



# Q-SEED

Social procurement  
Employment  
Economic  
Development

## Q-SEED Townsville Regional Action Plan

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A pathway for implementing social procurement and inclusive employment in the region.



## AGENDA

Item	Run Time
➤ Introduction and recap of Q-SEED	<b>15 mins</b>
➤ Action Plan Review – <b>Procurement</b>	<b>10 mins</b>
➤ Action Plan Review – <b>Suppliers</b>	<b>10 mins</b>
➤ Action Plan Review – <b>Employment</b>	<b>10 mins</b>
➤ Action Plan Review – <b>Youth</b>	<b>10 mins</b>
➤ Conclusion	<b>5 mins</b>

C O N T E N T

**Executive summary**

Background

Social Procurement and Inclusive Employment

The Opportunity

Key Findings

Action Plan

Appendices

## Executive summary

With \$6.2B of Townsville expenditure being spent outside the region, there is a significant opportunity through Q-SEED to redirect a portion of this back into the local community, to assist in tackling the broader socio - economic challenges Townsville is facing and improve community prosperity.

**10% of spend brought back into the region creates 1803 jobs and has a \$499m flow-on effect from supply chain benefits and local wage earners spending in the local area (generating another 1,730 jobs).**

ArcBlue's detailed analysis of Townsville's demographic data highlighted the following social challenges experienced by the region: **homelessness, youth disengagement, crime, higher rates of youth unemployment and low employment participation rates.**

Re-investing existing expenditure through procurement, via the Q-SEED model will be a key medium for addressing some of these challenges. The Q- SEED model focuses on **building collaboration within the Townsville community** to ensure capability is built to harness expenditure opportunities and to ensure that the flow on effects open doors for those who experience barriers to economic participation and growth.

The Q- SEED Regional Action Plan has been developed and informed by local stakeholder input and targets key areas identified as needing reform, to access the economic benefits coming to the region through infrastructure investments and address broader socio – economic challenges through leveraging existing regional strategies and current work already underway in Townsville.

## CQ University and JVT's role in Q- SEED



CQ University brings our **expertise in education** and **capacity building** to address the challenges of industry across Regional Queensland

Our partner, **ArcBlue**, brings **expertise in procurement**, including **place based** and **social procurement** and have **significant experience** with delivering these types of programs in Victoria and NSW.



*OUT HERE  
FOR GOOD*

The **John Villiers Trust (JVT)** is our **inaugural philanthropic funding partner** who are committed to supporting charitable organisations working in country Queensland — organisations that are **helping build better, fairer, more resilient communities**.

JVT aims to **spark genuine, long-term change** by focusing on the **children and young people** of rural, regional and remote Queensland, and **amplifying the voices of country communities**.

Our work together is aligned to two key strategic goals;

- **Partnerships** – Build partnerships and engage in collaborations to leverage our resources.
- **Communities** – Build strategic relationships with communities founded in our values of respect, integrity, transparency and collaboration

# What is Q-SEED?

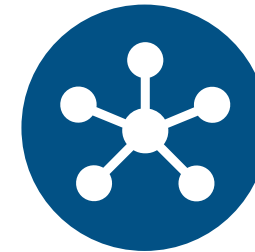
A collaborative program that seeks to strengthen social and economic outcomes and increase job opportunities through procurement. Builds connection, co-design and collaboration, as a platform for delivering impact.

## Growing jobs for local residents



Maximising the impact of local and social procurement and job opportunities to create sustainable employment outcomes for priority jobseekers in the area.

## Embedding structural change



Developing tools, strategies and capability and embedding change in business processes to deliver ongoing social impact that will contribute to a more prosperous local community.

**Q-SEED** brings **proven experience** with implementing place-based approaches to **Queensland**.

# Q-SEED project

We are here



August - September

October - December

## Key activities

- Identify & engage stakeholders
- Collect, analyse & validate information
- Engage with the community
- Prioritise approach
- Co-design a Regional Action Plan**
- Inform commitment for Phase 2

Funding for Phase 2 is being actively sought in Phase 1.

## Output

- Engage stakeholders
- Service & opportunity mapping
- Economic analysis
- Impact modelling
- Second stakeholder workshop
- Regional Commitment Action Plan

# Current funding applications for the implementation of Q-SEED

Q-SEED has successfully built the foundations of a place-based model for Townsville during Q4 2023.

Funding has been sought for Q-SEED Phase 2 Implementation from Q1 2024 and beyond

1

## Targeting employment pathways for local residents



RFP was submitted in September 2023 for **Local Jobs Recovery Fund** with the principle aim of targeting **Youth in employment** activities

2

## Embedding structural change



Funding application submitted to **Advance Queensland** in October 2023 that focuses on **procurement** activities and harnessing the \$1.8bn a year opportunity in Major Projects to benefit local suppliers



# Social procurement in action



**Q-SEED** leverages social procurement, inclusive employment practices and place-based principles to collaborate and connect local purchasers with local suppliers, to deliver an agreed set of outcomes, to address a particular socio-economic problem within the region.

