



# The Local Government Workforce in the New Decade

National Local Government Workforce Development Forum 2010

Australian National University • Canberra • 23-24 March 2010

# Introduction

- GSA and ACELG Collaboration
- 1<sup>st</sup> Skills Forum
  - C4X (Centre for Excellence)
  - Women in management
  - Indigenous employees
  - National employer
  - Demand Side Solutions

# Introduction

- 2<sup>nd</sup> Skills Forum – Rudd Government
  - Skills Australia
  - GSA – Workforce Development Role
  - Productivity Places
  - Confirmation of previous priorities
  - National Data set – First Priority
  - Collaboration

# Introduction

- 3<sup>rd</sup> Skills Forum – ACELG
  - Training Education – COAG Agenda
  - Year of Women in Local Government 2010 - LGPMC
  - National Employer
  - Indigenous Employment Program - COAG + LGPMC
  - Local Government Reform Fund

# Introduction

- Our success will be dependent on our relevance to the sector
- Participation and contribution
- Interaction is mandatory
- We may not solve all our sector's issues but we want progress
- This Forum should be seen as an ongoing network for sharing and collaboration



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# National Employer

- Placed based employer
- 565 councils
- Convenient
- Consistent with family friendly policies
- Carbon footprint
- Jobs across many functional areas and disciplines
- Volunteering, casual, contract, part time and full time

# National Employer

- Perceptions of the community
  - Council
  - Council services
- Perceptions of employees
- Perceptions of students and potential employees
- Is there a need to position Local Government as a National Employer

# State Brands

- South Australia
  - “Shape your World”
- Western Australia
  - “Get on Board”
- Queensland – secret project?
- Victoria – on its way

# National Brand

- Is a national LG Brand needed?
- What are the benefits of a national LG Brand?
- Why wouldn't a national LG Brand work?
  
- Who is responsible for a national LG Brand?
- Who pays?



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