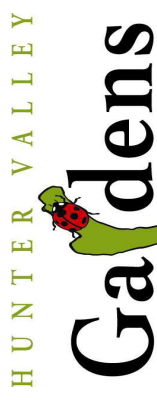


Cessnock Employment Strategy



Developed out of the
Cessnock Employment Rally & Community Options Workshop
11, 12 March 2003
Hunter Valley Gardens



Samaritans



ST. VINCENT DE PAUL

PRIORITY PROJECTS

- 1. TRANSPORT**
- 2. STREETLIFE / MAINSTREET**
- 3. COMMUNITY PRIDE**
- 4. COMMUNITY ENGAGEMENT**
- 5. SELF ESTEEM/SOFT SKILLS/MOTIVATION**
- 6. YOUTH ENGAGEMENT**
- 7. 'BRIDGING THE GAP'**
- 8. APPRENTICESHIP DEVELOPMENT**
- 9. PROMOTIONAL /PROFESSIONAL MARKETING**
- 10. SKILLS AUDIT**
- 11. LEADERSHIP DEVELOPMENT**
- 12. 'BREAKING DOWN THE BARRIERS' BETWEEN COMMUNITIES**

PRIORITY PROJECT AREAS**STRATEGIC PLAN****1. TRANSPORT:**

Issue/Strategy	Action	Responsibility
Transport to feeder towns and beyond	Improved bus services Extended routes Car pooling Accessing TAFES in Metford and Glendale Negotiations with Local Bus Companies – re pick up and drop off. Re establish railway network/system Council needs to address transport as a factor in applying for jobs	Transport Working Group CCC CCRS Transport Operators
Airport	Needs kick-starting, upgrading, shuttle service	
Tourism Shuttle bus systems	Utilise / Coordinate. Advertising on Shuttle service /subsidising Shuttle bus operating service run for businesses in the Pokolbin area for work	
Identify Transport needs	Leasing of vehicles for transport Numbers requiring transport	
Bypass of Vincent Street Employer Transport Subsidy		
F3	Promote extension of F3 to enhance development access to jobs.	State Gov't

2. STREETLIFE / MAINSTREET:

Issue/Strategy	Action	Responsibility
Main Street Program	Vital to follow up the Chamber application for main street so things get moving	Main Street Working Group
Retail Experience	Improve 'retail experience' Improve safety aspects Filling of empty shops – use shop windows Get Vincent Street open on weekends	Cessnock Chamber CCC H&H Training Council
Information	Open up old tourist office/tell people what is available in Cessnock before they pass it.	
Slogan /Signage	At Kearsley not Pokolbin More signs showing where facilities are	
Working Group	More memberships to Chamber of Commerce	

<p>Promotion</p>	<ul style="list-style-type: none"> • Advertise better outside of Cessnock about what's on in Cessnock • Murals on blank walls for our heritage of area to be displayed. Eg Wheat, timber, Dairying, Coal mining, Wine Industry, Tourism industry • Music Bowl, Big bucket of grapes, Shop keepers smiling, more communication, BBQ • Paving hall of fame in Vincent Street • Musical events in main street, bands playing. • Link happenings in Pokolbin with happening in main Street • Big eye catcher at entrance to town • Use of imagination as well as information • Allow youth bands to play in main street for free • Promote clubs through markets- Gardening club, Quilters etc • Drive through Castle Gates at all entrances to Cessnock in recognition of the name from Cessnock castle in Agrethen in Scotland • Use foyer of Council chambers building to promote what's on or available in Cessnock. • MILFTI marketed in Cessnock • Something unique in the town like a Big Water Slide – at “Neath Beach” 	
<p>Beautification of Cessnock. More shops to meet local needs</p>	<p>Flower boxes along awnings on Vincent Street</p>	

