

## Annexure 5 Annual Action Plan

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# CAIRNS Regional Jobs Committee Annual Action Plan

Purpose			
This Annual Action Plan outlines local solutions being implemented by the Cairns Regional Jobs Committee (RJC). The Cairns RJC develop and deliver unique local solutions to local skilling and workforce challenges. Whilst delivering the RJC Annual Action Plan the RJC must remain agile and responsive to economic fluctuations and government responses throughout the time period. Progress against RJC Annual Action Plan activities and initiatives is updated quarterly and/or in response to meetings of the Cairns RJC.			
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LGA's impacted	Cairns		

## Initiatives

### Initiative 1: Regional Jobs Platform

Implemented by (date)	July 2026
Priority	<input checked="" type="checkbox"/> Short term <input type="checkbox"/> Medium term <input type="checkbox"/> Long term
Challenge/s identified	Difficult to find jobs being offered locally; Central resource for employment and work opportunities

<b>Solutions focus area/s</b>	Create a jobs platform that can be accessed by LOCAL employers, job seekers, career changers, entry level workers, employers offering WEX, SAT's and full time Apprenticeships and Traineeships	
<b>RJC solutions</b>		
<b>Activities</b>		<b>Has this been achieved?</b>
<ol style="list-style-type: none"> <li>1. Research jobs platforms and met to discuss possibilities</li> <li>2. Presentation from uWorkin group to understand the scope and scalability of the jobs platform.</li> <li>3. Explore opportunities to develop the platform for vacancies, seasonal work, entry level opportunities, Apprenticeships and Traineeships, including school based, work experience, school holiday work, opportunities for graduates and underrepresented cohorts.</li> <li>4. Develop content and resources and test the platform to refine functionality and usability.</li> <li>5. Presentations and workshops to introduce the platform to employers and providers</li> <li>6. Marketing campaign to promote and engage employers and job seekers to utilise the platform to fill vacancies</li> <li>7. Official launch event to highlight benefits, demonstrate functionality and promote use.</li> <li>8. Monitor analytics and obtain reports from the platform on engagement and outcomes</li> </ol>		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<b>Anticipated impact/s</b>	<ul style="list-style-type: none"> <li>• Improved access to opportunities, increased workforce, increased participation, stronger alignment between industry and education, support for workforce planning and industry development, reduced recruitment costs, retention of young people and graduates and regional economic resilience.</li> </ul>	
<b>Anticipated outcome/s</b>	<ul style="list-style-type: none"> <li>• A gateway connecting employers, job seekers and educators – improving visibility, participation and retention of local talent</li> <li>• Strengthened pipelines, increased employment and participation, faster recruitment and reduced vacancies, stronger career pathways, improved diversity and inclusion.</li> <li>• Data-driven decision making with platform analytics providing insights into skills gaps, vacancy trends and support for funding and the design of target programs and incentives.</li> <li>• Reduction in local underemployment and unemployment, increased retention of youth and graduates and overall boost to regional economy and community well-being.</li> </ul>	

## Initiative 2: First Nation's Employee/r Handbook

<b>Implemented by (date)</b>	May 2027
<b>Priority</b>	<input type="checkbox"/> Short term <input checked="" type="checkbox"/> Medium term <input type="checkbox"/> Long term
<b>Challenge/s identified</b>	<ul style="list-style-type: none"> <li>• Low participation, engagement and retention of First Nation's people in the workforce</li> <li>• Cultural misunderstandings and misnomers surrounding culture</li> <li>• Lack of workplace diversity and inclusion of first nation's workers</li> <li>• The previous publication for Migrant communities was so well received, First Nation's peoples have requested their own</li> </ul>
<b>Solutions focus area/s</b>	A practical guide to support businesses and employees in understanding and engaging respectfully with our First Nation's people as fellow workers and customers.