# The Opportunity for Townsville

Youth unemployment rate **5.3%** across Townsville (July '23)

**~12,700 people**



**\$6.2B**

**40%** of Townsville expenditure is currently being spent **outside** of the region



**5%**

shift of total spend from outside to inside the region creates **\$311M economic impact and 902 jobs**

**10%**

spend brought back into the region has a **\$499m** flow-on effect from supply chain benefits and local wage earners spending in the local area (another **1,730 jobs**)

**There is approx. \$1.8 billion** pipeline of major infrastructure projects across the region per annum planned.

For every **10%** supplied locally



**\$622m**

Economic impact

+



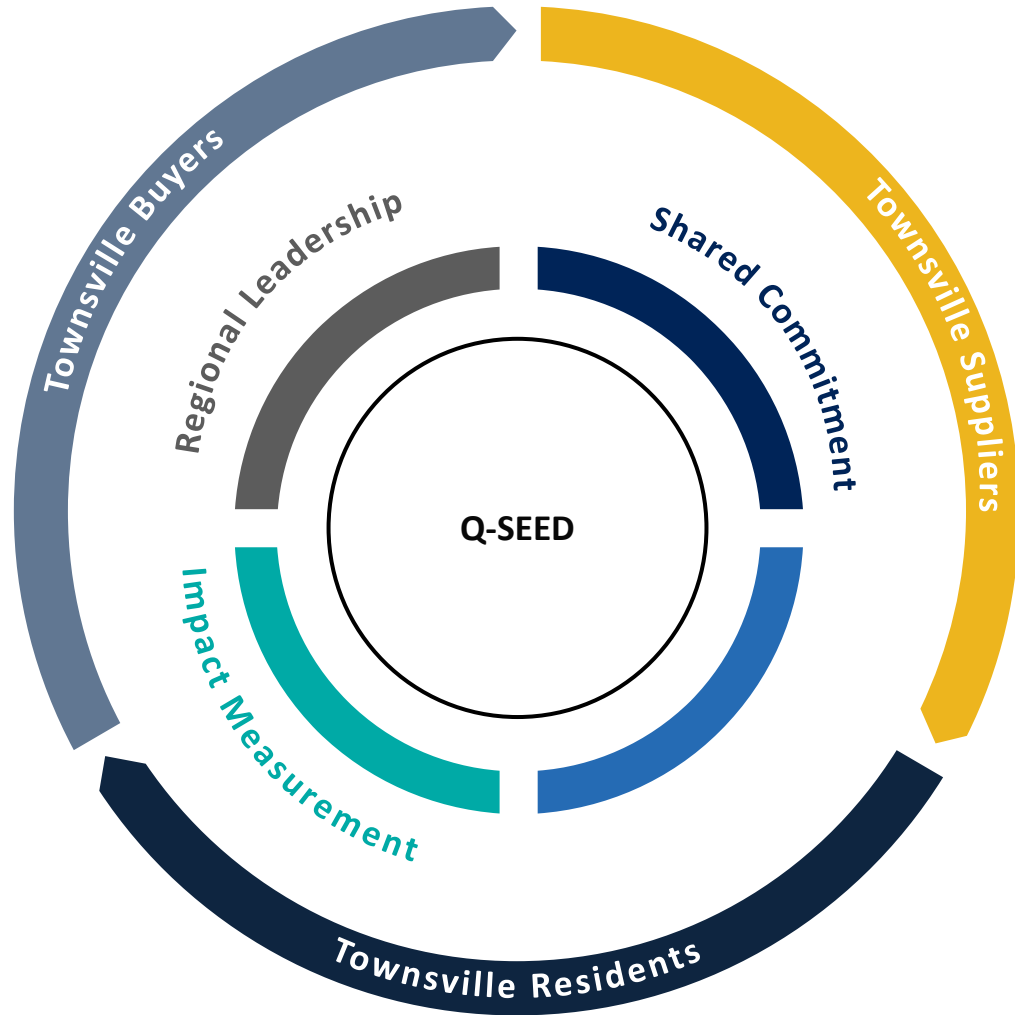
Support more than **1,803 jobs**

# There is significant upcoming Townsville investment



OPPORTUNITIES	JOBS CREATED	SPEND	2023	Future investment allocations					
				2024	2025	2026	2027	2028	2029
Breakwater by the Ville	200	\$80M	\$80M						
Hydrogen and Renewable Training Facility	48 + 20 new qual3	\$17.4M	\$17.4M						
The Ville Hotel Ardo	Cons 200 / Op 180	\$88M	\$88M						
Horseshoe Bay Road Rehabilitation and Guardrails Stage 3	-	\$9M	\$9M						
Townsville Connection Road (Idalia), University Rd to Bowen Rd Bridge	28	\$46.4M	\$23.2M	\$23.2M					
Port Expansion (Stage 1) Channel Upgrade	-	\$251M	\$125.5M	\$125.5M					
Ross River Dam to Douglas Water Treatment Plant Pipeline Renewal	150	\$60M	\$30M	\$30M					
Haghton Pipeline – Stage 2	300	\$275M	\$91.3M	\$91.3M	\$91.3M				
Upgrades to RAAF Base	-	\$700M	\$233.3M	\$233.3M	\$233.3M				
North Queensland Simulation Park (NQ Spark)	800	\$32.2M	\$10.7M	\$10.7M	\$10.7M				
Mater Hospital Expansions	100+	\$33M	\$11M	\$11M	\$11M				
Townsville Energy Chemicals Hub (TECH) project (within Lansdown Eco-Industrial Precinct)	1600 ongoing	\$2.1B	\$420M	\$420M	\$420M	\$420M			
Reef HQ redevelopment	300+	\$80.1M	\$20M	\$20M	\$20M	\$20M			
Townsville Uni Hospital expansion	1276	\$530M	\$132.5M	\$132.5M	\$132.5M	\$132.5M			
Sconi Project (Batteries)	Construction 500 / Operations 300	\$1.5B	\$250M	\$250M	\$250M	\$250M	\$250M	\$250M	
Copper String 2.0	800	\$5B	\$714.3M	\$714.3M	\$714.3M	\$714.3M	\$714.3M	\$714.3M	\$714.3M
Port of Townsville 30-year expansion	-	\$1.6B	\$200M	\$200M	\$200M	\$200M	\$200M	\$200M	\$200M
			Upcoming (estimated) annual investment in region	\$1.88B	\$1.85B	\$1.74B	\$1.16B	\$1.16B	\$914M

