



Issue 2:

Monday 19th June 2006

On behalf of the Food, Tourism and Hospitality Industry Skills Advisory Council SA Inc. and the project team, I am happy once again to provide you with another issue of the Meat Industry Workforce Development Project Newsletter!

“Attraction and Retention of Labour in the SA Meat Industry” Workforce Development Project

To assist industry in meeting its workforce needs the FTH Skills Council has brought together key industry stakeholders, government and other agencies to undertake a joint venture project aimed at enabling industry to:

- attract suitable personnel
- retain current and new staff
- access appropriate entry level and on-job training
- provide accurate career advice
- promote multi-skilling
- further develop skills of its managers, and
- address issues affecting the above which may limit industry performance and growth

This project is titled “Attraction and Retention of Labour in the SA Meat Industry” Workforce Development Project. In user-friendly terms, it is often referred to as “The SA Meat Industry Workforce Development Project”.



WHAT'S BEEN HAPPENING?

Industry Workforce Development Issues:

Our team has been working hard to identify and demystify the “reality” in terms of generic issues that affect workers and their employers within the Meat Industry. A range of research and workshops have highlighted the following key issues:

- Industries and their Employers need to adopt strategies that not only attract the right people, but retain them. Finding the right people is not always easy, but once they bring their talents, they are worth managing, developing and retaining.
- An Employer’s Brand plays a key role in getting the right people. What message does your organization send to potential employees? Does it excite them? Why should they come and work for you? Will they be looked after? What values and expectations do you have?
- Orientation, Induction and Settlement all go hand-in-hand! Promoting your organization helps to ensure that the people you attract are there because they know and understand what you do, and believe that they can make a contribution to it. Inducting people ensures that they know who’s who and what’s what and how to in their workplace. How well do you assist a new worker to settle in their new job, new social environment or new community?

What kind of strategies do you use to make them feel welcome and wanted, valued and supported? Who can they really talk to about how they are really feeling?



HOW CAN WE HELP YOU

Project Strategies

The **Governance Structure** for this project includes the following key focus groups, tasked with a range of operational and advisory roles:

- The **SA Meat Industry Workforce Development Task Force** – representing Industry Employers, Employees, Growers and Government Support Agencies. The role of this group is to oversee the directions of this project.
- The **SA Meat Industry Workforce Development Project Steering Group** – made up of FTHSC Project, AMIEU, AMIC and PIRSA Representatives. The role of this group is to manage the day to day operations of the project.
- The **Statewide Meat Industry Steering Group** – made up of a number of key Employers and Local and State Government support agencies. The role of this group is to advise and support the Growth Strategy within this project.
- The **SE Local Workforce Development Group** – made up of a range of Key Employers, Regional support and Job Support and Placement Agencies. The role of this group is to advise and support project strategies within the region and engage in the planning of self-sustaining strategies for the longer term.
- A **Ministerial Advisory Committee** to advise the Minister for Further Education and Employment on all issues relating to the Skilled Migration Program as it affects the Meat Industry in SA.

Project Achievements

The Workforce Development Framework for this project includes a number of key strategies which aim to support the development and implementation of pilot activities in the SE Limestone Coast Region of SA. These activities include:

- The development of a **School Based New Apprenticeship Program** jointly run by Group Training Employment (GTE), MAXIMA Group Training and TAFESA Meat Studies Program. This program commenced in April at the Mt Gambier TAFE Food Processing Section and currently supports 11 students from Mt Gambier, Naracoorte, Grant and Millicent High Schools. These students also work one day a week with a range of host employers including large and small retailers from Naracoorte, Penola, Mt Gambier and Millicent. A big thank you to the Regional Development Board (RDB) and Red Cross for transporting 2 participants from surrounding areas each week to the training venue. Without this support it is unlikely that they could have participated.
- Negotiation of a **collaborative model for attraction of new workers** in the region has included a range of visits to local development agencies and the Meat Processing Plants located in the Upper SE. These visits have resulted in:
 - Engagement by National representatives from AMIC, DEWR and Teys Brothers Rockhampton in the planning and development of this process
 - Identification of the most appropriate strategies through liaising with the RDB
 - Identification of the immediate employment demands required within the Processing Plants
 - Discussions to identify the flexible working arrangements available to new workers

- The setting up of a Flexible Learning Facility at Dalriada Meat
 - The provision of a Two Week Pre-Skilling Residential Program for potential employees
 - Regional management of the recruitment, selection and placement process by an appropriate agent
 - Consideration of the accommodation and travel needs of people who choose to take up employment within the region.
- Ongoing development of the joint Industry/Union “**Training for Retention**” Road Show to assist regionally based processors and retailers with Professional Development strategies has resulted in:
 - A suggested Road Show plan aimed at providing a range of information and support for Business Health and Support, staff development and the management of different cultures. This plan includes advice on key retention pathways and which link to a range of resources that are easy to understand and use. The dates of this Road Show are currently being negotiated with the key parties involved in its implementation.
 - Liaison with the Department of Immigration and Multicultural Affairs (DIMA) and Immigration SA to discuss the most appropriate management strategies regarding Skilled Migrants.
 - National involvement by and the Meat and Livestock Australia (MLA) and the Australian Meat Industry Council (AMIC) in delivering the Retention Road Show
 - Ongoing consultation with Meat and Livestock Australia and MINTRAC about the trialing of a newly developed Supervisors Training Program by Processors in the SE
 - The production of a Meat Industry **Resource** that will advise and support the development of Meat Industry workforce at small, medium and large enterprise levels. A proposal has been put forward to the MLA and AMIC requesting further input and support for the development of this Resource in hard copy and online format.

Statewide Growth Strategy:

Our Statewide Growth Strategy has certainly taken off well. As mentioned in our last Newsletter, our Employers Forum has resulted in key discussions with industry employers who have significant employment demands in the Northern regions of SA. In particular, these discussions have resulted in:

- The development of the Primo Smallgoods Employment Program. This strategy has engaged a range of service providers to attract 48 new workers to support the expansion of this processing plant. To-date, the first 16 participants have been through a screening process which includes individual profiling and a Two Day Industry Awareness program and are scheduled to begin a Two Week Pre-Skilling workshop on Monday 19th June 2006. Those who are successful in their training will progress onto employment with Primo. Beyond a 4 week settling in period they will be further evaluated for a Traineeship program.
- The need for collaborative arrangements that attract and support people in new jobs in new locations is significant across most regions of SA. The Barossa Riverland and Mid North Area Consultative Committee and the Yorke Regional Development Board have taken a proactive approach to overcoming some of the issues that surround these needs. Current negotiations around the development of a Social Partnerships Model that will better support the attraction and retention of new and existing workers, the infrastructure required to support it and development of a community preparedness campaign.



CONTACTS

FTH Skills Council sees this initiative very much as a team effort. We would welcome any thoughts and feedback you may have.

To request more information on any of the contents of this Newsletter, please phone or email the following personnel:

Kerryn Smith
Project Manager
FTH Skills Council
Ph: 8362 6012
Mob: 0402 895 822
Email: kerryn@fthskillscouncil.com.au

Graeme Elliott
Meat Industry Project Officer
FTH Skills Council
Ph: 8362 6012
Mob: 0434 600 201
Email: Graeme@fthskillscouncil.com.au