

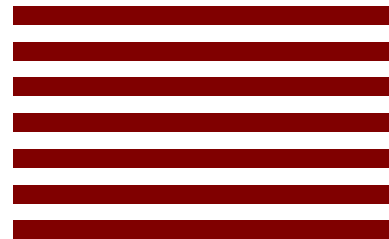
Department of Economic Development

A Tasmanian
“People with Workforce Potential” (PWP)
Research Project

*‘Improving Participation in the
Tasmanian Labour Force’*

May 2007

Prepared by Gil Sawford and Ellie Francis-Brophy



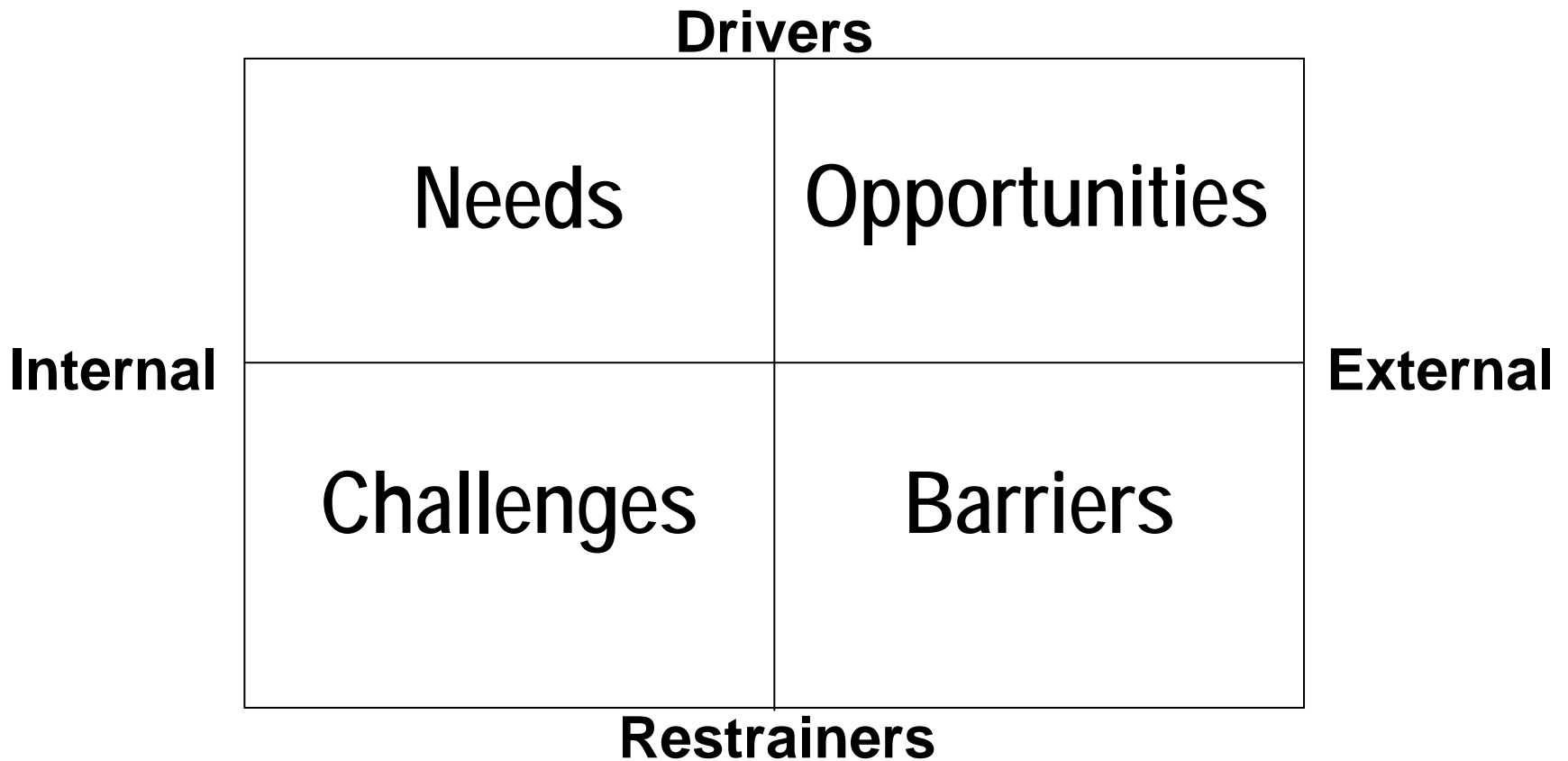
Wise Lord & Ferguson Consulting

Tasmania's Labour Force

- Working Age Population ~ 400,000
- Workforce ~ 240,000
- Not in Workforce ~ 160,000