# A Region-Led Solution



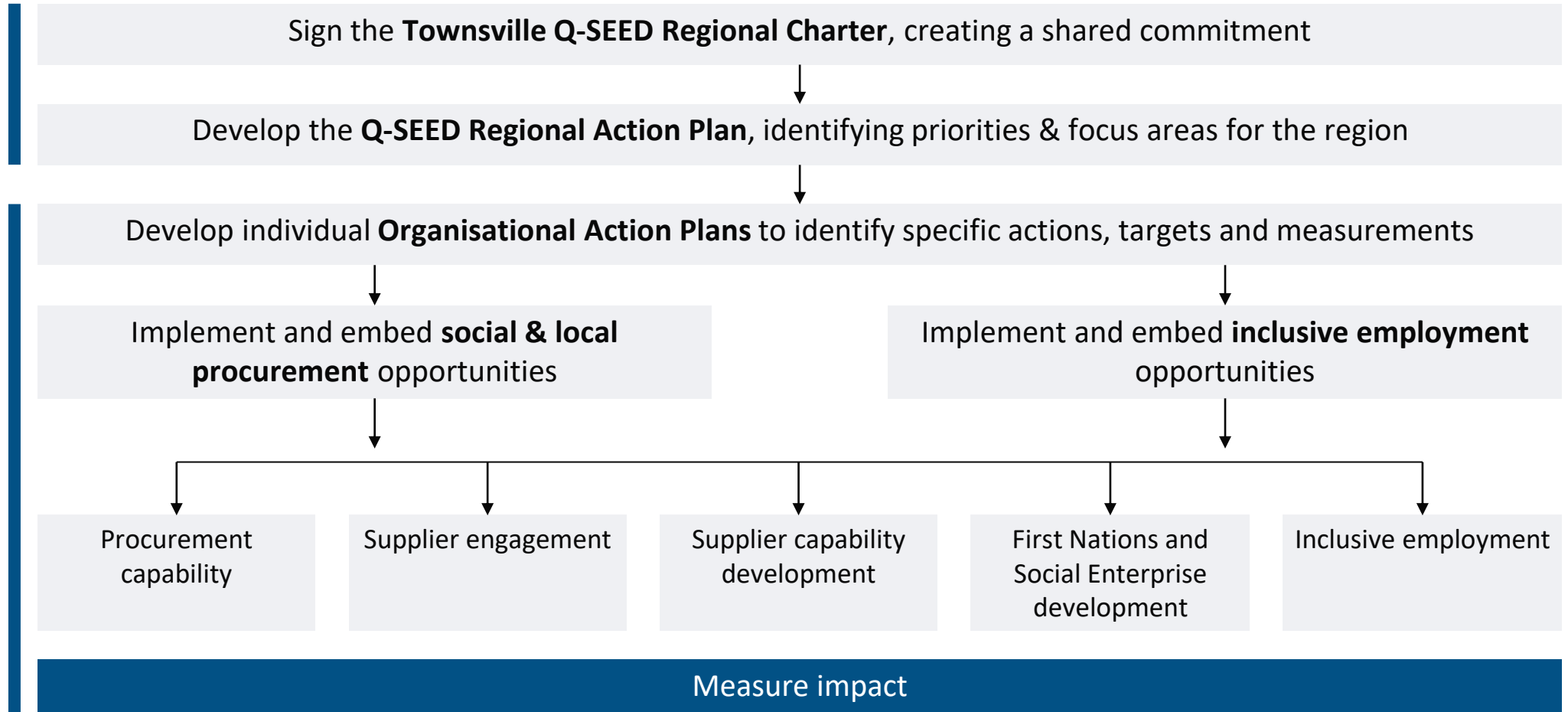
## A Region-Led Solution – Q-SEED

- Q-SEED seeks to ensure the **Major Projects procurement activity is coordinated, planned, designed and constructed, and managed** in a way that delivers the greatest transformational and local, social and economic benefits to the region.
- There are four key focus areas in the Q-SEED:
  1. A shared commitment for social procurement in Townsville
  2. Enable Townsville businesses and individuals to participate
  3. Support the industry to achieve the shared commitment
  4. Structured collaboration to activate social procurement to Major Projects
- There are a series of priority actions to be delivered in support of each focus area.


# Delivering Q-SEED – A roadmap

Delivered as part of **Phase 1** – Building the Foundation

Developed in collaboration as part of **Phase 2** – Delivering the Outcomes




# Q-SEED Townsville Regional Charter

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1 Signing the **Townsville Regional Action Plan**, committing to strengthening social and economic outcomes for the Townsville region.

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2 Developing an individualised, **organisational Q-SEED Action Plan** that measures outcomes and reports annually.

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3 Where possible, **increasing organisational spend with local and / or social suppliers.**

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4 Where possible, **providing inclusive opportunities for job seekers** in line with business needs and requirements.

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5 Allocating a **Q-SEED Champion** within your organisation to drive outcomes.

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6 Committing to **collaborate with other Q-SEED members** and **identify opportunities to work together** to increase employment opportunities and support economic participation.

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7 Publicly supporting Q-SEED, **influencing other organisations** to commit to the Action Plan.

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8 Collaboratively **increasing the impact on local people and the local economy.**

