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New videos promoting work for young people in Buloke Shire

The North Central LLEN in partnership with Buloke Shire Council has launched a series of inspirational videos promoting employment opportunities across the Buloke Shire featuring real life experiences of young people, as well as insights from their employers.

This follows the release of a report on 'Workforce Development and Training Needs' by the Nous Group in 2019 which showed that labour shortages in key industry sectors such as Agriculture, Community Services, Rural Services, Hospitality & Tourism, and Manufacturing were preventing the Shire from reaching its full potential.

According to North Central LLEN Executive Officer Jane Hosking, the videos capture the career paths of 19 young people (18-24yrs) living and working in Buloke communities.

"We spoke to them about why they had chosen to live and work (and in some cases leave and return) in Buloke communities, as well as the expectations of their employers," she said.

Businesses and organisations featured in the videos include East Wimmera Health Service, Wycheproof P-12 College, O'Connors Farm Machinery, Birchip Cropping Group, Haeusler's Group, Royal Hotel Sea Lake, Kooka's Country Cookies, Charlton Bakery, Goodwin Aged Care, Buloke Shire Council, Vale of Avoca, Teys Charlton Feedlot, Bendigo Bank, Viv and Rebecca Cossar, and Donald Steel.

The series is introduced in the first video with North Central LLEN Executive Officer Jane Hosking, Buloke Shire Council Chief Executive Officer Anthony Judd, and Buloke Director of Community Services Rose Harris providing an overview of the project.

According to Buloke Shire CEO Anthony Judd the videos highlight the opportunities for young people to train and develop and get employment within our region.

"Sometimes that is not really that well understood, but once you start digging, asking the right questions, and you talk to the employers there are so many opportunities."

"One of the videos in the series reflects on suggestions from employers about what could be done to make living and working in the Buloke Shire more attractive for young people, which helps us look at what we need to do to support local economic development," he said.

The project was funded as part of the Buloke ENGAGE! Program, and coordinated by Mary Ann Sait and Barb Bear at the North Central LLEN. The videos were filmed and edited by Jamie Roberts from *Cornerstore Media Productions* and made possible by the generous contribution of young employees and the businesses and organisations they work for.

A new video will be released each week on the North Central LLEN's and the Buloke Shire's Facebook page and on the NCLLEN website - www.ncllen.org.au. The introductory video is online now and can be viewed at <https://youtu.be/Gl4xC7Ok8iU>.

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Photo Caption: Jamie Roberts from Cornerstore Media filming for the "At work in Buloke" video series with Glenden Watts and Lizzie McGrath and the Bendigo Bank in Charlton.