



Creating Work Connections

It takes a village...

Produced by JobGetter™

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A job is more than a paycheque. A job gives a person a sense of self, a purpose and motivation to move forward and find their meaning in life.

But, for some, finding work - and particularly, purposeful work can be incredibly hard.

The Challenge

For those of us in work, the world looks like this:

We learn what it takes to get a job - through school, through parents, through friends, through university or college, we get a job, we learn on that job, we improve our skills, our resources and our contacts and, after time, that enables us to get a better job. And that cycle continues.

We orbit around the world of work, improving as we go and getting better at what we do - and realising better outcomes for ourselves along the way - better jobs, more satisfying work, greater skills sets.

But the world of work is changing. There's much discussion about automation taking jobs. Graduates from tertiary education are taking longer to get jobs. Unemployment is starting to rise and underemployment is at record levels. Part time jobs are increasing - at three times the rate of full time ones - and more Australians are now reporting how hard is it to get work, especially work that is full time, fulfilling and helps them to create both emotional and financial stability.

Mental health challenges are at epidemic proportions and, unfortunately, it seems that Australia's youth are suffering more than most.

In a world that is uncertain, we need to bring about certainty. We need to ensure that we are informing young Australians about what they need to get the jobs of the future and skilling them for the jobs in demand, both with the hard and the soft skills that employers are looking for.





What if we don't?

The risk we run is that, if we don't prepare people for the skills they need, they don't get into work "orbit". The result?

They become disengaged. They lose the ability to spark interest or passion and mental health becomes an even bigger problem.

They struggle to make ends meet. They might also then associate with others who are out also of the orbit, so they can't look to them for inspiration - and they disengage further. They often see their future as hopeless. Perhaps their perception is that they're "not smart" or that they're not connected to opportunity - and they're certainly not inspired.

Many people call these people "at risk", but we prefer to call them "at opportunity" because there is an opportunity to activate their interest in what can be by providing not only information but also the ability to connect with opportunities - capturing them where they are in both the real and the digital world, and showing them what can be.

By engaging them with the options available to them, inspiring them with real stories of people just like them, influencing their peer groups and, in short, showing them what they want - which could be a combination of things - travel, money, freedom, possessions, pride in a job well done, their desire for friends (building their social network offline), security, a future - and, most importantly, how to get it, we can change the outcomes - for them and for the state of Victoria.

What is the solution?

People exist on technology these days so what better way to get to them than via their devices. But a digital solution needs to be more than a website - it needs to be a place of engagement and connection that contributes to knowledge about work and work opportunities as well as identifying the diversity of pathways to those opportunities.

But how?

What everyone has in common is that we all have influencers - so let's think about how we can inspire and motivate young people by activating and incentivising those who influence them most and with whom they interact with the most - a combination of peers, parents, schools, shopping centres, employers and recreational influencers like coaches, tutors, church leaders, community groups and youth leaders to be a part of the solution. By bringing these people together online, in one place, and giving each access to technology that's engaging, easy and fun, we can show each influencer the benefits of how they can play their part in making a difference to the youth of their community.

In short, an online jobs ecosystem to help turn job seekers into job getters.



Where do we start?

Let's start by looking at all the barriers that keep people from work and addressing them, one by one. Bearing in mind that there are numerous barriers to employment, we realise that there are multiple needs to solve.

In some areas, there are simply not enough jobs suitable for the quantity of youth in the area. In others, the lack of infrastructure (ways to get to work) is a huge problem. In others it could even be as simple as the jobs that exist aren't the jobs they want.

It's important that young people, firstly, understand what the job possibilities are and then how to go about getting them. As Australia's leader in workforce data and analytics, we know where the jobs are, what the jobs are and what skills employers are asking for - and all in real time. By getting that information to young people, they can start to see what they need to do to get the jobs they want.

Secondly, our youth-targeted technology creates an engaging online environment that showcases a world of possibility and helps them create their own "job networks" - companies they want to work for, training they can, or have, undertaken, people who can endorse them for skills and people who are influencers and connectors for them.