# Survey results on the biggest issues for Procurement, Suppliers and in Employment in Townsville

(from Q-SEED Workshop - Q4 2023)

## PROCUREMENT

01.

**Lack of visibility** of local suppliers (hard to find) from within the region

02.

Restricted pool of local suppliers - **limited pool** of suitable local contractors that can meet my requirements

03.

**Limited administrative capability** of local suppliers – have difficulties tendering (not meeting requirements)

## SUPPLIERS

04.

Tender and procurement processes and requirements are **too complicated**

05.

**Limited exposure/ visibility** of procurement opportunities (a lack of awareness of upcoming opportunities)

## EMPLOYMENT

06.

**Lack of support** to help train and retain staff

07.

Employers experience challenges with **retaining staff**

08.

Employers experience challenges with **employee reliability**

09.

There are **multiple groups of people marginalized** in Townsville who would benefit from social procurement / inclusive employment

## Key Findings – Procurement (Buyers)

A

### Lack of **supplier visibility** in the region

- ★ Buyers find it **hard to identify** local suppliers (minimal web presence or visibility).
- ★ Suppliers aren't demonstrating their capability and **connecting with buyers**

B

### Restricted **pool** of local suppliers

- ★ There is a **restricted pool** of local suppliers who can meet requirements
- ★ There are **limited local applicants** responding to tenders.
- ★ Issues finding **suppliers** to submit a **price that meets procurement requirements.**
- ★ Suppliers are engaged in other supply chains and **not responding to complex tenders**

C

### Limited administrative **capability** of local **suppliers**

- ★ Local suppliers do not have administrative capability to respond to tenders.
- ★ There are **opportunities for local suppliers** but there is **significant capability development required** for some suppliers so they can win work.
- ★ **Tender** and procurement **processes** and requirements are **too complicated.**
- ★ Local **suppliers struggle** to provide **formal quotes** or **participate in procurement processes.**



