



# WHITTINGTON WORKS

**Place Based Community Strengthening Forum  
Camperdown  
Wednesday 9th October 2013**

# What is the Whittington Works Alliance?

Whittington Works Alliance is a partnership that brings together residents, businesses, government and local organisations to develop flexible solutions to local education, training and employment issues.

- It was formed as part of the Whittington Community Renewal Project, which was funded by the Victorian Government and in Whittington was managed by the City of Greater Geelong.
- It is integrated with the Geelong Regional Plan and is consistent with the priorities identified by local residents in the Whittington Action Plan & the G21 Regional Alliance's approach to addressing disadvantage and promoting community wellbeing.

# Whittington Works = Community First

- Meaningful inter-organisational relationships have been essential to the Whittington Works Alliance's ability to achieve tangible outcomes for residents.
- Many alliance members are competitors in their "normal lives" but leave their "competitive hats" at the door and agree to work together around the Whittington Works table.

# What make Whittington Works work?

- Trust, openness and transparency have been crucial.
- Ensuring all organisations have the opportunity and capacity to contribute.
- Genuine partnerships- without collaboration the Whittington Works Alliance would be meaningless.

# Whittington Works Alliance members

Bellarine Living and Learning Centre

Bethany

City of Greater Geelong

Community Veracity

CRS Australia

Encompass Community Services

Geelong Regional Local Learning and Employment Network

Gforce

G21

Learn Local

MatchWorks

Newcomb Secondary College

State Government Victoria

St Laurence

Whittington Primary School

The Gordon

Community members

The Department of Education, Employment and Workplace Relations (DEEWR) have worked closely with the Whittington Works Alliance in an advisory capacity.

One of the characteristics of a vibrant and sustainable local economy is access to education and employment.

To support education and employment, Whittington Works Alliance creates meaningful partnerships between residents, its members and local stakeholders to promote:

- ✓ Lifelong learning and student engagement
- ✓ Improved skills and qualifications
- ✓ Better links between labour supply and demand
- ✓ Local economic growth
- ✓ Social inclusion
- ✓ Greater accessibility of services
- ✓ Health and wellbeing
- ✓ Community networks

# Whittington Works has four Strategic Action Areas

- Action Area 1: Promoting Lifelong Learning, Student Engagement & Social Inclusion
- Action Area 2: Improving Skills and Qualifications
- Action Area 3: Linking Labour Supply and Demand
- Action Area 4: Supporting Local Economic Growth

These four strategic action areas flow logically, and support the development of flexible solutions to local education, training and employment issues in both the long and short term.



# Promoting Lifelong Learning, Student Engagement & Social Inclusion

## Why?

- Lifelong learning enhances social inclusion, active communities, personal development and employability.

## Strategies for success

- Improving relationships between families and educators.
- Eliminating barriers that prevent families from taking part in education and training opportunities.
- Encouraging greater participation in early learning.
- Ensuring children and their families understand career choices and skills information so that they can make informed decisions.

This has resulted in the



JUST  
ASK

celebration

- The Whittington Works Alliance **JUST ASK** celebration encourages residents to connect with local services and opportunities by interacting with our **JUST ASK** locations, which are scattered throughout Whittington and eastern Geelong.
- Essentially, the **JUST ASK** celebration is a social marketing campaign designed to increase the capacity of residents so they can better interact within their local community, services within it and the wider Geelong economy.

Ever wondered what services and opportunities are available in your local neighborhood?

Have you ever wanted to connect with local education but haven't been sure how to go about it?

Well, the Whittington Works Alliance **JUST ASK** promotion is now underway so you have the opportunity to **JUST ASK** and get connected.







Whittington Works Alliance has also produced the Lifelong Learning Resource Guide, which is a wallet-sized foldout guide listing local services ranging from early years up to adult education.

# Action Area 2

## Improving Skills and Qualifications

### **Why?**

- Improving skills and qualifications results in greater economic resilience and participation.

### **Strategies for success**

- Promoting the value of education throughout the community.
- Encouraging learning outside traditional avenues.

# Action Area 2

## Improving Skills and Qualifications

This has resulted in:

- A Work Education program that will engage individuals with an intellectual disability or a severe learning difficulty.
- This program will contain 200 hours of work experience.