- Participation Rate ~ 60%

- Potential Workers ~ 20/30,000 (5 – 7.5%)
Diverse – All Regions, All Demographics



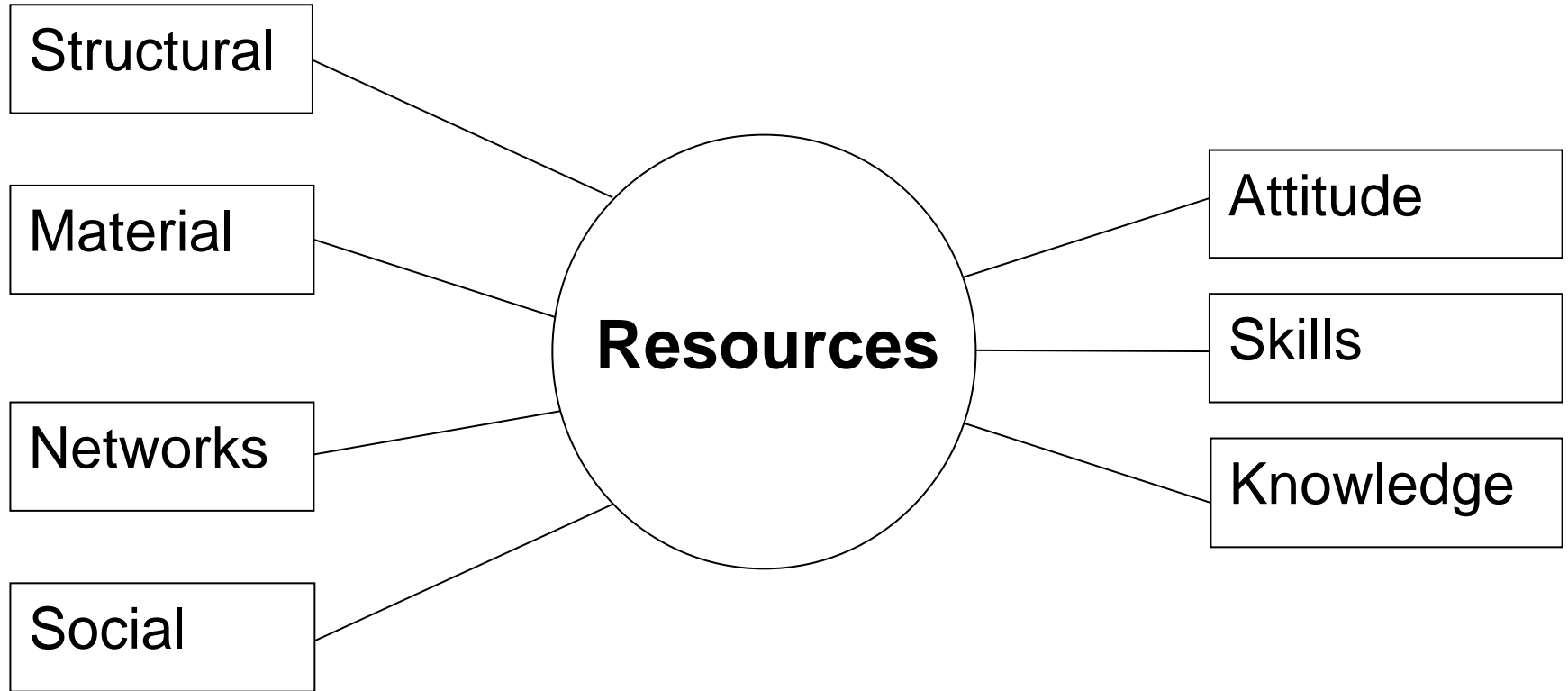
**Workforce Participation –
The Conceptual Framework**