As they create their individual job networks, they start to access tailored information about jobs. This includes videos of those they look up to with "how I got here" stories, videos from people who started at the bottom and worked their way up, inspirational "from hardship to hero" stories, hints from HR professionals about how to get in the door, stories about the companies they want to work with, tips for interviews, resume writing and skills identification and stories from local employers ("local employer heroes") looking to give head starts to local youth.

From there, they can start to put together their career goals - and their action plans.

And if they're not sure, there are fun and viral quizzes that are used to spark ideas, identify where a passion or talent lies or show them jobs that suit their work or personality styles - all with pathways to employment laid out.

They also need information on local job programs, local courses from local providers as well as data about where the jobs are and salaries all the while helping job seekers create their own "wish lists" while building their personalised "job networks" to assist with getting exposure to the jobs they want.

And, where transport is a barrier, cool tools like "map my route" not only shows where the jobs are that are in their network but also shows job seekers how they'd actually get there by car, on foot or by public transport.

For those new to the workforce, identifying jobs that require no experience is paramount so employers willing to hire first timers are highlighted for those looking for a "leg up".

Who does it target?

We believe that it's never too early so this solution can be made available to schools, even from primary, so that we can start to inspire and capture people with information about the world of work opportunities before they become disengaged, as well as to parents who are most often the biggest influencers for their children but are often ill-informed themselves as to the skills required for jobs today or the type of work that is growing in demand.

What about self esteem?

Unfortunately, there's no magic wand to fix this - but we can look at how we can help young people feel good about themselves.

To promote each young person's self esteem, an endorsements model is important to not only able to capture endorsements from employers, teachers, coaches, etc but also from co-workers or even friends who can endorse their friends for "soft skills" like teamwork and communication and hard skills like social media, design or computer programming, for work done at home, at school or as hobbies - adding to a portfolio to skills that are easily transferable to jobs.

This component can also be made available to health professionals who can endorse their clients anonymously for the skills they believe they possess.

Encouraging business to get behind our youth

By endorsing local businesses with "Youth Supporter" statuses in their communities , we widen opportunities available to young people. And today's young people are mobile-enabled, we can easily engage with them by providing businesses with "Tap and Go" stickers for their business windows, point-of-sale locations, changing rooms, menus and the like, promoting the fact that they hire local young people and/or first time job seekers. These NFC-enabled stickers allow people wishing to find work to tap with their smart phones to put that business in their "job network" and to get more information from them about the jobs that suit.

Knowing where the jobs are

For areas where the biggest challenges are not disengagement but relevant jobs for young job seekers, JobGetter's workforce data can provide them with information about where and what the actual jobs are and what the paths are to getting them (for example, study requirements). In these cases, it is not so much a job of connecting jobs to people, but informing people about what, and where, they need to go to get the jobs - or how to train to get the jobs that DO exist.

By providing job seekers with information about job options, together with real training solutions about how to achieve them, we can bring about re-engagement in training or study - or show them where they need to relocate to, if need be, to get the jobs that exist.



Who is JobGetter?

JobGetter is an Australian-based job tech company and the provider of Australia's only job seeker-focused jobs platform. More than a marketplace for jobs, JobGetter brings job seekers into a platform that is built especially for them and grabs them before they even start looking for a job.

We understand job seekers better than anyone else - and we understand just how hard it can be to find a job, especially now. We run Australia's largest survey of job seekers annually. Sent to over 200,000 job seekers nationally this gives us an "ear to the ground" of the specific challenges, wants and needs that job seekers have in searching for work and our insight into what it takes is simply second to none. We understand both the emotional and practical sides of getting people into work, how people feel about looking for work and what their real challenges are - and how we best re-engage them.

JobGetter's solution is a holistic one that targets the problem of youth employment and disengagement from a number of angles to provide information and pathways for transitions to, and retention in, education, training and employment which promotes dignity, wellbeing and social inclusion for people who may be outside of the existing jobs ecosystem. We take our mission very seriously - and provide simply the best solution for taking people from hopeless to hopeful.

We also know how to help job seekers put their best foot forward. We work with employers of every shape and size, from SMEs to large multinationals so we know what employers are looking for and have the data to prove it as we continually monitor the success rates of candidates when they apply for jobs.

We are also the only platform, world-wide, to give a job seeker personalised, individualised feedback on every job application. That means we can guide them in the direction of how to identify their skills and then how to best present them to a potential employer.