# Proposed actions for Buyers

Finding	Solution	Description
<b>Lack of supplier visibility in the region</b>  <span style="background-color: #0070C0; color: white; border-radius: 50%; padding: 2px 5px;">A</span>	<ul style="list-style-type: none"> <li>• <i>Deliver 'meet the buyer' networking events</i></li> </ul>	<ul style="list-style-type: none"> <li>• Host regular networking events between local buyers and suppliers to establish and develop local connections with larger businesses and members of industry.</li> </ul>
	<ul style="list-style-type: none"> <li>• <i>Review Procurement supplier panels and local industry membership organisations</i></li> </ul>	<ul style="list-style-type: none"> <li>• Establish a Procurement Working group (PWG) to ascertain the current level of visibility of local suppliers and connect with local Industry groups / ICN to strategise on how to better identify suppliers</li> <li>• Work with PWG to identify any gaps in supply opportunities</li> </ul>
	<ul style="list-style-type: none"> <li>• <i>Develop a directory of local suppliers</i></li> </ul>	<ul style="list-style-type: none"> <li>• Develop a directory of local suppliers to increase visibility of suppliers within the region, with up-to-date capability and capacity data which buyers can access.</li> </ul>
	<ul style="list-style-type: none"> <li>• <i>'Lighthouse' project briefings</i></li> </ul>	<ul style="list-style-type: none"> <li>• Advertise and develop regular briefing sessions for Major Projects to communicate the opportunities for local and social supply and encourage local businesses to participate</li> </ul>
<b>Restricted pool of local suppliers</b>  <span style="background-color: #0070C0; color: white; border-radius: 50%; padding: 2px 5px;">B</span>	<ul style="list-style-type: none"> <li>• <i>Mapping the ecosystem in selected sectors</i></li> </ul>	<ul style="list-style-type: none"> <li>• Map selected sectors to understand local demand where opportunities exist for local supply to highlight investment opportunities</li> <li>• Analyse project data to forecast demand, to signal to the local market of where growth sectors are available to create market confidence for uplift</li> <li>• Communicate visibility of opportunities to the supplier base through the Portal</li> <li>• Develop a timeline of projects coming into the region to map out resource demands, opportunities and potential challenges.</li> </ul>
<b>Limited administrative capability of local suppliers</b>  <span style="background-color: #0070C0; color: white; border-radius: 50%; padding: 2px 5px;">C</span>	<ul style="list-style-type: none"> <li>• <i>Establish a Local Supplier Working Group (SWG)</i></li> </ul>	<ul style="list-style-type: none"> <li>• Establish Supplier Working Group (SWG)</li> <li>• Work with suppliers to identify key themes affecting their ability to win work</li> <li>• Create priorities and develop an action plan</li> </ul>
	<ul style="list-style-type: none"> <li>• <i>Develop supplier "how to respond to procurement training" programs</i></li> </ul>	<ul style="list-style-type: none"> <li>• Initiate the roll-out of procurement ready education and training programs for supplier.</li> <li>• Determine appropriate tailored eLearning programs on winning business and roll out.</li> </ul>
	<ul style="list-style-type: none"> <li>• <i>Develop a supplier mentorship program</i></li> </ul>	<ul style="list-style-type: none"> <li>• Partner suppliers with professionals to provide mentorship and support to increase their ability to participate in procurement and develop their capability.</li> <li>• Design a supportive eco system to provide suppliers with peer-to-peer support environment</li> </ul>

## Key findings – Suppliers

A

Local suppliers **cannot compete** with other larger businesses.

- ★ Local suppliers **do not have the budget or capability** to compete with larger businesses.
- ★ Procurement **decisions are made outside the region**.
- ★ **Buyers** in the region are **inaccessible** and suppliers do not know where to go for information or who to talk to.
- ★ **No local connections** or relationships **with larger businesses** or broader **industry**.

B

**Complicated** tender and procurement **processes**

- ★ Tender **criteria are unrealistic** for SME participation (including pricing).
- ★ Tender and **procurement processes are complicated** and difficult to understand.
- ★ There are **too many platforms** to be registered on to find opportunities (**information overload** or too difficult to identify opportunities).

C

Limited exposure to local opportunities

- ★ Local suppliers have **limited exposure to regional procurement** opportunities.
- ★ There is a **lack of awareness of upcoming opportunities** and where to find more information.

# Proposed actions for Suppliers

Finding	Solution	Description
Local suppliers cannot compete with other larger businesses.	<i>Develop a Supplier Hub to build capability to increase competitive advantage</i>	<ul style="list-style-type: none"> <li>Meet with PWG and SWG to identify the reasons why local suppliers are not preferred for work</li> <li>Create an action plan with priorities for Suppliers and Procurers</li> <li>Development of an online supplier portal/ hub with access to a supplier's directory, FAQ's, training material and tools</li> </ul>
	<i>Collaboration</i>	<ul style="list-style-type: none"> <li>Through increasing supplier capability and visibility, identify and map opportunities where suppliers could collaborate</li> </ul>
A	<i>Local Procurement Engagement</i>	<ul style="list-style-type: none"> <li>Work with PWG to identify where local buyers in their forward procurement plans, can provide options to ring fence opportunities for local suppliers.</li> </ul>
Complicated tender and procurement processes	<i>Local Procurement Engagement</i>	<ul style="list-style-type: none"> <li>Identify with Procurement Working Group (PWG) the opportunities to simplify tender and procurement processes</li> <li>Investigate the options to streamline tender processes</li> <li>Advocate for changes for simplification within tender requirements</li> </ul>
	B	<i>Supplier Capability building</i>
Limited exposure to local opportunities	<i>Consolidated Q-SEED member procurement and project pipelines.</i>	<ul style="list-style-type: none"> <li>Utilise the Q-SEED network to publicise the pipeline and opportunity of future procurement to local suppliers to realise and capitalize on the future pipeline.</li> <li>Draw on publicly available pipeline information to add to Q SEED network data</li> <li>Publish opportunities centrally on the Q-SEED platform</li> <li>Work with Public and Private organisations to identify actions to increase local supplier participation</li> </ul>
	C	

