



JT Academy

Lendlease Major Employment Partner

Project Partnership Overview



AUGUST 2020



JT ACADEMY CONTACT DETAILS

Entity Information:

JT Academy Pty Ltd
Indigenous owned and operated
Supply Nation Registered

Authorised contact details:

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Partnership Information

This unique and strategic partnership specifically aims to connect Aboriginal and Torres Strait Islander peoples with real and sustainable jobs. Providing social and practical support, working with participants to navigate skills and employment pathways to support participation and prevent long term disengagement. Reaching and connecting to wider local workforce engagement across Lendlease projects

This solid and long term strategic partnership aims to build on the unique strengths of both organisations, who have demonstrated significant engagement with the target cohort and can provide direct job opportunities while also facilitating introductions to all subcontractors and relevant stakeholders, across each Lendlease project.

The partnership aims to engage Aboriginal and Torres Strait Islander peoples in the relevant project region through targeted campaigns and focused employment program to gain employment with relevant employers, subcontractors and all stakeholders on each project, in conjunction with Lendlease building teams.



The **JT Academy** has a national focus in supporting individuals to reach their personal, educational and career goals through a range of initiatives, including:

- Harnessing cultivated relationships with education, community and industry partners, including local community stakeholders, government departments, schools, universities, sub-contractors, retailers, local councils, training and job network providers
- Providing a free community facility ('jobs board') which connects jobseekers to employment partners through streamlining all job matching, candidate tracking and employment workshop coordination in the one collaborative employment 'zone'
- Delivering targeted personal development, job-ready, training and employment programs, including:
 - » JTSucceed employment workshops: an intensive Employment Assistance Program designed through industry consultation to provide young people who want to work the edge they need to gain and maintain employment. Using mentors and ambassadors, the program aims to build confidence, self-belief and encourage a change of mindset whilst empowering courage within participants to seek employment
 - » JTBelieve school engagement program: providing Indigenous high school students with activities and opportunities to improve their school engagement and academic performance, and to expand their horizons with a long-term belief in, and view of, their future
 - » JTLeadLikeAGirl young women's program: increasing women's participation in the workforce and reduce the gender gap in the following targeted areas: young women, mature women returning to the workforce and Indigenous women



The **Johnathan Thurston Academy** has powerful engagement capabilities reaching individuals and communities to increase workforce participation using the unique strength of the Johnathan Thurston brand. We provide outstanding engagement strategies that produce significant results within local communities, with a focused approach on workforce participation.

The JT Academy team is dedicated to working with companies, organisations, and industries. Our goal is to provide stronger, more diversified economies across our nation by generating quality job opportunities for attracting and retaining a skilled and diverse workforce.

We work together with our clients and partners to drive employment outcomes acting as a destination for those seeking employment or employees. We facilitate match making opportunities to leverage jobs for industry, projects, and communities on a broader spectrum.

EMPLOYMENT CAPABILITIES INCLUDE:

- Powerful employment engagement strategies
- Increasing local and community employment participation (local, community, and project)
- Engagement with partners for meaningful and sustainable employment opportunities
- Providing effective and significant engagement with Aboriginal and Torres Strait Islander peoples to support recruitment
- A dedicated employment project team
- Dedicated project, community and industry pages on our website
- Compelling marketing and social media campaigns using the Johnathan Thurston brand



- Direct marketing email campaigns to our mass database
- JTSucceed employment program – to support all above activities

PROJECT EMPLOYMENT:

Employment initiatives:

- Full time JT Academy team member, to operate out of the relevant Lendlease project office and operate as a key member of the project team.
Job Title: JT Academy Employment Liaison Officer
- Seek, manage and maintain all job vacancies related to the Lendlease project and wider employment opportunities with all contractors on the project
- Weekly communication with all engaged contractors and subcontractors on the project to plan and recruit for any employment vacancies and opportunities
- All job vacancies will be advertised on the JT Academy job board and all applications will be made available to all employers. In addition to the job board, all registered job seekers and local employment networks receive a weekly email outlining all available job vacancies and opportunities
- Announcements and ongoing communications to project staff/contractors and subcontractors regarding the JTSucceed project, will be communicated by Lendlease, in conjunction with the JT Academy.
- Ongoing mass media campaigning across all media, including social media platforms to engage Aboriginal and Torres Strait Islander jobseekers
- All initiatives will be complemented by a range of additional JT Academy project and promotional activities, including:

» Appearances by Johnathan Thurston (JT)



- » Community and special events
- » Mainstream media engagement
- » Weekly social media feeds, tiles and pushes

JT Academy will be responsible for coordination, resourcing, management, marketing and all project operations, community events, JT appearances, media engagement and social media publishing.