## **Action Area 2**

# **Improving Skills and Qualifications**

Whittington Works is also in the process of formulating a program in Hospitality & Kitchen Operations, which is likely to commence in early 2014.

# Action Area 3: Linking Labour Supply and Demand

## Why?

A strong regional economy and an adaptable labour market will benefit residents, business and the Whittington community.

# Action Area 3: Linking Labour Supply and Demand

## Strategies for success

- Ensuring the link from education and training to employment is easily understood.
- Strengthening the relationship between the community, education providers and local businesses.
- Raising the level of education and training of Whittington residents to meet the needs of industry.
- Ensuring that workforce skills are adaptable to changes in the economy.

## Action Area 3: Linking Labour Supply and Demand

In October 2011 this has resulted in the Education to Employment (E2E) model, which is a partnership based approach to linking jobseekers to jobs by providing local education and training opportunities in a supported environment.

# Action Area 3: Linking Labour Supply and Demand

The model recognises that an individual's family situation, responsibilities and other personal factors often impede the successful completion of education and training.

The E2E model encourages training organisations and Job Services Australia (JSA) providers to work together with participants to breakdown barriers that negatively impact an individual's ability to complete their studies.

# Action Area 3: Linking Labour Supply and Demand

The results:

- Over the past 18 months 40 individuals have graduated from Whittington Works Education to Employment programs in Aged & Community Care, Children's Services Transport & Logistics and Cleaning Operations.
- 25 individuals have obtained employment in their chosen field of study.

Cleaning Operations Certificate II graduates with Whittington Works Alliance Chair Julie Stefanoff, Member for Western Victoria David Koch and Austin Ward Councilor Jock Irvin.



# Action Area 3: Linking Labour Supply and Demand

**What makes Whittington Works Alliance E2E programs different?**

The supports we've put in place!



## Action Area 3:

# Linking Labour Supply and Demand

These supports include:

- Facilitated and regular contact between our Registered Training Organisation (RTO) and JSA providers.
- Absenteeism is passed on to JSA's daily, who are encouraged to follow-up absentees and report back to Whittington Works.
- Monthly updates are provided on any issues faced by participants.

- Numeracy and literacy support throughout the program.
- To address mobility and ensure programs are school-pick-up friendly, classes are held at Whittington.
- Transportation is provided to any classes held outside Whittington.
- The course duration is flexible & we have a capacity to conduct catch-up classes.
- To enable trainers to support participant's workforce preparation, any work placements included will commence halfway through the course.

# New Whittington Works Alliance

## Education to Employment programs

- A Certificate III in Children's Services is currently underway (20 participants).
- We are hoping to start programs in Cleaning Operations and Disability.

# Action Area 4

## Supporting Local Economic Growth

### **Why?**

- Business prosperity in Geelong's east will result in greater employment opportunities for residents.

### **Strategy for success:**

- Improving the resilience and productivity of the eastern Geelong economy by promoting business to business networking opportunities.

**This has resulted in the formation of  
the Eastern Geelong Business Network**



**EGBN**

EASTERN GEELONG  
BUSINESS NETWORK

# What is the EGBN?

The EGBN is a network that:

- encourages local business to interact and support each other
- facilitates the spread of information through regular meetings
- coordinates a partnership approach to solving local business issues

# Why has the EGBN been successful?

- Traditionally, small to medium enterprises in eastern Geelong have been inwardly focused, and very difficult to engage.
- The purpose of EGBN is to support eastern Geelong businesses to generate wealth in the local economy.
- It does this by connecting businesses with tools and resources to assist them to grow while creating employment opportunities in eastern Geelong.
- Members meet monthly to network, share successes and challenges, and learn from each other.
- Members are also invited to develop additional business skills and knowledge by attending scheduled workshops, forums and business visits.

# Results thus far:

- Approximately 40 businesses engaged
- 15 active business members
- A chair and secretary appointed from the membership
- Monthly meetings
- Bi-monthly business orientated guest speakers
- i-pad training
- Business site visits



# The potential of the EGBN

In the long run it is hoped that the EGBN will:

- Assist businesses to up-skill staff
- Assist jobseekers to obtain local employment

# Summary – What makes the Whittington Works Alliance work?

- Meaningful partnerships between local organisations, government, businesses and residents
- The establishment of a broad range of tools supporting education and employment; including the JUST ASK and the EGBN
- A flexible approach
- Tangible goals and outcomes