## Key findings – Employment

A

### Employers have challenges retaining local staff.

- ★ Employers struggle with:
  - **unexpected absences** or unreliable employees
  - **Retaining** staff
  - Maintaining an **appropriate standard across employees.**
- ★ Employees **desire meaningful work**, even in entry-level roles.
- ★ There is a **lack of support** available for employees **once they are in the role.**
- ★ Additional **support required to retain people with barriers to work.**

B

### Employer expectation vs. reality

- ★ **Unrealistic expectations** to find candidates that meet all criteria listed in job descriptions, even for entry level or base positions.
- ★ **No distinction** between **minimum job requirements** and **what can be taught.**
- ★ Lack of consideration of **on-the-job training, mentoring** or **upskilling** requirements.
- ★ **Inclusive employment** is **not** part of **business as usual.**

C

### Access to employment & training

- ★ Lack of access to different **work experiences** and on-the-job training opportunities.
- ★ **Inaccessible systems** for priority job seekers
- ★ Lack of additional **support systems** within organisations, rise in mental health challenges for young people.
- ★ Lack of access to appropriate transport, expensive public transport, routes, and reliability.

# Proposed actions for Employers

Finding	Solution	Description
<b>Employers have challenges retaining local staff.</b>  <span style="background-color: #007bff; color: white; border-radius: 50%; padding: 2px 5px;">A</span>	<i>Employer Engagement</i>	<ul style="list-style-type: none"> <li>Establish an Employer Working Group (EWG)</li> <li>Working with employers to identify key themes affecting retention, create a gap analysis and develop a plan to address</li> <li>Develop / Support industry work taster and experience projects to engage job seekers before commencing</li> <li>Identify and recommend changes to recruitment and retention to support inclusive employment actions for employers</li> </ul>
	<i>Pre-Employment requirements</i>	<ul style="list-style-type: none"> <li>Review current pre-employment training programs to assess the gaps based on employer feedback</li> <li>Create a plan to address gaps which could involve involving; training or credentialing, training in 'soft skills' allowing individuals to succeed, pre-employment screening or job –readiness programs for job seekers.</li> </ul>
	<i>Leverage Support from Employment Service Providers</i>	<ul style="list-style-type: none"> <li>Connect with Townsville ESP's to communicate findings from EWG</li> <li>Develop a coordinated and collaborative plan to address</li> </ul>
	<i>Identify flexible working possibilities</i>	<ul style="list-style-type: none"> <li>Identify flexible working arrangements into roles with low retention rates which ultimately removing barriers to work and increasing staff retention.</li> <li>Investigate job carving options</li> </ul>
<b>Employer expectation vs. reality</b>  <span style="background-color: #007bff; color: white; border-radius: 50%; padding: 2px 5px;">B</span>	<i>Employer Engagement</i>	<ul style="list-style-type: none"> <li>Define minimum entry level requirements with EWG and broader employers</li> <li>Develop training program to increase skills for those employed in entry level jobs so they can progress in their career path</li> </ul>
	<i>Employment Service Provider</i>	<ul style="list-style-type: none"> <li>Form partnerships with employers and employment service providers to articulate employer requirements</li> <li>Create a schedule for ongoing engagement to ensure success</li> </ul>
<b>Access to employment &amp; training</b>  <span style="background-color: #007bff; color: white; border-radius: 50%; padding: 2px 5px;">C</span>	<i>Develop partnerships with Employment Service Providers, Tertiary Institutions and Registered Training Organisations and Industry</i>	<ul style="list-style-type: none"> <li>Partnering with ESP's, tertiary education providers, training organisations and industry to the identification and development of industry placements and on the job training opportunities.</li> </ul>
	<i>Connecting priority job seekers to opportunities through Employment Service Providers.</i>	<ul style="list-style-type: none"> <li>Working with ESPs to connect priority jobseekers with EWG to identified and supported opportunities.</li> </ul>

# Key findings – Youth

A

## Lack of Transportation

- ★ The **lack of accessible public transport** and difficulties obtaining **driver's licenses** that young people experience in Townsville impact their ability to **commute to work or study**, which can have negative consequences on their reliability at work.

B

## Non-Vocational Skills for Employment

- ★ Improving the **non-vocational employment skills** of young people in Townsville emerged as a common theme in interviews and surveys.
- ★ Employers **expect young people to have some key non-vocational skills** and characteristics.

C

## Negative perceptions of Young People Held by Employers and the Community

- ★ Community members and employers who regularly see **negative media relating to youth crime** tend to **generalize** this to all young people.