Worker Trends

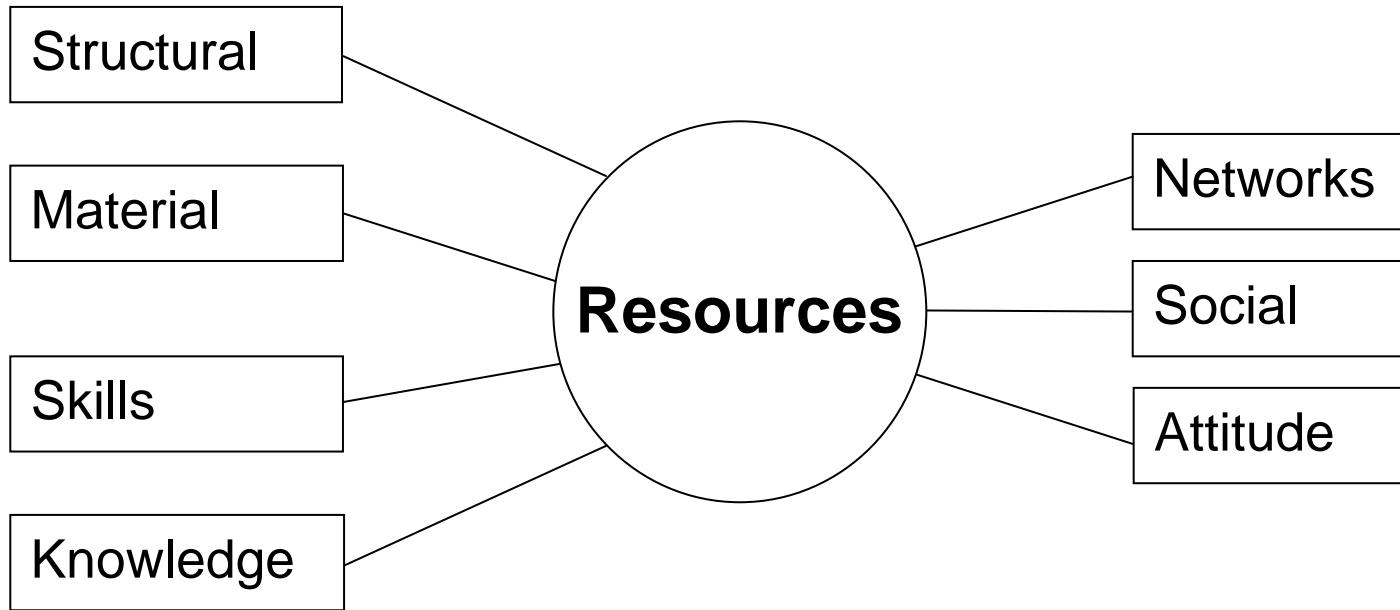
Search For:

- Identity
- Value
- Voice
- Fulfillment
- Feeling
- Experience

	A _{ttitude}	S _{kills}	K _{nowledge}
T _{raining}			
E _{ducation}			
D _{evelopment}			



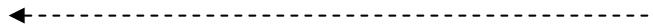
Workforce Participation Resources



Access to Opportunity

Ability to Access Opportunity

**Current
Support
Services**



**Deep
Support**

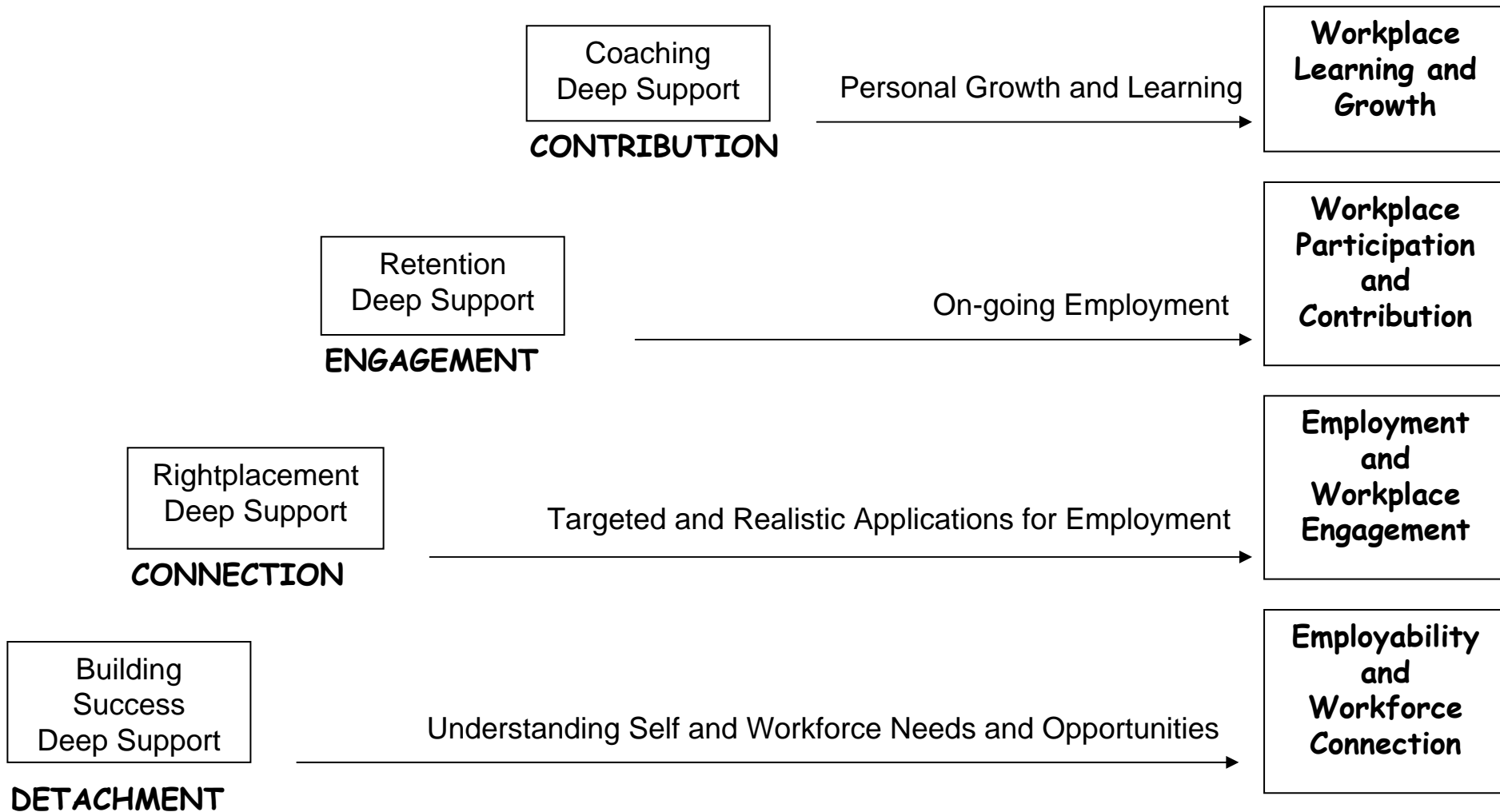
**Deep Support Model for
Increased Workforce Participation**