We can also assist them know what employers are looking for by telling them exactly the skills that various are employers are hiring on, industry by industry, location by location. That also means that we can consistently monitor youth, once on the platform, on their job outcomes, and guide them along the path to getting their first (and subsequent) jobs.

Why us?

Because we've done it before.

We also have a proven track records of helping to lower the real unemployment rate in areas of high youth unemployment.

JobGetter is also the technology behind the largest connected network of job sites in Australia. This "local jobs for local people" approach has seen us join forces with some of Australia's largest employment precincts and community organisations to create work opportunities for thousands of people.

We have also recently conducted Australia's largest survey of Millennials - The Millennial Index - which is due for release in the coming month. This survey specifically asked millennials, both employed and otherwise, what their feelings were around work and will give us a unique glimpse into the perceptions, feelings and challenges of young Australians.

Our partnerships with shopping centres groups like Westfield, Stockland, Vicinity and the GPT Group have seen us use technology to create job marketplaces for local areas. In Wollongong, we partnered with the GPT Group when they expanded their shopping centre. The expansion provided for 2,200 new jobs and we looked to all parts of the community to offer these jobs to people - from long term unemployed, to those with disabilities and, of course, at-risk youth.

Using the JobGetter platform (then called Workible), we created a local jobs platform for Wollongong and worked with local partners such as the Local Council, Job Service Agencies, employers and the shopping centre team to promote jobs in the centre.

We were able to assist filling all of the jobs which resulted in a lowering of the unemployment rate in the area by a full 1% in just 6 months.

Since that time, and realising the power of a community, we have continued to develop features that will allow us to further enhance the community and influencer aspect of the platform and cemented relationships with a number of other service providers including TAFE NSW, Vicinity, Stockland and Westfield shopping centres as well as community partners with novel ways to reach young people and open up

their exposure to opportunities, future pathways and hope outside their typical touch points. We're currently working with the NSW State Government on combating youth unemployment in regional NSW.

Each region has its own issues however underlying the big problem are three major things -

1. the lack of an engaging and knowledgeable, accurate and pertinent source of career advice for young people
2. the lack of a single place to get knowledge of what and where the jobs are and an accurate idea of the skills required to get them
3. the lack of a connected ecosystem that supplies easy conduits between young people, employers and trainers.

In some regions, disengagement is a major factor, with systemic challenges as a result of family dynamics and demographics of areas. In others, there are simply not enough jobs for the number of young, and experienced, people. In yet others, there are challenges of distance, transport - and overarching all is a lack of knowledge. In some areas, all of these challenges exist, in others there is a mix.

Not only is this information gleaned from local area providers and local Government but our Job Seeker Survey each year underlines these problems from the job seekers' perspectives.

In looking at how we continually solve the problem of unemployment and disengagement of young Australia, we take these and other considerations into account. We realise that there is no one-size-fits-all solution. This problem with multiple issues needs to have multiple solutions but they all need to be co-ordinated and packaged into one platform. A community problem needs a whole of community solution where all influencers join together to bring their part to the solution.

In Conclusion...

We've now had 7 years of focussing on one problem - how to we get more people into work? What job seekers want, what they need, what skills they need to have, how to motivate them, how to communicate with them and how to influence them is what we bring to the table. On top of that, we know where and what the jobs are, we have relationships with employers of all sizes as well as community partners and we know the part each one plays in delivering a solution.

We know it takes a village - and we know how (and have a track record) to bring that village together.

We know that we can have a real affect on youth unemployment in Victoria and would welcome the opportunity to show you how.



FOR MORE INFORMATION CONTACT: FIONA ANSON OR ALLI BAKER
HELLO@JOBGETTER.COM
OR PHONE JOBGETTER ON +61 2 9299 8564

— JobGetter Mission Statement

We are for the job seeker.

We exist to respect, support and help every job seeker wanting to get into the workforce, get the job they love or get moving in a new direction.

With our innovative platform, we give personalised guidance that empowers job seekers with the knowledge and tools to engineer their careers and get closer to the jobs they want.

We partner with employers, the broader job market as well as educators and industry across Australia to increase employability and reduce underemployment.

We turn job seekers into JobGetters.