- 3. **COMMUNITY PRIDE:**
- 4. **COMMUNITY ENGAGEMENT:**

Issue/Strategy	Action	Responsibility
Branding.	<ul style="list-style-type: none"> • Value added quirky • Communication Students assist. • Competition • “Cessnock the Community that Cares” • Wollombi community works well together with diverse backgrounds. • Rallying in the Bushfires 	Pride Working Group Uni of NC CCC Cessnock Chamber
Media Campaign	<ul style="list-style-type: none"> • Radio, TV, Newspapers, Internet. • Identify success stories / heritage stories • Promoting local talent in all areas – showcase Cessnock LGA 	
Community beautification	Main Street Program/Upgrade Tidy Towns Look at the signage & buildings.	
Leadership links to pride	Models such as service clubs, Youth of Year etc	
Survey the community	<ul style="list-style-type: none"> • What makes you proud to live in Cessnock LGA • Skills audit – identify assets • Need to be clear about our skills and aspirations for the future 	
Civic Centre	Community Centre for whole LGA	
Geographic accessibility.	Possible business opportunities for increase employment.	
Dispel myths	Eg “Sin City”	
Promote friendly atmosphere	<ul style="list-style-type: none"> • Campaign “say something nice day” • Giraffe awards, Kookaburra awards • Educate service staff about the benefits of the area. 	

5. SELF ESTEEM/SOFT SKILLS/MOTIVATION:

Issue/Strategy	Action	Responsibility
Develop a working group to explore the issues	<ul style="list-style-type: none"> ● Extend self-esteem programmes eg Kurri Kurri High ● With relevant employers involved ● Start at a younger age / levels ● Involve parents in development programmes 	Soft Skills Working Group Schools Chamber CCRS Funding support
Recognise that everyone's life situation is different	<ul style="list-style-type: none"> ● Develop mentor/role model/peer mentor programmes (1:1) ● Invite successful people to guest speak eg Coke Bloke, Shelley Taylor Smith. ● Invite employers to tell people what they expect. ● Co-op to develop resources for youth – develop confidence etc. ● Create challenging situations to promote teamwork eg Outward bound. ● Student exchange programmes exposure to different experience and skills ● Teach strategies to their Children. ● Run workshops to help people (in all ages) to recognise values-positive reinforcement. 	
These Actions will not work unless people do them because they want to, not because they are made.		

6. YOUTH ENGAGEMENT:

Issue/Strategy	Action	Responsibility
Must grab Young Peoples attention.	Kids get excited!!	Youth Engagement Working Group
New and fresh ideas	<ul style="list-style-type: none"> ● Skate Competition ● Boxing match ● Palais style venue in Cessnock ● Local bands – Outside venue ● “Big Day Out” in Cessnock ● Murals to beautify City 	Schools CCC Youth Council PCYC
Get Young People together prior to implementing project ideas & forming committees	<ul style="list-style-type: none"> ● Get young people together doing things they like and have a popular youth figure running a rally at the same time eg unemployment, self esteem, community issues. ● These large young people activities provide the forum for work experience, committee forming, community building and gives youth a voice never known before in this 	
Promote Youth culture and talent	Local Youth radio station. Gives young people a voice and keeps other young people informed and involved.	
Youth Council	Give the Youth Council real money to be able to do activities	
Programs must be designed by youth, organised by youth, run by youth.	Youth committees including reps from all SRC’s in Schools, TAFE etc formed to facilitate ongoing programs and continuation of youth activities.	

7. 'BRIDGING THE GAP':

Issue/Strategy	Action	Responsibility
Employ Local	Local businesses to use local agencies to advertise local jobs.	Bridging the Gap Working Group Employers CCC CCRS
Networking	Jobs - Mentoring to create jobs between networks and businesses and the social networks "word of mouth"	
Gender/Age/Geology discrimination	Work to reduce stereotypes	
Transport	To outer areas on a regular basis.	
Housing	People living in out of the way places due to low income	
Employers offer knowledge	Workings of their business industry so people know of necessary skills. Feedback from interviews for personal development	
Job network & HEZ	Job network approaching HEZ coordinate with clients who are suitable for training and employment	
Training/errs	Need to liaise with employers as to what is effective training within their industry	
Skillshare	Idea worked offered relevant training courses as opposed to Work for the Dole training.	
PAID Work Trials	A government initiative to employ people on work experience as an incentive to the employer.	
Streamline DA process	Identify employment opportunities exploring skills and possible employees, training of potential employees and placement.	
Advertising	Local jobs advertised on internet and jobseekers given internet training.	