D

## Youth Engagement and Expectations

- ★ **Lack of engagement** in employment programs and opportunities, and **unrealistic expectations** regarding career progression emerged as significant barriers.
- ★ Young people don't see the **value** in obtaining **transferrable skills** from **entry level** positions.

E

## Mental Health and Wellbeing





- ★ **Mental health** is another barrier to employment faced by young people in Townsville.
- ★ There exists a need to **address serious mental health issues prior to applying for jobs and entering the workforce.**
- ★ Employers have a **role in maintaining the mental health** of their **employees.**

F

## First Nations Disadvantage

- ★ **First Nations people** consistently identified as a demographic of young people in Townsville who **struggle more than others** to find and maintain **employment.**
- ★ **Early school leaving, young parenting, domestic violence and social challenges** contribute to **employment struggles** for First Nations young people.

# CQU – Youth Insights report

Challenge	Facts
<p data-bbox="89 344 420 368"><b>Youth Crime and Detention</b></p> 	<ul data-bbox="453 344 2440 536" style="list-style-type: none"> <li>• Townsville is experiencing very high levels of car theft and related activities, including joyriding with the associated risks to public wellbeing.</li> <li>• The rate of young people in Townsville (aged 10-16) with at least <b>one offence proven in court is 12.3 in 1,000</b> compared to the Queensland comparator of <b>8.1</b></li> <li>• For instance, in the year to 30 May 2023 there was a <b>129% increase</b> in this particular crime sector alone.</li> <li>• Townsville’s Cleveland Youth Detention Centre currently houses in excess of <b>50% of all youth offenders, sentenced and unsentenced</b>, for the whole of Queensland. A reported <b>91% of the youth in the Townsville facility are of First Nations descent</b>.</li> </ul>
<p data-bbox="89 641 264 665"><b>Substance Use</b></p> 	<ul data-bbox="453 641 2410 749" style="list-style-type: none"> <li>• Drugs and alcohol use is exacerbated by economic realities like the rental crisis that plagues Townsville and most of Queensland.</li> <li>• There is a higher alcohol abuse level amongst First Nations Australians in the area. Despite these findings, there is a relatively low awareness of treatment options and regional areas, including Townsville, are less likely to report drug treatment than those based in metropolitan centres such as Brisbane or the Gold Coast.</li> </ul>
<p data-bbox="89 853 262 878"><b>Homelessness</b></p> 	<ul data-bbox="453 853 2435 993" style="list-style-type: none"> <li>• Across Queensland, <b>21%</b> of the people experiencing homelessness are <b>12 to 24 years old</b> and <b>20%</b> of all people experiencing homelessness across Australia are First nations People.</li> <li>• Households with unmet needs in affordable housing reached 6.1% in Townsville and that more than 300 young people in Townsville experiencing homelessness before the pandemic.</li> </ul>
<p data-bbox="89 1066 277 1090"><b>Unemployment</b></p> 	<ul data-bbox="453 1066 2440 1175" style="list-style-type: none"> <li>• A 2019 workforce analysis showed <b>that youth unemployment was higher in Townsville (16.8%)</b> than other regional centres</li> <li>• Youth unemployment as a ratio over the general unemployment (2.37:1) is higher than either the Queensland (2.05:1) or Australian (2.29:1) average, whilst skillsets of this cohort are comparable to other regions</li> </ul>

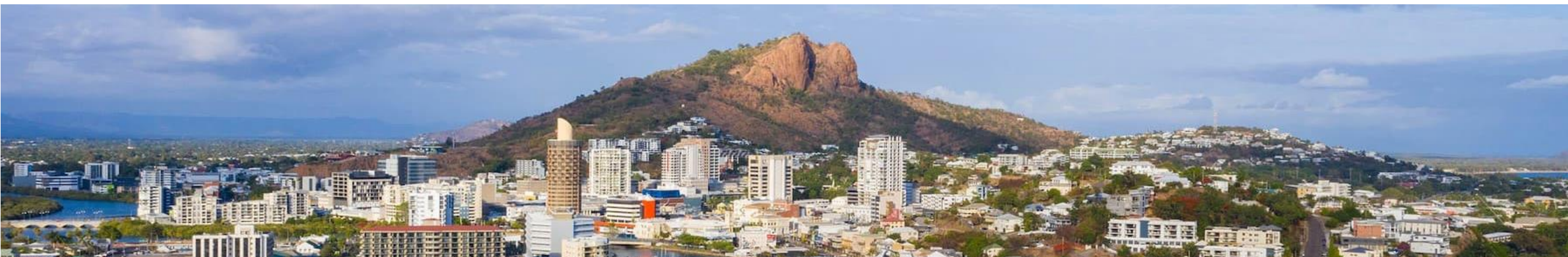
Source: Townsville Youth Insights Report: An exploration of the challenges facing Young People in Townsville, Office of Social Innovation, CQU University

