



# Modernising rural: skill building in rural areas

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**1. Building a skilled & adaptable labour pool**

SUPPLY

**BUILDING MORE & BETTER JOBS**

DEMAND

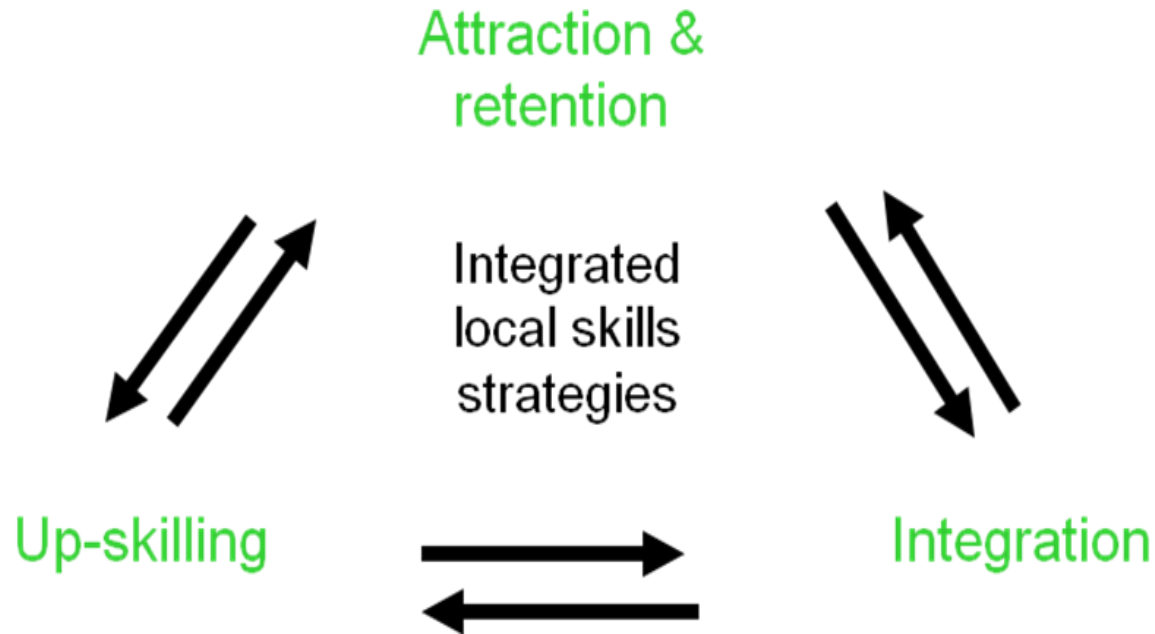
**2. Supporting employment progression**

**3. Improving skills utilisation**

## 1. Building a skilled & adaptable labour pool

- Generic skills and flexible vocational training in a life-long learning  
e.g. Third Way in Vocational Training, Brandenburg
- Balanced local skills strategies  
e.g. Shanghai skills strategy

# Balanced skills strategies



# Shanghai Highland of Talent Initiative

## Attraction and retention of skilled workers

- 3-year programme to attract Chinese emigrants back to Shanghai: special schooling for the children of returning migrants; recognition of qualifications gained overseas; grants to set up a business; guaranteed higher starting salaries in certain professions.

## Skill upgrading for workers

- Training centres in leading enterprises and promotion of on-the-job vocational training. A qualification-based job certification system. Specialised training programmes for high-skilled scientists, managers, engineers, politicians and public servants. Continuous education and life-time learning system.

## Integrating disadvantaged groups into workforce development

- Providing essential job training to migrant workers in 19 special training centres in each area of the city. Training for the unemployed.



