

MEDIA RELEASE

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Free Job's Portal to help drive local workforce growth

Job seekers anywhere in the world can now access a North Queensland specific jobs portal that allows them to identify and apply for hundreds of jobs on offer every day across the north.

Well-paying jobs and career opportunities in Townsville North Queensland and neighbouring LGA's cannot be filled due to workforce shortages that are impacting the region's economy, with difficulty in attracting workers in key areas such as trades, engineering, health, and education.

The Jobs Portal, [Jobs North Queensland.com.au](https://jobsnorthqueensland.com.au), is the engine room of the Jobs North Queensland Resource Kit, which includes a major package of free job boosting measures tailored for employers in North Queensland.

The Kit also includes a NQ liveability website, [Live North Queensland.com.au](https://live-nq.com.au), where potential job seekers can view the compelling lifestyle benefits and stories of those living in the region, while also accessing information and resources about the region including local schools, universities, healthcare, and recreation services.

A Resource Guide for local employers will also be provided with tips for accessing hidden talent, as well as local contacts for HR support, training, hiring support, and access to grant funding. This guide will be released at regional events throughout May and June.

Minister for Employment and Small Business, and Training and Skills Development, the Hon Di Farmer applauded the launch of the suite of new services under the Jobs North Queensland banner. It was funded by the Queensland Government's Regional Jobs Committees (RJC) program and developed by the Townsville Regional Jobs Committee, Jobs Townsville North Queensland. The RJC is led by Regional Development Australia Townsville & North West Queensland who worked in collaboration with committee members, surrounding regional councils and Townsville Enterprise Limited.

Minister Farmer said North Queensland was an economic powerhouse with record low unemployment, but this had come with the challenge of filling key positions in traditional and emerging industries.

"North Queensland is one of Queensland's prime economic movers but workforce shortages in the mining, agricultural, and the services economy can put an anchor on growth and productivity.

"The Townsville Regional Jobs Committee has worked tirelessly to develop this comprehensive Resource Kit which is a key local solution to resourcing challenges shared by local businesses. The kit will be shared across Australia and the world to provide information and share the benefits of living and working in beautiful North Queensland."

Cr Jenny Hill, Mayor of Townsville applauded the initiative and said the region was a victim of its own success.

"North Queensland has a strong pipeline of major projects on our doorstep, but our challenge is now in attracting and retaining skilled labour.

“The Jobs North Queensland Package is free to employers and tailored for our region, so it has a big advantage over standard job seeking websites.

“Local and regional employers are getting on board and will share this information with the rest of Australia and world. “

Charters Towers Mayor and Chair of Regional Development Australia Townsville & North West Queensland, Cr Frank Beveridge said the Queensland Government should be congratulated for backing the project.

“Experience shows that the key to bolstering the workforce economy is through a multi-faceted approach that encompasses attraction, influence, participation, and process.

“The Resource kit has been smartly designed and targeted and will play a critical role in addressing our talent crisis and modernising the process of job advertising and application.”

The volunteer committee includes a cross section of local industry and community representatives who together have collaborated to inform the development of the portals.

Rachel Cliffe, Chair of Jobs Townsville North Queensland says the resources would help to bridge the gap between job seekers and employers in our region.

“These resources have been designed by locals for locals. It has been fantastic to see employers getting on board. The resource kit has more than 20 videos profiling local career paths, jobs, and businesses of North Queensland. The sites have also been designed to showcase local industries for school students considering their future careers to inspire youth to stay in the region.”

The Jobs North Queensland resources are available now, the Townsville North Queensland community is encouraged to take advantage of them to support local workforce growth and development.

To see the sites in action, visit JobsNorthQueensland.com.au or LiveNorthQueensland.com.au.

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