

'Investing in Community'

City of Yarra Street Cleaning Enterprise

Local jobs for local people

City of Yarra
and
Brotherhood of St Laurence

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Genesis of the Opportunity

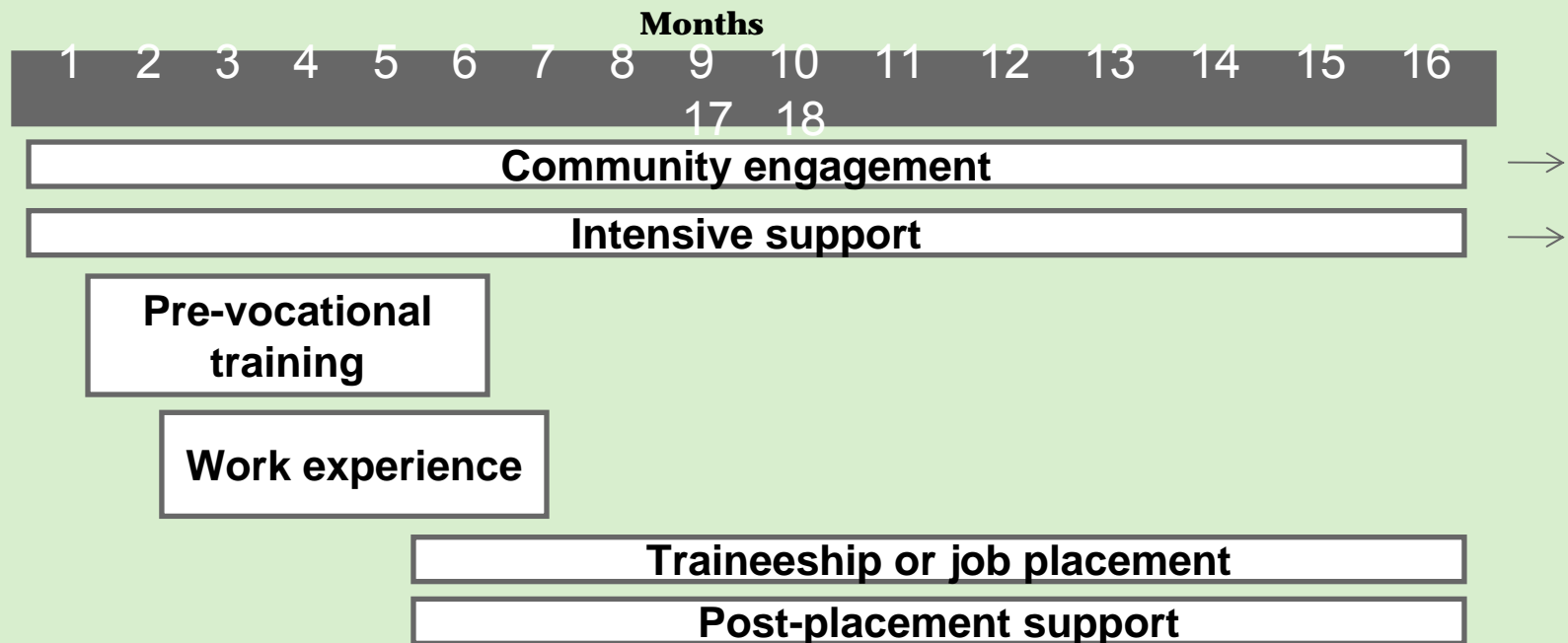
City of Yarra had issues with non performance of a contractor in the particular area of street cleaning

City of Yarra viewed this as a potential opportunity to create local employment based on enterprise & resident employment models developed by Brotherhood of St Laurence and Neighbourhood Renewal



The BSL Employment Pathway Model

Timeframe for assisting long term unemployed people into employment



Partnership Stakeholders

Who	Want
City of Yarra	<ul style="list-style-type: none">• Improved quality of street cleaning• Resident employment outcomes• New labour source to address an ageing workforce
Brotherhood of St Laurence	<ul style="list-style-type: none">• Resident employment outcomes with nationally accredited qualifications and high level support provided by BSL Group Training Company
Local Residents	<ul style="list-style-type: none">• Meaningful employment and opportunity to gain formal qualifications and work history in Australia

Street Cleaning Enterprise SUMMARY

Started

Late 2006

Number of people employed in 2006-07

1 supervisor and 8 part time trainees

Target group

Those disadvantaged in the labour market living in the City of Yarra with a strong focus on public housing residents

Work roles for the target group

Manual street cleaning in a specific region within the City of Yarra – North Carlton

Skills training

- 4 week pre employment course
- Traineeship-Certificate 3 in Asset Maintenance

Additional Training

Red Card, First Aid, Weed Spraying, Motorbike, Traffic Management, Chainsaw, Sweeper Driver, Truck Licence

FINANCE & FUNDING

Contract

- Purchase of vehicle
- Basic equipment
- Supervisor wages
- Trainee wages

Pre employment Training

- Australian Apprenticeship Access Programme-DEEWR

Post placement support provided by Group Training

- Work Force Participation Partnership program-Victorian Government

Other Income

- Job Network contribution

City of Yarra

- Covered the cost of in house training
- Equipment

Benefits and Outcomes

Street Cleaning Pilot Program 2007

Significant increase in the quality of street cleaning

6 Traineeship completions

-4 Trainees were employed fulltime by the City of Yarra

-2 Trainees gained local employment with a commercial cleaning contractor

The success of the program influenced the City of Yarra to identify and bundle smaller portions of larger contracts and employ local resident within council

Further Development and Additional Employment Creation

Establishment of a City of Yarra Graffiti Crew x 2 FT

Since 2008, City Of Yarra have employed a further 10 local residents in their work department in roles such as Foreman/Supervisor, Street Sweeper Driver, Multipurpose Litter, Herbicide Spraying and Road Maintenance

City of Yarra employed Road Maintenance Apprentices x 2 FT

City of Yarra, Kids on the Kerb and Brotherhood of St Laurence established a Hard Waste Recycling Enterprise that employs Trainees x 2PT

Additional Benefits and Outcomes

Workforce Planning

City of Yarra have identified themselves a labour force to address the issue of an Ageing Workforce

Employer of Choice

City of Yarra are seen as an employer of choice for local residents and in particular newly arrived African communities

Community Cohesion

Residents and businesses have provided wonderful feedback about the quality of the work and seeing the positive contribution that the newly arrived community are making to City of Yarra

Working Communities

Large number of working role models in communities with large unemployment

Recommendations

To the Government

- All tiers of Government have the opportunity to create social employment through the procurement of contracts and employment clauses.
- High level support to both Supervisors and Trainees over the duration of the program plays a major role in the overall success. Funding this component is the most difficult, and as a result support is often first to be cut from an operational budget at the detriment of those programs.

To Organisations

- Start with the end in mind- What is it you want to achieve?
- Partnership is about shared vision, shared commitment and shared responsibility
- Target jobs that are at appropriate levels and in industries that are facing labour shortages beyond the project



“Opportunities have been limited for our community with the main employment being in the factories and abattoirs. The Sudanese community view the City of Yarra as a place we want to work and we enjoy working where we live. There is a lot of opportunity.”

Former Trainee