JOBSEEKER TRACKING AND MANAGEMENT

Jobseeker tracking and management will be supported and facilitated by a fully functional, candidate tracking system to ensure ongoing monitoring and engagement for all jobseekers is managed and maintained.

Employment Liaison Officer, duties will include - but not limited to:

- Manage the operations and logistics of the JTSucceed (Employment) project and programs associated with the overall project
- Leadership and communication of the calendar of events including the scheduling of all venues, resources, logistical requirements, timeframes and locations of the program
- Develop strong relationships with program partners, and all participants and relevant stakeholders
- Facilitate workshops and other program related activities
- Establish relationships and liaise with local stakeholders and resources in the relevant region to connect and engage with jobseekers
- Provide timely and accurate reporting
- Ensure all administrative tasks are completed to a high standard



The JT Academy's approach has significant synergy with Lendlease and continues to benefit from our long-standing relationship with Lendlease as our major employment partner. Our partnership directly supports the broader national industry participation employment trends, where the latest ABS Census (2016) data confirms the construction and building industry sector as one of the largest and fastest-growing employers of Australians. In this context, targeted workforce development and training strategies provides some of the best opportunities for advancing Indigenous employment outcomes and ensuring sustainable workforce prospects for Indigenous Australians in the real economy.

JTSUCCEED (EMPLOYMENT) - PROGRAM DELIVERY

- Mass media engagement
- Weekly - online/virtual workshops & jobseeker events (all workshops/events are FREE)
- Community partnerships to ensure access to internet is available for all jobseekers where possible
- Automated and simply booking and scheduling - by way of workshop registration
- Once registered - all participants will receive a 20-page workbook prior to the online workshop. The workbook will also be used as a job application - all data from the workbook, will be entered into the jobseeker's profile.
- WORKBOOKS - include all required information and check lists (workbook is self-explanatory and easy to use) for all levels of employment (assistance will be made available if required). Workbooks will have project and jobseeker information
- ONLINE WORKSHOPS - live jobseeker workshop will include guest speakers of employers and project team (including "live on site" feeds)



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- Following completion of the workshop – jobseeker management and engagement commences
 - On completion of workbook and workshop, jobseekers will be fast tracked to employer
 - Full project brief and employment overview will be delivered at the ONLINE WORKSHOP

LONG-TERM OUTCOMES?

Consistent with Australia Government’s strategy to provide support for job seekers to address barriers to recruitment and improve retention in the workplace. While providing support for employers to engage and retain jobseekers into ongoing jobs, including postplacement support.

A key strategy to achieve this is to support more Aboriginal and Torres Strait Islander jobseekers in understanding the importance of self-belief, confidence and courage and the ultimate value of employment. This will include addressing barriers to employment and facilitating clearer options, better connections between jobseekers and employers and career advice that is accurate, current and easy to navigate.



Diagram 1: -JT Academy Employment Initiative Overview



Diagram 2: Jobseeker initiatives and engagement



Diagram 3: JTSucceed Employment Workshop



ALL JTSUCCEED EMPLOYMENT WORKSHOP PARTICIPANTS WILL RECEIVE:

- CV, cover letter template
- Workbook
- Job Application (incorporated as part of the workbook)
- All “You Need To Know” job information for the project
- Industry overview and pathways information
- Weekly JTHotJobs and project email updates
- Monthly Newsletter
- JT Employment Liaison Office will call each jobseeker monthly
- Receive Job Alerts, for both project and external job opportunities

ALL PROJECT/EMPLOYERS/ SUB-CONTRACTORS:

