



**ACTION AREA**



# Workforce Attraction and Diversity

**GOAL**

A diverse and capable workforce is attracted to careers and employment in agriculture throughout their working lives

**ISSUES**

- Workforce shortages are experienced across all roles: professional, technical and seasonal
- Older workforce retiring and the need to build business transition and succession strategies
- Competition for workforce with other industries

**AIMS**

**Raise the profile of agriculture and aquaculture careers**



- Awareness raising campaign to profile significance of agriculture in Queensland
- Raise awareness of current and future careers, salaries, and opportunities addressing the misconceptions about the industry
- Engaging young people through work experience and engagement programs that strengthen connections between industry and schools

**Diversify the workforce**



- Improve employment and career pathways for Aboriginal and Torres Strait Islander peoples and people from Culturally and Linguistically diverse backgrounds
- Investigate employment and exchange opportunities for agriculture graduates from universities (in Australia and in other countries) with skills in high demand

**Promote regional approaches and develop capacity**



- Develop regional and local workforce planning capability
- Better understand the role of regional amenity and liveability in attracting and retaining workforce and develop responses.
- Support regionally developed and led approaches to workforce attraction that empower regional and local stakeholders

**Improve recruitment and job readiness**



- Formalise a pre-employment credential to improve work readiness of employees
- Undertake a pilot partnership with industry to fund scholarships for women to re-enter the workforce in agriculture
- Ensure adequate visas to complement the workforce needs of the industry as needed
- Promote flexible pathways and entry points for workers of all ages, and improve transferability of skills
- Ensure information about seasonal work opportunities is available to target audience
- Develop cooperative competition strategies with other industries in regions



Scan the code for a full report of the goals and recommendations, for each action area, can be found in part 3 of the plan.

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