

Sponsored Resources

Eco Detours

BJL was one sponsor of “ECO Detours”, an automotive skills training program managed by the City of Wanneroo, and guided by a consortium of local and regional stakeholders including West Coast TAFE.

Eco-detour represented a fresh approach to youth automotive projects in that it attempted to make the venture a sustainable business model, to provide employment generation and creation opportunities well into the future. The environmental component of the program acknowledges and recognises the importance of reusing, recycling and maintaining the environment through smarter work practices.

After participants graduate, they were linked to appropriate support services and mentoring, utilising established links with the Motor Industry Training Association, automotive employers, local Community newspapers, local training initiatives, local automotive dealerships, the Joondalup Police Academy and existing connections with a diverse range of employers.

Funded by the City of Wanneroo; WA Department of Education and Training; BJL and West Coast TAFE - 2005

Certificate I Workplace Readiness Student Workbook and Teachers Guide

West Coast College of TAFE

BJL sponsored West Coast College of TAFE to develop a workbook and teachers guide for Certificate 11 in Workplace Readiness.

This was in response to several issues raised by LLEP research and networking including:

- employers believed that young people lacked basic employability skills (environmental scan & industry roundtables);
- local schools did not have specific resources developed for vocational/ workplace readiness skills (networking)

Resources were distributed free to schools and other relevant service providers by BJL at completion of the project in 2005.



Community Learning Survey

WA Department of Education and Training

BJL Connecting Communities contributed funding to a “Learning Community Survey” undertaken in the Local Government Areas’s of Joondalup and Wanneroo, the first of its kind to be undertaken in WA. The survey was undertaken during October 2003. 2524 responses were collected, with 507 respondents in the 15-19 year old age group, representing about 20% of all respondents.

The survey was initiated by the Department of Education and Training. Other partners included the City of Joondalup, the City of Wanneroo, Edith Cowan University, LLEP, West Coast College of TAFE, West Coast District Education Services, and North Metropolitan Area Health Service - Population Health Local.

The partners to this project believe that the information gathered could be used to help stimulate economic development, create employment and provide lifelong learning for all community members.

Employability and Work Skills Handbook for Teachers

West Coast College of TAFE

BJL Connecting Communities contributed funding to an “Employability Skills Workbook” completed by West Coast College of TAFE which was completed late in 2004.

The workbook is for the use of the community and was launched in 2005. It comes in text form and on CD-rom and was made available to anyone in the community who wished to use it as a learning tool.

Employees as an Investment

BJL partnered with Edith Cowan University in 2005 on the Employees as Investment program where objectives included; overcoming reluctance to employ workers (particularly young workers) by increasing knowledge and understanding of the process to recruit, select and manage them, and to raise awareness of where to seek assistance in relation to employee issues.

The objectives are a result of the key issues being indicated in the environmental scan conducted through LLEP. That is, the key issues evolved were lack of human resource management skills and the changed working environment our local employers experienced. The consequence of this lack of understanding and knowledge by the business owners translated into a reluctance to actually employ young people, who could result in many young people not seeking employment in those industries which inturn means the employers perceive there are no young job seekers wanting their employment.

The program included sessions for employers by the Edith Cowan School of Management one day per month, development and distribution of human resource material and resources for local employers; and development of an expo for a broader audience of employers.



School Volunteer Mentoring Program

BJL and the Department of Education & Training sponsored the School Volunteer Mentoring Program run by the School Volunteer Program (SVP) Inc. SVP is a charitable volunteer organisation that as its core mission seeks to encourage and train community volunteer mentors to assist young people in schools who have difficulty in achieving their required educational outcomes.

The School Volunteer Mentoring Program intends to increase the participation rates of 15 -19 yrs olds in education, training and employment through the North Metropolitan Region.

Schools in the north metro region partnered with the School Volunteer Program to work with year 10 students in 2005.

Women in Business - Pilot Enterprise Growth Program

The Small and Medium Enterprise Research Centre (SMERC) at Edith Cowan University, in conjunction with the City of Wanneroo identified a number of non-mainstream small businesses that, had the potential to grow, but were struggling because of barriers such as lack of second level business skills, to participate in a pilot enterprise growth program (EGP).

Participants for the professional development program fulfilled the following criteria:

Woman who have owned and operated a business

- The business is between 2 and 5 years old
- The person must be working in and on the business full time
- The business must have at least one employee
- The business should be the operators main source of income
- The business should be independent – not a franchise or multi level business scheme

'Women in Business' began in June, 2004 and involved a series of six sessions held once a month to assist women to expand their own small business. A total of 28 proud women in business graduated.

The aim was to incubate new business ideas, provide links between different people to find partnerships and collaboration, and to develop connections between businesses that were ready to expand and those beginning. Sessions focused on particular topics and allowed time for participants to ask questions, seek advice and direction, as well as learning from guest speakers.

The program was a joint project between researchers Dr Beth Walker and Dr Beverley Webster from the Faculty's Small and Medium Enterprise Research Centre, the City of Wanneroo and Bjl Connecting Communities.



Research

Developing a Framework of Training for the Older Small Business Owner

This research was conducted by the Small and Medium Enterprise Research Centre (SMERC) at Edith Cowan University (Dr Beth Walker, Dr Beverley Webster, Julia Turner) in collaboration with BJB and Bridging the Gap as the result of an ECU-Industry Collaborative Grant. Key contributors were: The Business Enterprise Network and BJB.

This study was conducted as a result of the critical issue of the ageing population and therefore the workforce. An employment option for older workers is to become self-employed and to start their own small businesses, rather than to continue working in mainstream employment, which becomes increasingly difficult as employees age. The option of self-employment may well be a viable option for older people, as uncertainty of employment tenure in mainstream employment continues to increase over time, and is a way to utilise work skills and competencies that have been acquired over years of work experience.

The results showed however that self-employment is not necessarily a first choice for many older people, as the perceived high level of risk associated with starting a business is a significant barrier. For those that do start their own business, which is an increasing trend, the age of the new business owner has an influence on the type of business information and related training they require in order to operate their businesses successfully.

The study was conducted in the first quarter of 2005 and employed both quantitative and qualitative methodologies. 270 small business owners participated in quantitative part of the study and an additional 15 older small business owners were interviewed in order to gain more in-depth insights into the issues facing older small business owners. This research and its conclusion are available to the community upon request.

Environmental Education Scan

The environmental education scan involved considering the factors that will influence the direction and goals of education in the West Coast District Region of Perth. It included considerations of both present and future factors that might affect community based educational pathways.

Funded by the WA Department of Education and Training, 2004/05

Business Growth Centre

City of Wanneroo

The Business Growth Centre was established in 2005 as part of the City of Wanneroo's economic development strategy plans and is situated at Enterprise House, 935 Wanneroo Road in the old council offices. It offers the community a comprehensive business facilitation centre offering assistance with business development assistance by offering services including business planning, statistics and market analysis, export guidance, business relocation, skills development and training and expansion planning.

The Business Growth Centre was a community partnership between City of Wanneroo; BJB; Ausindustry; Small Business Development Corporation; The Department of Transport and Regional Services; Perth ACC; ANZ; Edith Cowan University; and the City of Wanneroo all working together to achieve this initiative.

