability Options 1 x Break Thru 2 x Max Employment 1 x Navitas 1 x Salvation Army 1x Diversity Skills Training 1 x TAFE NSW
10:00 – 16:30	Career Counselling Desks	3 x Break Thru 1 x Ability Option 1 x Salvation Army 1 x Max Employment

Time	Advisory Desks	Advisors
10:00 – 16:30	Cover Letters	1 x Inner West Skills Centre 1 x Ability Option 1 x Australian Business Apprenticeship Centre
10:00 – 16:30	Overseas Skills Recognition	TAFE Desk: Andrew Ang
10:00 – 16:30	Educational Planning	TAFE Desk: Patrina Malak

Exhibitors/Stall Holders (Exhibition Gallery)

- Fitted For Work
- Silcar Communication

APPENDIX C: EOI/Registration Form for Advisory Desk and Workshop Providers

Auburn Employment Working Group Career Expo 2013

A expo that will assist job seekers

Date: Thursday 16th May 2013

Time: 10:00am – 5:00pm

Where: Auburn Town Hall (Ask for Auburn Library) 1 Susan Street, Auburn NSW 2144

Please note that tables will be supplied on the day at 9:00am

Name of Organisation/Agency:

Address:

Contact Name:

Position:

Telephone:

Fax:

Email address:

The consultants will be available for the following times:

	9:30am-1:30pm	Languages spoken	1:00pm-5:00pm	Languages spoken
Cover Letters Advisory Desk				
Resume Advisory Desk				
Career Coaching Desk				
Overseas Skills Recognition				

Signed by:

Position:

Date:

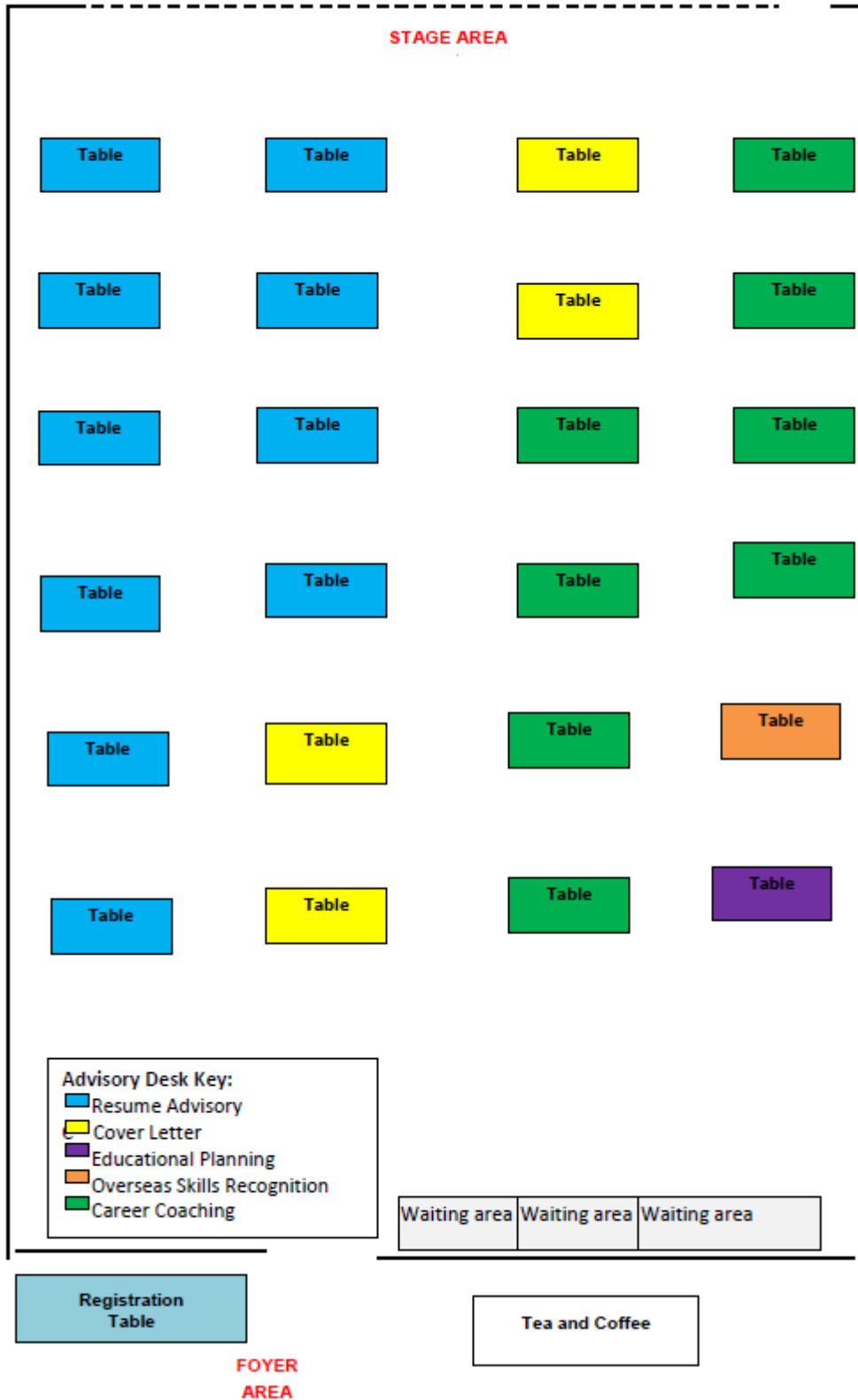
Return Registration Form by Monday 26th April 2013.