## 2.Supporting employment progression

- Supporting progression for people with low skills
- Making the labour market more transparent
- Career ladders and clusters  
e.g. New York career ladders & transportation centre

**85%**

**58%**

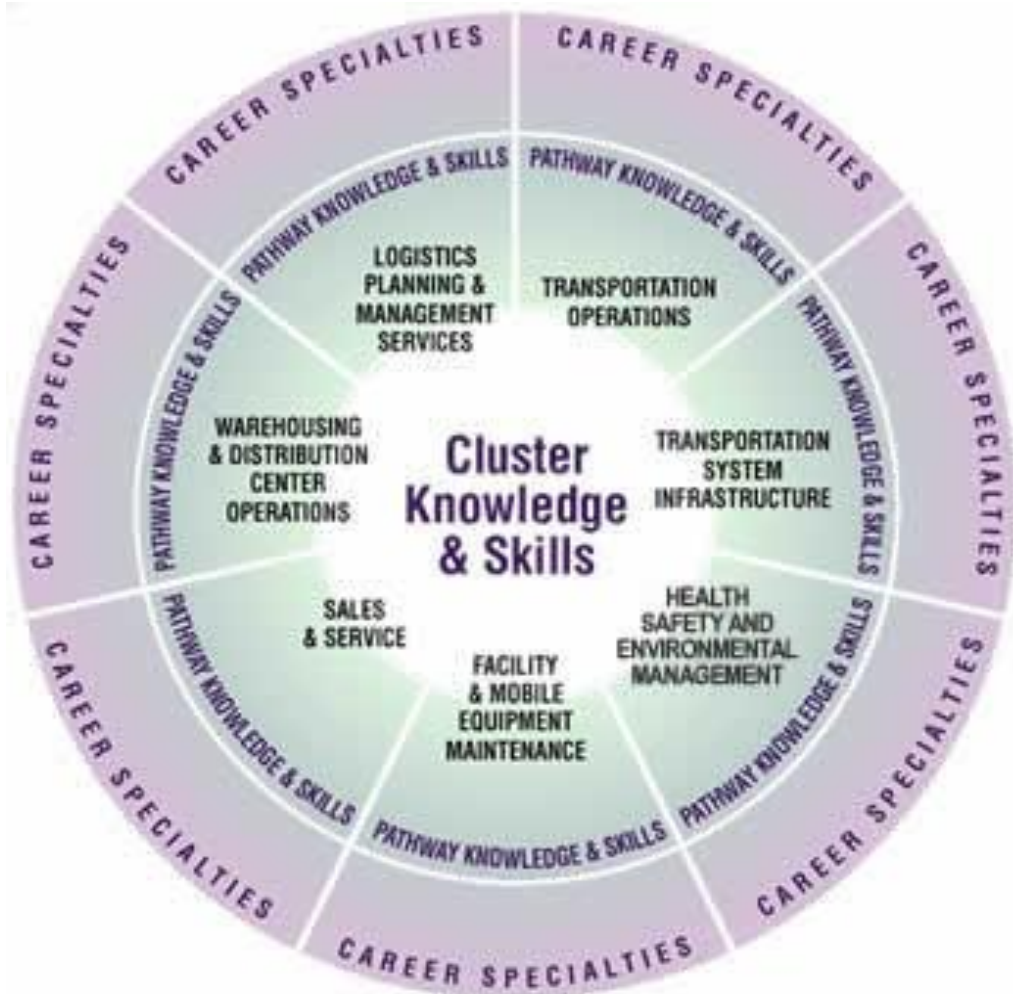
**73%**







# United States Career Cluster Model



- Job profiles mapped accross entire industry
- Pathways from secondary school, college, graduate school to workplace
- Partnership approach

