

Case Study: Industry partnership delivers more than top candidates

THE power of stakeholder collaboration was displayed in full force when an AMMA Skills Connect project brought an employer and a job service provider together to change the lives of several Queensland women.



The Cater Care Group provides hospitality and facilities management services to the resource industry.

Facilities management company Cater Care Group and the Sarina Russo Group – a job service and training provider – were an integral part of the AMMA Skills Connect 'Connecting Women' project, designed to develop resource industry training and employment pathways for local female jobseekers.

CEO Education with Sarina Russo Group, Kathleen Newcombe, saw involvement in Connecting Women as a natural fit.

"It was really a project that met our business objectives. I saw the opportunity to link our job service provider Sarina Job Access and also Sarina Russo Institute, which helps with the upskilling of unemployed people," Ms Newcombe says.

"There was a broader opportunity than just offering information sessions. There was potential for a skills

development program to better ready candidates for the workforce and link them to employment opportunities that were real."

Involving a series of regional and metropolitan workshops, women learnt about the nature of entry-level resource employment and were offered government-funded training in a Certificate III in Hospitality, work experience with Cater Care Group and job placement assistance.

Operating within the Australian resource industry, which is working hard to increase women's participation in the workforce from 15.5% to 25% by 2020, Cater Care Group recruitment manager Nia Lloyd says the workshops allowed for greater information sharing with a key target audience.

"It was a fantastic way to showcase our company and provide insight into employment opportunities and working life with Cater Care," Ms Lloyd says.

"We were able to engage with jobseekers who we may not have found through other recruitment methods and directly answer questions on job roles and the application process.

"It was also a great way to attract more females to Cater Care's workforce and as a result, we now have a larger pool of quality candidates to approach when positions arise."

Ms Newcombe says jobseekers are more optimistic when they see an opportunity to take tangible steps towards upskilling and employment.

"It instils confidence in jobseekers when they don't just go to a talkfest but where there is potential for real connection," she says.

"The fact that jobseeker profiles are maintained and linkages were created is really powerful and it exceeded the expectations of a lot of participants on the basis that there was transparency around the process."

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