Contact: Havva Mehmed on: Phone: (02) 9735 1257 Fax: (02) 9643 1120

Email: havva.mehmed@auburn.nsw.gov.au (Mon-Wed) or Adama on adama.kamara@auburn.nsw.gov.au 9735 1296

APPENDIX E: 2013 Career Pathways Expo - Auburn Town Hall Floor Plan

2012 Auburn Career Pathways Expo – AUBURN TOWN HALL LAYOUT



APPENDIX E: 2013 Career Pathways Expo - Media Promotion

Auburn Review date: 21 May 2013

Hundreds helped at job expo



Hoping for futures in medicine, Batool Zalzal and her husband Ziad Al-Rubaie were seeking advice at the Careers Pathway Expo.

ORGANISERS of last week's Careers Pathway Expo at Auburn Town Hall said they were pleased with the turnout.

Aiming to empower job seekers, a spokesperson for Auburn City Council described the day as "fantastic" and said participants provided positive feedback about the event's organisation.

Providing information on job searching, resumes, cover letters and an assessment of overseas skills, job seekers were able to seek advice from a dozen separate stands with information available in 18 languages.

The council spokesperson said most workshops were filled to capacity, with an estimated 500 people participating throughout the day.

Social Media

Twitter article – Auburn City Council 16 May 2013

Auburn City Council
@AuburnCity

Follow

Great turn out today for the Auburn Career Pathways Expo. Thanks to those attending, including the service providers.
pic.twitter.com/mSQRExUsFN

Reply Retweet Favorite More

9:40 PM - 15 May 13

Flag media

APPENDIX F: Job Seeker Workshops Flyer

Job Seeker Advice

Tuesdays 11.00am – 12.30pm
Auburn Library, 1 Susan Street Auburn

FREE Advice for Job Seekers



A free program that will provide personalised advice to local job seekers on career pathways, resumes and job searching.

Bring your resume and cover letter for advice on how to improve it!

Presented by the Auburn Employment Working Group & Auburn Library

T057806/2013



Job Seeker Advice

Tuesdays 11.00am – 12.30pm
Auburn Library, 1 Susan Street Auburn

Get personal advice on the following topics:

- Assistance to decide on a career path
- Apprenticeships and Traineeships
- How to Apply for Government Jobs and 'Address the Selection Criteria'
- Resume Writing and Cover Letters
- Searching for Jobs

No need to make an appointment

Weekly on Tuesdays

Contact:
Graeme Josephs
Careers Adviser
Graeme.Josephs@australianbusiness.com.au
Australian Business Apprenticeship Centre
Mb 0409 091 050