8. APPRENTICESHIP DEVELOPMENT:

Issue/Strategy	Action	Responsibility
Identify Training Needs	Community present issues of training needs in order to access Government Funding	Apprenticeship/Traineeship Working Group
Benefits of App's and Traineeship's	Raise incentives and awareness of benefits of Apprenticeships and Traineeships to employers eg Group Training Companies.	RTO's
Educate Youth	To market themselves to employers for Apprenticeships and Traineeships	Schools
NAC's	Insufficient follow up by New Apprenticeship Centre's to employer's for Apprenticeships and Traineeships	JN
Government	Has devalued the cost of training – insufficient funds for training providers	
Employer & Training Providers	To liaise to establish course curriculum	
In-School Programs	Expand existing programs	
Expansion of Scheme	Apprenticeship and Traineeship Scheme needs to be expanded National Training Wage to accommodate mature aged workers and subsidised to allow these workers to be employed in areas they may have limited experience.	
Collaborations	Establish closer relationships between Job Networks, Registered Training Organisations, Employers, Community Groups, and Schools etc to identify funding opportunities.	
Local employment	Added incentives to employ locals	
Mentoring / support system	Pre and post placement	

9. PROMOTIONAL/PROFESSIONAL MARKETING:

Issue/Strategy	Action	Responsibility
Logo	Develop a professional slogan/logo recognisable internationally eg Wine capital of the world. Secure domain name for internet marketing	Marketing Working Group HVWCTA
Holistic approach to Marketing	In every promotion to bring the community together Develop a marketing strategy	Cessnock Chamber
Annual event	Promote and event nationally at least annually eg Dr Jurds Jungle Juice.	
Locals	Use locals to promote region such as the national bike and trail bike riders, footballers, and coke bloke.	
Visitor Information centre	Main Street	
International marketing	Develop an international strategy. How to get the information out eg Web. Not only wines but all that Cessnock has to offer An integrated strategy Prospectus to attract business	
Web Site	Sunny Cessnock need an over-riding web site for the LGA, which provides all the information as per published material. Website updated regularly and a hard copy annually.	
Signage	Welcoming and showing heritage sites and stories.	
Grants	Seek government grants funding for marketing purposes	
Training facilities	Market the training facilities already here –www or LGA.	
Information Booklet	Including all of Cessnock and its attractions – Council guide focus on tourism from a holistic approach.	
Welcoming	A Welcome facility at entrance points to the LGA	

Working Group	To develop proposal for grants and secure funding for tourism and develop projects.	
Linkages	Link with other strategies such as transport rather than working in isolation.	
LOTE	Having trained tour guides with language other than English	
Indigenous Culture	Link indigenous developments eg art work Wollombi sites etc.	
Marketing and Promotional activities	<ul style="list-style-type: none"> ● Natural Heritage eg walking trails Great North Walk. ● Mining ● Vineyards ● Indigenous Sites/Culture ● An integrated strategy ● Pubs / heritage / music ● Accommodation 	

10. SKILLS AUDIT:

Issue/Strategy	Action	Responsibility
Mapping		
Mobilising		

11. LEADERSHIP DEVELOPMENT:

Issue/Strategy	Action	Responsibility

12. 'BREAKING DOWN THE BARRIERS' BETWEEN COMMUNITIES:

Issue/Strategy	Action	Responsibility
Relationship development between Cessnock and Pokolbin		
Improving communication between business and council		