RJC solutions	
Activities	Has this been completed?
1. Identify First Nation's community leaders, elders and organisations, engage local businesses, industry associations and training providers and conduct interviews and focus groups to collect information	<input type="checkbox"/>
2. Consult with abovementioned contacts to better understand barriers, cultural considerations and ways forward	<input type="checkbox"/>
3. Produce a draft publication with cultural protocols, communication tips, workplace customs, employment pathways and recruitment considerations, good news stories and resources	<input type="checkbox"/>
4. Circulate draft for review, feedback and approval	<input type="checkbox"/>
5. Publish physical and digital assets of the handbook	<input type="checkbox"/>
6. Engage a first nations media company to assist with dissemination	<input type="checkbox"/>
7. Hold a launch event, inviting and promoting the initiative to local businesses, schools, training organisations and government	<input type="checkbox"/>
8. Promote through the LGA via newspaper, other print media, social media and television coverage	<input type="checkbox"/>
9. Obtain good news stories to substantiate the impact of the publication	<input type="checkbox"/>

<b>Anticipated impact/s</b>	<ul style="list-style-type: none"> <li>• Business will have greater cultural awareness and understanding, leading to more diverse, equitable and inclusive workplaces</li> <li>• Improvement in engagement and retention of staff</li> <li>• Strengthened trust and relationships between employers, staff and first nations communities including workers and customers</li> </ul>
<b>Anticipated outcome/s</b>	<ul style="list-style-type: none"> <li>• Higher First Nation's participation in the workplace, including apprenticeships, WEX, traineeships and entry-level roles</li> <li>• Reduced cultural misunderstandings</li> <li>• Businesses demonstrate cultural competency and compliance with inclusion standards</li> <li>• Wide distribution and possible replication of the model for other regional communities</li> </ul>

### Initiative 3: Industry Connection & Collaboration

<b>Implemented by (date)</b>	August 2026
<b>Priority</b>	<input type="checkbox"/> Short term <input checked="" type="checkbox"/> Medium term <input type="checkbox"/> Long term
<b>Challenge/s identified</b>	<ul style="list-style-type: none"> <li>• lack of ownership and industry by-in to address skills shortages and workforce challenges and foster real change</li> </ul>
<b>Solutions focus area/s</b>	<ul style="list-style-type: none"> <li>• Increase industry collaboration and drive action and promote ownership of initiatives</li> </ul>

RJC solutions	
Activities	Has this been completed?
1. Develop survey questions addressing workforce challenges, recruitment barriers, skills gaps and training needs	<input type="checkbox"/>
2. Target key industries and employers across the region and distribute survey via email, newsletter, social media and industry networks	<input type="checkbox"/>
3. Analyze results to identify key themes and priority areas	<input type="checkbox"/>
4. Explore opportunities for sector collaboration with key industries (Marine, Construction, Tourism, Manufacturing, Health, Education) to form working groups external to the RJC.	<input type="checkbox"/>
5. Host a 'working breakfast' event to define panel objectives, roles, discuss survey insights and brainstorm initiatives for each industry - share	<input type="checkbox"/>
6. 'working groups' meet quarterly and provide feedback/intel to their RJC representative who will report to the RJC for continuous engagement	<input type="checkbox"/>
7. Translate insights into targeted workforce initiatives and work together with groups on approved industry activations	<input type="checkbox"/>
8. Record and promote good news stories / initiatives	<input type="checkbox"/>
<b>Anticipated impact/s</b>	<ul style="list-style-type: none"> <li>• Improved understanding of industry-specific workforce barriers</li> <li>• Stronger collaboration between businesses, industry bodies and workforce agencies</li> <li>• Increased engagement and ownership of workforce initiatives</li> <li>• Maintains momentum post-industry expos and events and ensures practical follow through</li> <li>• Clear understanding of priority actions to address recruitment, retention and skills gaps.</li> </ul>
<b>Anticipated outcome/s</b>	<ul style="list-style-type: none"> <li>• Higher industry participation and workforce initiatives</li> <li>• Implementation of targeted solutions to address skills shortages in key sectors</li> <li>• Enhanced alignment between industry needs and training programs</li> <li>• Strengthened workforce pipelines for students, trainees, apprentices and jobs seekers</li> <li>• Increased awareness and image of industries and career pathways</li> </ul>

