



MAJOR PROJECTS
FORUM

Work in Central Queensland

uWorkin



The uWorkin Talent Community

The nation's jobs, delivered locally!

uWorkin consolidates the Australian job market to deliver localised solutions called Talent Communities and Volunteer Communities. We enable employers and intermediary organisations to source and connect human capital within their community.



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3

Example organisations using uWorkin



Infrastructure

Big Build Jobs – Victorian Government
jobs.bigbuild.vic.gov.au

Melbourne Airport Joblink – APAM
melbourneairportjoblink.com.au



Industry

Road Transport Careers – National Road Transport Assoc.
roadtransportcareers.com.au

Connecting Health Careers – Federation University
connectinghealthcareers.com.au



Regions

Karratha Local Jobs – Woodside
karrathalocaljobs.com.au

Live Launceston – Launceston, Tasmania
liveaunceston.com.au

Background in Central Queensland

uWorkin has been working for a number of years with [Capricorn Enterprise](#) and [Livingstone Shire Council](#) in respect to tourism attraction and local employment.

With the growth of infrastructure investment across Central Queensland, [Capricorn Enterprise](#) identified some workforce and population challenges and opportunities for the broader region, where strategy and technology could come together to provide a regional solution.



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The Challenges for CQ

A shortage of skilled workers

Central Queensland is a candidate short market. The problem is exacerbated by the impact of a high number of labour intensive projects starting at the same time, who will be competing for labour with other major projects on the eastern sea board.

Recruitment spend pointed at the wrong target

Understandably, traditional recruitment teams are focused on attracting local skilled workers, often sadly, to the detriment of other local employers. The missed opportunity is the attraction of new skilled workers and the families to the region.

Unsustainable economics

Regional economies lose money and opportunity whenever employers market by default to FIFO, Locum and contracting workforces. In order to retain economic and social capital for generations to come, communities need to learn to sustainably grow populations better.



The Opportunity for CQ

Grow a shared talent community

Collaborate as a community and collaborate with industry to unite as a region to attract workers and their families. Attracting families often brings two workers who can walk straight into jobs or be upskilled to meet skills shortfalls.

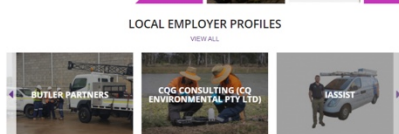
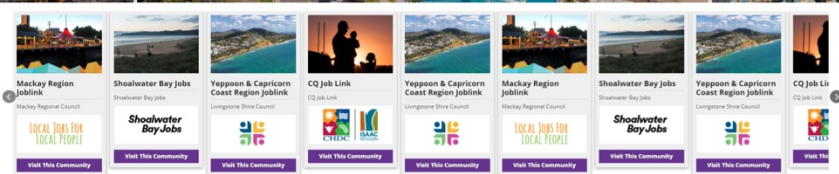
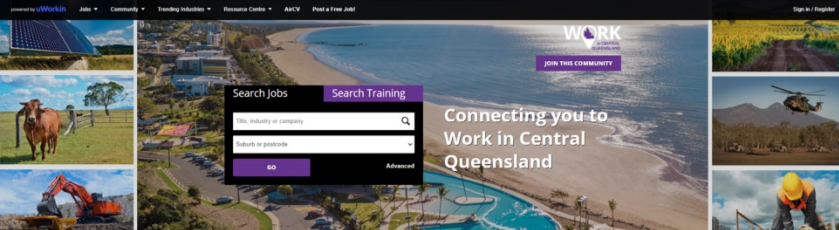
Pool funds to market the region to families

Existing and proven technology deployed to market the region to workers and their families, including all the jobs, the trending industries, the major projects and the major employers. The consolidation of opportunity under a single brand empowers the region to market effectively and learn to develop new solutions to old problems.

Sustainable population and the economic growth

The growth in major project and related jobs presents the opportunity to market that growth to restock the population and retain economic growth capital. The result will mean core community services are sustained and amenity is improved for all. Importantly, data generated from the technology deployed will inform future strategies and stimulate regional empowerment.





The Solution deployed

WORK IN CENTRAL QUEENSLAND

WorkinCentralQueensland.com.au

Tools to attract, grow and inform the regions talent pool of skilled workers:

- Regional job search – regional job feed. Employers can add jobs for free.
- Regional training search – all training courses within the CQ region.
- Searchable talent pool.
- Local, cohort, industry & project specific Talent Communities showcased.
- Highlighted trending industries, career pathways in growth & skills in need.
- Employer & Job Seeker Resource Centre.
- Profiles of priority local employers.
- Launched as an App for iTunes & GooglePlay to better harness mobile traffic & leverage apps store distribution.

Major projects in the CQ Ecosystem

Shoalwater Bay Jobs has connected to the Work in Central Queensland ecosystem to be part of the network of jobs and talent.

By connecting the communities, the collaborators have the opportunity to benefit from economies of scale, both in respect to input drivers like advertising/marketing, but also output benefits to drive strategy, such as data collection and market intelligence.

This is all achieved whilst leveraging a common platform.

