



The Secretary
Standing Committee on Employment and Workplace Relations
Department of House of Representatives
PO Box 6021
Parliament House
CANBERRA ACT 2600

Inquiry into Regional Skills Relocation

Thank you for the opportunity to provide input to the Inquiry into the applicability of government employment policies to address the skills shortages in regional Australia focusing on opportunities to support the relocation of unemployed workers from areas of high unemployment to areas experiencing skills shortages.

Campbell Page had the opportunity to deliver a job seeker relocation project in 2007-2008, relocating 35 suitable volunteer job seekers from a high unemployment ESA, Shoalhaven NSW to Western Australia where there was significant skills shortages.

Attached is a report on the relocation project and I hope this is of value to the Committee.

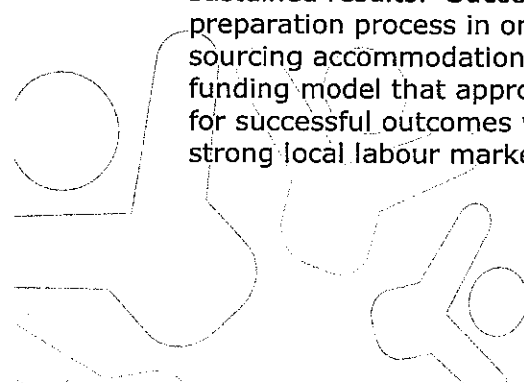
Campbell Page strongly supports government investment into relocation of job seekers from areas of high unemployment.

It is our view that the investment of time to undertake a relocation program is above that which the JSA fee structure would accommodate.

The investment into recruiting, preparing, arranging relocation and then supporting job seekers who have relocated requires a much more intensive case management model. An estimate of the man hours and the associated cost is outlined in the attached report.

Family centred case management model: As indicated in the attached report, a family centred approach to relocation was most successful. Those job seekers who relocated with their families had far better retention rates. Time spent preparing each member of the family, understanding their strengths as well as where additional support may be required and a transition plan for each is an investment into achieving a sustainable result.

A partnership approach to job seeker support: The success of a relocation project requires strong local support in the ESA experiencing high unemployment as well as strong local support in the ESA experiencing skills shortages. A relocation project may require two support agencies in different parts of the country working collaboratively to achieve sustained results. Success requires a good job seeker recruitment, selection and preparation process in one location as well as good post placement support, assistance sourcing accommodation, finding transport solutions, getting children into school etc. A funding model that appropriately funds both of these functions and rewards both providers for successful outcomes will build the success of a relocation project. There is a need for strong local labour market knowledge and stakeholder relationships to ensure job seekers



and their families get the support they need to effectively relocate from their existing home base and to succeed in their new communities.

Significant Client Assistance: In 2007-08 Campbell Page expended \$203,640.10 (\$5,800 per job seeker) on relocating 35 unemployed jobseekers.

Of the 35 job seekers who took part in the relocation project, 60% (21 job seekers) remained in employment at the time of reporting. It is to be noted that retention rates significantly improved over the life of the project, seeing Groups 3 and 4 achieve 100% and 75% retention respectively. These results are attributable to the lessons we learned along the way and the application of the model outlined above.

Yours sincerely

Xavier Crimmins
Chief Executive Officer

5 May 2010