## Initiative 4: The Gen Z Advantage

<b>Implemented by (date)</b>	July 2026
<b>Priority</b>	<input type="checkbox"/> Short term <input checked="" type="checkbox"/> Medium term <input type="checkbox"/> Long term
<b>Challenge/s identified</b>	<ul style="list-style-type: none"> <li>• Generation Z currently makes ¼ to just under one third of the Australian Workforce. They have a different way of thinking and working.</li> <li>• 5 generations working together – lack of understanding and tolerance across generations is affecting workplace harmony</li> <li>• Educate business owners, managers and staff on how to co-exist, learn from each other and more build productive teams.</li> </ul>
<b>Solutions focus areas/s</b>	<ul style="list-style-type: none"> <li>• Session in attracting, understanding and retaining Gen Z employees and those who work with them; Having better workplace conversations with younger staff and Employer expectations - regardless of generation. Looking across the gens and focusing on what each could bring to an organisation / what are their motivational drivers.</li> </ul>

RJC solutions	
Activities	Has this been achieved?
1. Plan a seminar for businesses, managers and senior staff	<input type="checkbox"/>
2. Secure a keynote presenter	<input type="checkbox"/>
3. Identify and confirm other speakers and content	<input type="checkbox"/>
4. Marketing and Promotion of the event	<input type="checkbox"/>
5. Post event survey and follow up	<input type="checkbox"/>
6. Additional workshops e.g.: "Having better workplace conversations with young staff"	<input type="checkbox"/>
7. Follow up calls on outcomes and potential employer initiatives / stories on successful local examples of Gen Z engagement, inspiring other businesses to adopt best practices	<input type="checkbox"/>
8. Support other initiatives of DEWR, RSIP, DoE, DTET in exploring this topic and intergenerational workplaces	<input type="checkbox"/>
<b>Anticipated impact/s</b>	<ul style="list-style-type: none"> <li>• Increased understanding of Gen Z workforce expectations, motivations and communication styles among employers</li> <li>• Greater awareness of practical strategies to attract, onboard and retain young talent</li> <li>• Strengthened collaboration between employers, industry associations and workforce support agencies</li> <li>• Raised visibility of support, training and workforce planning tools.</li> </ul>

Anticipated outcome/s

- Employers adapt workplace culture, supervision models, and communication to better engage young workers
- Improved recruitment and retention of Gen Z employees across key industries
- Stronger regional workforce pipelines, including apprenticeships, traineeships, and entry-level roles
- Increased participation in mentoring, workplace coaching, and training programs
- Employers equipped to future-proof their business workforce and maintain competitive advantage
- Enhanced regional collaboration and knowledge-sharing on workforce challenges and solutions

## Initiative 5: Tech Production

<b>Implemented by (date)</b>	December 2026
<b>Priority</b>	<input type="checkbox"/> Short term <input checked="" type="checkbox"/> Medium term <input type="checkbox"/> Long term
<b>Challenge/s identified</b>	<ul style="list-style-type: none"> <li>The Cairns technical production industry faces skills shortages, workforce challenges, training gaps and limited professional development, with insufficient strategies to attract, develop, and retain skilled local talent. This affects business events and conferences, film and television, screen, media, the arts and live music. Having staff that are adaptable, knowledgeable and employed all year round is crucial to ensuring events are costs effective to bring to and hold in the region. Young people head down south for training and don't return.</li> </ul>
<b>Solutions focus area/s</b>	<ul style="list-style-type: none"> <li>Listen to industry, identify skills gaps and needs, develop credentials in consultation with stakeholders and government, connect industry and job seekers with opportunities and ensure there is professional development / growth to engage workers to create a well-rounded technicians who are able to work across sectors as needed.</li> </ul>