Deep Support

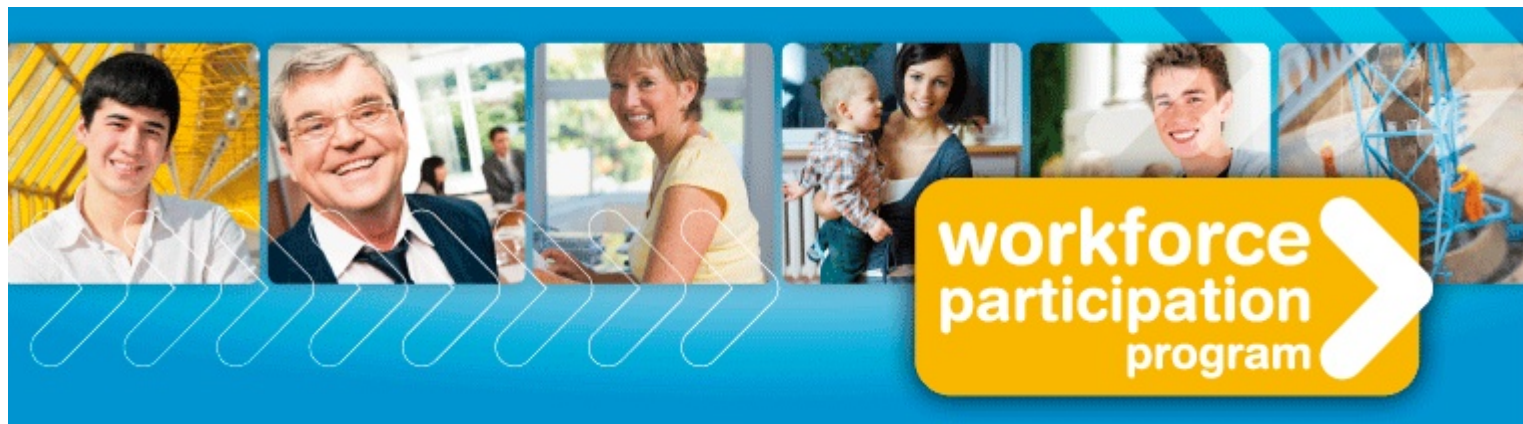
“Deep support provides ongoing relationship based on advocacy, mutual respect, trust and the acute alignment of interests”

(Zuboff, 2004)

Deep Support Workforce Development



"Deep Support provides ongoing relationship based on advocacy, mutual respect, trust and the acute alignment of interests" (Zuboff, 2004).



<http://www.development.tas.gov.au/workforce/wppgrants.html>

There are two grant schemes under the Workforce Participation Program:

1. Grants for Employers

Grants of up to \$7,000 per job are available to encourage employers to fill vacancies and satisfy demands for labour by employing Tasmanians that they usually do not consider.

2. Grants for Community Enterprise

Funding is available to create and facilitate employment opportunities through community enterprise for Tasmanians. Funding will be calculated on \$7,000 per job.