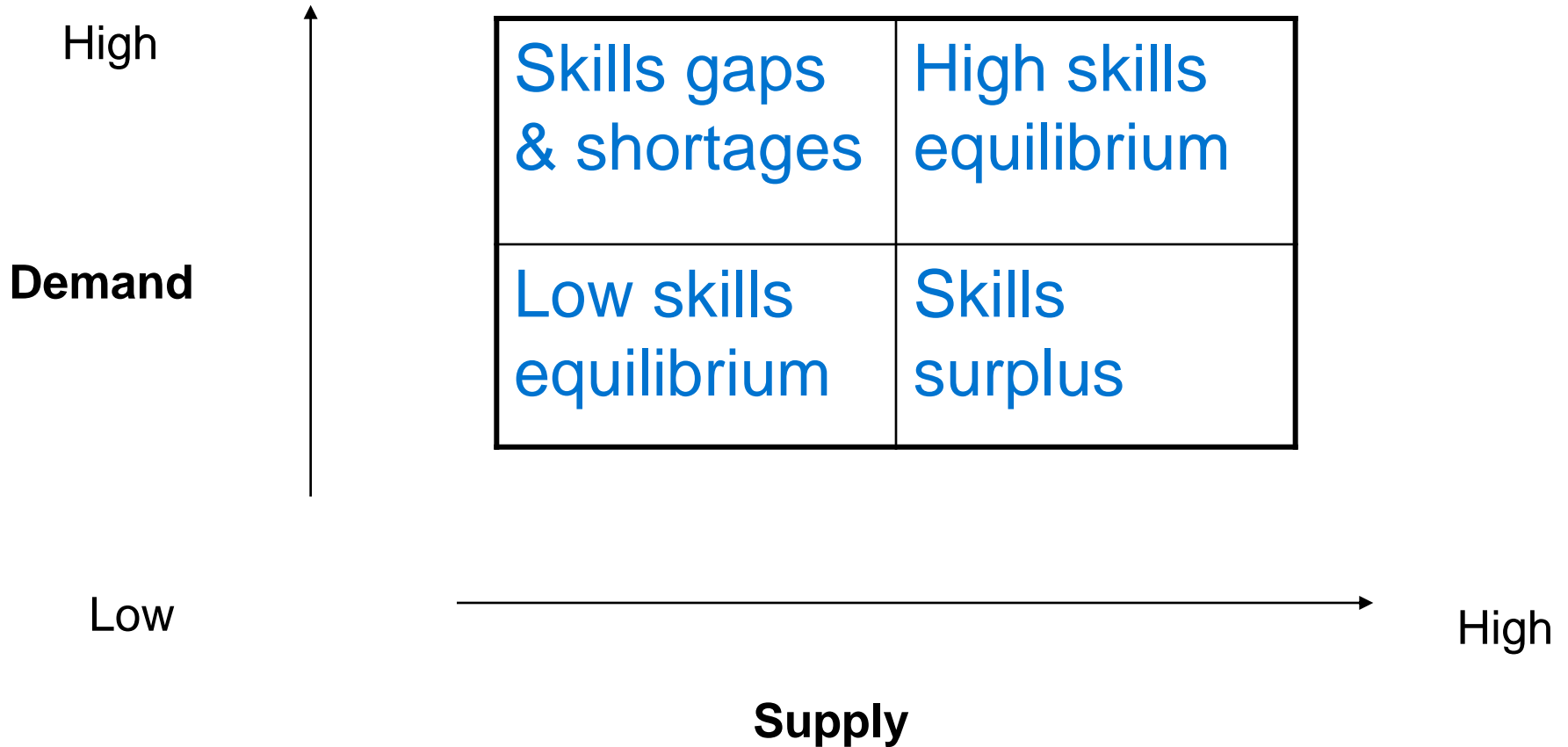


- Improving job quality
- Raising productivity and promoting innovation

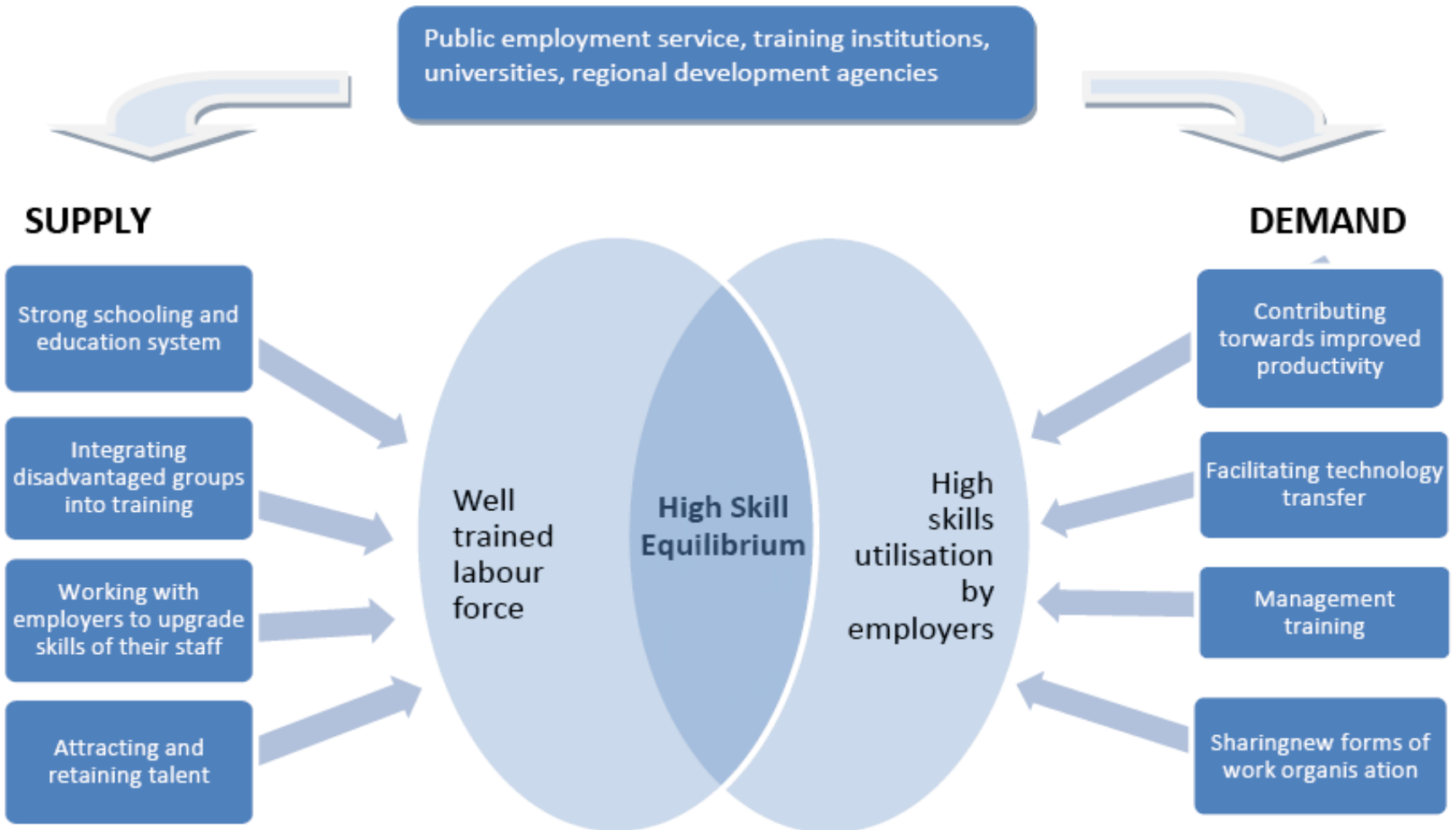
e.g. Australian Skills Ecosystem approach

### **3. Improving skills utilisation**

# Low skills equilibrium



# Addressing Supply and Demand



# Tools to improve skills utilisation

- **Support technology transfer:** facilitating investment in new technology by employers
- **Provide technical assistance to improve working conditions and work organisation**
- **Encourage participation in training for both managers and workers**
- **Ensure the availability of patient capital** (*i.e.* funds invested for medium or long term, generally for 5 to 10 years).
- **Develop a quality-driven supply chain through public procurement** (e.g. longer contracting periods, commitment to training)
- **Support social enterprise**
- **Remove local disincentives to a focus on quality in the public sector**
- **Work with intermediaries and unions**



# Australian skills ecosystem approach

- Skills deployment and work organisation as important as provision of skills
- Is there a skills shortage because of lack of training or local jobs are unattractive and cannot retain staff?
- E.g. Skills ecosystem pilot in the racing industry in New South Wales



# Managing change

**4. Fostering & anticipating new areas of growth**

**5. Good local governance**

#### 4. Fostering & anticipating new areas of growth

- More than just forecasting but building new sectors
- Growth sectors? Green jobs, health and social care.
- Flexible specialisation  
e.g. Michigan green jobs strategy



- Aligning policy and reducing fragmentation
- Flexibility in:
  - Programme design
  - Budget management
  - Setting performance targets
  - Deciding on eligibility
  - Outsourcing of services
- Building skills and capacities

**5. Good local  
governance**