RJC solutions	
Activities	Has this been achieved?
<ol style="list-style-type: none"> <li>1. Organise an Industry Workforce Roundtable in conjunction with IJSA and IWA</li> <li>2. Convene local businesses and stakeholders from live events, music, theatre, business events, screen/TV production and technical services of permanent installs</li> <li>3. Facilitate discussion to identify current workforce shortages, skills gaps and professional development needs</li> <li>4. Capture industry intelligence to inform regional workforce planning</li> <li>5. Explore attraction, retention and local training solutions</li> <li>6. Connect industry with training providers and workforce agencies</li> <li>7. Identify opportunities for targeted training and professional development opportunities to upskill and reskill talent</li> <li>8. Share findings with relevant stakeholders and decision-makers</li> <li>9. Support open days venues such as The Cairns Convention Centre, Screen Queensland, CPAC/Tanks</li> <li>10. Ascertain if CRC, CCC etc can take on technicians under a GTO to undertake a SBAT or full time A/Traineeship</li> </ol>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<b>Anticipated impact/s</b>	<ul style="list-style-type: none"> <li>• Improved understanding of workforce and skills challenges in the technical production sector</li> <li>• Stronger collaboration between industry, training and workforce partners</li> <li>• Greater alignment of training and professional development with industry need</li> <li>• Enhanced visibility of technical production career pathways</li> <li>• Increased awareness at a local and interstate level of opportunities and a region that is supportive of career growth and a dynamic production region for filmmakers, business events and the arts.</li> </ul>
<b>Anticipated outcome/s</b>	<ul style="list-style-type: none"> <li>• Clearly defined priority skills and workforce gaps for the sector</li> <li>• Development of targeted training and professional development initiatives</li> <li>• Increased availability of skilled technical production workers locally</li> <li>• Strengthened capacity of the Cairns events, creative and screen industries to grow sustainably and share workers across sectors</li> <li>• Increase attraction of skilled talent into the region</li> </ul>

## Initiative 6: Monthly Column

<b>Implemented by (date)</b>	December 2026
<b>Priority</b>	<input type="checkbox"/> Short term <input checked="" type="checkbox"/> Medium term <input type="checkbox"/> Long term
<b>Challenge/s identified</b>	Bridging the gap between local workforce demand and community awareness through consistent, data-informed, engaging communication that connects employers, schools and job seekers. Low awareness and weak connection between local workforce needs and the community (Students, parents and employers) – limited visibility of local skills shortages and industry demand, poor understanding of career pathways in key regional industries, fragmented communication between employers, schools and workforce agencies
<b>Solutions focus area/s</b>	Focus on data-informed storytelling, industry engagement, and structured communication to align workforce demand with community awareness.

RJC solutions	
Activities	Has this been achieved?
1. Identify key industries to feature each month (campaign, but remain agile to what's in the news)	<input type="checkbox"/>
2. Collect and analyse local workforce data, vacancy trends and skills shortages	<input type="checkbox"/>
3. Draft articles featuring data insights, case studies and industry commentary, include practical advice for job seekers and employers, highlight real-life success stories, opportunities and career pathways, skills and credentials	<input type="checkbox"/>
4. Prepare school newsletter versions to share with school communities	<input type="checkbox"/>
5. Encourage employers to feature a story of an employee / their industry (e.g.: thoughts on 90 days into her real estate job)	<input type="checkbox"/>
6. Share column through various social media outlets, Cairns RJC newsletter and website	<input type="checkbox"/>
<b>Anticipated impact/s</b>	<ul style="list-style-type: none"> <li>• Increased awareness of local workforce needs and skills shortages</li> <li>• Greater visibility of career pathways for students, parents and the wider community in various industries</li> <li>• Enhanced industry engagement through paid feature opportunities</li> <li>• Improved collaboration between employers, workforce agencies, and schools</li> <li>• Builds regional recognition of RJC as a workforce insights authority</li> </ul>

Anticipated outcome/s

- Employers are better informed on sector-specific workforce needs and recruitment solutions
- More students and parents aware of career opportunities and pathways in local industries, shortages and needs
- Increased local recruitment success through spotlighted industry campaigns
- Regular column becomes a trusted resource for workforce insights and regional labour market trends
- Industry sponsorship provides visibility for workforce promotion efforts