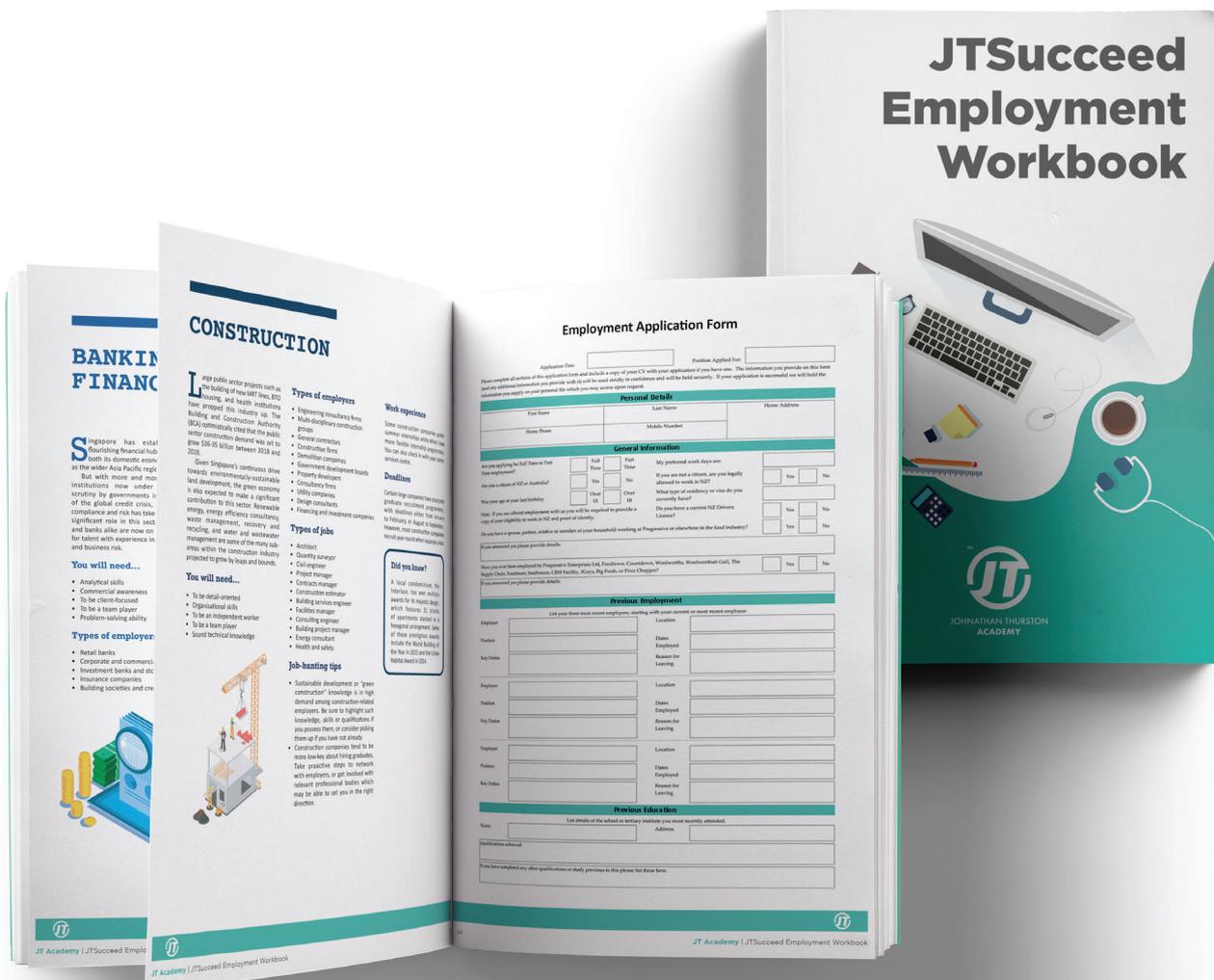
- Employers will be notified weekly JTJobseekers of all active participants who have completed the workshops, and will receive a brief of each jobseeker, with an option to contact them directly.
- A JTSucceed Employment Workshop - certificate will also be provided.





JTSUCCEED WORKBOOK FEATURES:

- Project Information
- A letter from JT
- Job Application - is part of the workbook
- Job Seeker - questions, answers and activities
- Workbook - option of submitting completed workbook with application





Thank you!