# Proposed actions for Youth

Finding	Solution	Description
<b>Lack of Transportation</b> <span style="background-color: #007bff; color: white; border-radius: 50%; padding: 2px 6px;">A</span>	<i>Policy Citizens Youth Club (PCYC) Braking the Cycle Program</i>	<ul style="list-style-type: none"> <li>Development of a Q-SEED signatories' programs to increase more volunteers to support the PCYC</li> <li>Investigate the opportunity for Q-SEED collective to sponsor vehicles for use to increase fleet size</li> </ul>
	<i>Learnt it</i>	<ul style="list-style-type: none"> <li>Connect with Learnt It to identify opportunities for amplification..</li> </ul>
<b>Non-Vocational Skills for Employment</b> <span style="background-color: #007bff; color: white; border-radius: 50%; padding: 2px 6px;">B</span>	<i>Deliver Pre-Employment Training Programs</i>	<ul style="list-style-type: none"> <li>Delivering tailored pre-employment training programs to youth involving; training or credentialing, training in 'soft skills' allowing individuals to succeed, pre-employment screening or job –readiness programs for young people.</li> </ul>
<b>Negative perceptions of young people held by employers and the community</b> <span style="background-color: #007bff; color: white; border-radius: 50%; padding: 2px 6px;">C</span>	<i>Advertisements</i>	<ul style="list-style-type: none"> <li>Marketing and communications collateral targeted towards employers and the community on the value of engaging young people within the labour market and local workforce through media channels: Social media, newsletter, email etc.</li> </ul>
	<i>Isolate the negative perceptions</i>	<ul style="list-style-type: none"> <li>Crystallise through surveys the negative perceptions of young people in the community and prioritise actions to address</li> </ul>
	<i>Delivering inclusive employment seminars/ webinars</i>	<ul style="list-style-type: none"> <li>Delivering inclusive employment education and training seminars/ webinars for local employers and businesses highlighting the values of incorporating inclusive employment practices that engage and retain young people.</li> </ul>
<b>Youth engagement and expectations</b> <span style="background-color: #007bff; color: white; border-radius: 50%; padding: 2px 6px;">D</span>	<i>Campaigning</i>	<ul style="list-style-type: none"> <li>Targeted campaigns towards school aged students/school leavers demonstrating the benefits of entry levels roles and transferable skills across a young person's vocational career.</li> </ul>
<b>Mental Health and Wellbeing</b> <span style="background-color: #007bff; color: white; border-radius: 50%; padding: 2px 6px;">E</span>	<i>Employers developing a Mental Health Pledge</i>	<ul style="list-style-type: none"> <li>Local employers demonstrating their pledge to mental health, showcasing their commitment to mental health and wellbeing in their workplaces and being an attractive place for young people to want to work.</li> </ul>
	<i>Partnering with Mental health service providers</i>	<ul style="list-style-type: none"> <li>Connect local employers with mental health service providers to provide access for young people working for them to engage with professional mental health assistance programs.</li> </ul>
<b>First Nations Disadvantage</b> <span style="background-color: #007bff; color: white; border-radius: 50%; padding: 2px 6px;">F</span>	<i>Delivering inclusive employment seminars/ webinars</i>	<ul style="list-style-type: none"> <li>Delivering inclusive employment education and training seminars/ webinars for local employers and businesses highlighting the values of incorporating inclusive employment practices that engage and retain young First Nations people.</li> </ul>
	<i>Partnering with First Nations ESP's and Support services</i>	<ul style="list-style-type: none"> <li>Connect with First Nation support services to identify the challenges in First Nations Young people obtaining work, create a plan to address collectively</li> <li>Working with ESPs to develop cultural appropriate Pre-Employment training programs</li> </ul>



# Q-SEED needs your advocacy



## 1 A comprehensive place-based model

Comprehensive place-based programs need to be implemented to fully activate the opportunities and harness planned investment into the Townsville communities.

## 2 Build on foundations

The development of a Q-SEED Regional Action Plan has been formed in 2023, it needs to be adopted and commence implementation for 2024 and beyond.

## 3 Advocacy

We need your support to influence decision makers within:

- **Your organisations**
- **Your networks**

**And broader Townsville.**

## 4 Structured collaboration

Industry, Government departments and agencies need to collaborate to activate Q-SEED and drive shared outcomes according to the agreed Regional Action Plan.

## 5 We need to act now

There is significant investment coming to Townsville. **We need your commitment and involvement** in Q-SEED project to ensure Townsville residents benefit.

**Please respond and offer feedback to the Q-SEED Regional Action Plan**

## Next Steps

1

WEDNESDAY  
6/12/23

We will send a survey for you to provide feedback on the Q-SEED Regional Action Plan



2

WEDNESDAY  
20/12/23

Deadline for feedback submissions





# Q·SEED

Social procurement  
Employment  
Economic  
Development

## Thank you!

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