## Initiative 6: Immersive PD Teacher Day

<b>Implemented by (date)</b>	November 2026
<b>Priority</b>	<input type="checkbox"/> Short term <input checked="" type="checkbox"/> Medium term <input type="checkbox"/> Long term
<b>Challenge/s identified</b>	Educators need stronger, region-specific insight into local jobs, emerging roles and priority skills to better guide students into careers that meet real workforce needs. Without this, young people are often trained for roles that don't exist locally, or leave the region to access training and employment opportunities.
<b>Solutions focus area/s</b>	Immersive professional development day with key industries, meet employers and better understand jobs in demand and local industries

RJC solutions	
Activities	Has this been achieved?
<ol style="list-style-type: none"> <li>1. Support RSIP to design and deliver an annual Professional Development Day for Teachers, HOD's, TPO's, ILO's and connect with businesses / industry.</li> <li>2. Co-deliver a refreshed Parents &amp; Pathways event for Cairns with a revised format in a larger, more accessible venue</li> <li>3. Surveys out to both to ascertain effectiveness and gain feedback</li> </ol>	<input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>
<b>Anticipated impact/s</b>	<ul style="list-style-type: none"> <li>• Stronger alignment between education pathways and regional workforce priorities</li> <li>• Increased collaboration between schools, industry and training providers</li> <li>• Enhanced quality and relevance of career guidance delivered to students</li> <li>• Greater visibility of local career opportunities across the community</li> <li>• Improved perception of local industries as viable long-term career options</li> </ul>
<b>Anticipated outcome/s</b>	<ul style="list-style-type: none"> <li>• Educators are equipped with up-to-date knowledge of local labour market needs</li> <li>• Students making more informed subject, training and career choices</li> <li>• Parents better informed about regional employment and training pathways</li> <li>• Increased student interest in priority industries and local employment</li> <li>• Stronger future talent pipeline for regional employers</li> <li>• Long-term contribution to 'growing our own'</li> </ul>

## Initiative 7: Tourism Roadshow comes to Cairns

<b>Implemented by (date)</b>	November 2026
<b>Priority</b>	<input type="checkbox"/> Short term <input checked="" type="checkbox"/> Medium term <input type="checkbox"/> Long term
<b>Challenge/s identified</b>	Attracting and shifting perceptions of young people toward tourism careers as there is low awareness and perception barriers around tourism careers, resulting in a weak local talent pipeline.
<b>Solutions focus area/s</b>	Leveraging the QTIC Roadshow as a coordinated, regionally supported workforce attraction and engagement initiative.

RJC solutions	
Activities	Has this been achieved?
<ol style="list-style-type: none"> <li>1. Support QTIC to promote the Roadshow to schools, students and career advisors across the region</li> <li>2. Facilitate connections between local businesses and QTIC to ensure strong industry participation</li> <li>3. Support venue coordination and local event logistics where required</li> <li>4. Advocate for educator and parent engagement to broaden reach beyond students</li> <li>5. Leverage RJC communication channels to build community awareness of tourism career opportunities and promote the event along with other activations</li> <li>6. Assist in capturing participation data and feedback to inform future workforce initiatives</li> <li>7. Post event coverage, highlighting RJC involvement and jobs in the industry</li> </ol>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<b>Anticipated impact/s</b>	<ul style="list-style-type: none"> <li>• Increased awareness of tourism career pathways among young people and their parents / carers.</li> <li>• Improved perception of tourism as a skilled, professional, and long-term career option</li> <li>• Stronger connections between schools, industry and tourism employers</li> <li>• Greater engagement of parents and educators in promoting tourism careers</li> </ul>
<b>Anticipated outcome/s</b>	<ul style="list-style-type: none"> <li>• Higher student interest in tourism-related subjects, training and entry-level roles</li> <li>• Increased uptake of tourism employment and training pathways locally</li> <li>• Expanded pipeline of young talent entering the regional tourism workforce</li> <li>• Longer-term shift in community attitudes toward tourism careers as viable and aspirational</li> </ul>

Approved date	Release date	Version