



SHIRE OF BODDINGTON RECEIVED

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cc Martin

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Dear Chris,

File No ADM 0545  
 Date \_\_\_\_\_  
 Initial \_\_\_\_\_

### PEEL BRIGHT MINDS

As foreshadowed at the Peel Regional Leaders Forum meeting of 9<sup>th</sup> March 2018 Regional Development Australia Peel (RDA) is seeking your Local Government's financial support for this initiative for a period of 3 years commencing on 1<sup>st</sup> July 2018.

### Background

The Peel Bright Minds (PBM) initiative came about due to the need to prepare our population for the future workforce. This is applicable to not just our region's young people, but to everyone of working age.

Almost five million Australian jobs – around 40 per cent of the workforce – face the high probability of being replaced by computers and other technology in the next 10 to 15 years.

### THE CHANGING WORKFORCE

2012-17

#### Biggest rises

399%	Indigenous health workers
197%	Sales assistants and salespersons
128%	Paper and wood processing machine operators
108%	Textile and footwear production machine operators
106%	Amusement, fitness and sports centre managers
103%	Personal care consultants
101%	Hotel service managers
98%	Chemical and materials engineers
83%	Teachers of English to speakers of other languages
82%	Archivists, curators and records managers
81%	Cleaners and laundry workers
81%	Driving instructors
72%	Other information and organisation professionals
70%	Agricultural and forestry scientists
69%	Telecommunications engineering professionals
69%	Financial brokers
61%	Cafe workers
60%	Audiologists and speech pathologists/therapists
60%	Photographic developers and printers
59%	Physiotherapists

#### Biggest falls

-74%	Sewing machinists
-70%	Survey interviewers
-62%	Forestry and logging workers
-61%	ICT trainers
-60%	Diversional therapists
-59%	Electronics engineers
-56%	Aircraft maintenance engineers
-55%	Wood machinists and other wood trades workers
-55%	Metal casting, forging and finishing trades workers
-53%	Electronic engineering draftspersons and technicians
-53%	Florists
-53%	Secretaries
-52%	Geologists, geophysicists and hydrogeologists
-51%	Sheetmetal trades workers
-49%	Primary products inspectors
-49%	Funeral workers
-49%	Metal engineering process workers
-48%	Licensed club managers
-47%	Psychiatrists
-44%	Mechanical engineering draftspersons and technicians

Source: ABS



New jobs put bodies to the test, not brains - The Australian June 6, 2017  
 By Adam Creighton, Economics Correspondent and Emily Ritchie, Journalist

An Australian Government Initiative

In response to future workforce challenges Peel Bright Minds was initiated by RDA with support from the Peel Development Commission, Peel-Harvey Catchment Council and the Inspiring Australia Regional Hubs Program.

Internationally it has been recognised that high-quality science, technology, engineering and mathematics (STEM) education is critically important for our current and future productivity, as well as for informed personal decision making and effective community, national and global citizenship.

STEM is an approach to learning and development that integrates the areas of science, technology, engineering and mathematics. Through STEM, students develop key skills including: problem solving; creativity; critical analysis; teamwork; independent thinking; initiative; communication; digital literacy.

At a regional level it was identified that in addition to STEM there was a requirement to add the following elements to stem:

**E – Entrepreneurship** – To recognise the need for individuals to create their own jobs. This will require entrepreneurial skills and aptitudes.

**A – Arts** – To recognise that combining arts education with STEM education can provide vital skills such as critical reasoning, problem solving, time management, communication and presentation skills. In addition, design is an important ingredient in innovation. Not only must things be functional, they must be aesthetically pleasing as well

In the Peel region Peel Bright Minds recognises that the Transform Peel initiative will fundamentally change the make up of our workforce. One of the key objectives of Peel Bright Minds is to provide people with the skills that employers will demand and that can be the focus of targeted workforce development to satisfy the needs identified in the Transform Peel Workforce Skills Analysis Report.

These include work readiness in terms of work ethic, attitudes, willingness to learn and communication, as well as basic skills and understanding in science, technology, engineering, mathematics and information communication technology (ICT).

### **Progress to Date**

Following initial workshops and consultation a project steering group formed and developed a “Theory of Change” document to guide development of the Peel Bright Minds initiative.

RDA was successful in obtaining seed funding for Peel Bright Minds from Inspiring Australia, matched by funding from RDA, Peel Development Commission and Peel-Harvey Catchment Council.

In January 2018 Charlotte (Charlie) Jones was employed on a part time basis to:

- Plan, coordinate and execute events, forums and meetings.
- Conduct an environmental scan of ESTEAM activities, stakeholders and participants in the Peel region.
- Maintain currency, accuracy and relevance of the Peel Bright Minds Website and social media.

- Establish and maintain partnerships with members, stakeholders and the ESTEAM community.
- Establish and create an effective Client Relationship Management database.
- Prepare, submit and manage grant and sponsorship applications.
- Promote the Peel Bright Minds vision and represent the group at meetings and events.
- Compile progress and administrative reports as required by the Peel Bright Minds Steering Group.
- Arrange meetings of the Peel Bright Minds Steering Group and record and distribute records of meetings.

## ABOUT PEEL BRIGHT MINDS

### CONNECTION

### INNOVATION

### EDUCATION

#### CURRENT SITUATION IN PEEL

- Technology and jobs are changing at a rapid rate
- Peel people will need to adapt to have the necessary skills and characteristics for the future workforce
- Engagement, education and capability building in Entrepreneurship, Science, Technology, Engineering, Arts and Maths (ESTEAM) acknowledged as important for future jobs
- While some are highly engaged, many people do not have positive perceptions or engagement with ESTEAM
- There are many existing assets and actors in ESTEAM, but they are not always well connected and promoted
- The lack of engagement/understanding of ESTEAM also contributes to a limited use of evidence-based decision-making in organizations
- Peel Bright Minds has established with seed funding from RDA Peel, along with funding from Inspiring Australia, Peel Development Commission and Peel Harvey Catchment Council

#### PEEL BRIGHT MINDS' VISION

##### A community that...

- Is curious and inspired to engage in lifelong learning
- Has positive perceptions and increased knowledge of ESTEAM
- Actively engages with and further develops opportunities in ESTEAM
- Is well prepared to regularly up-skill, re-skill and change jobs in the future workforce
- Uses their knowledge to benefit the region's natural environment, community and economy

##### A region that...

- Is characterised by organisations that embrace evidence-based decision making
- Is an attractive place for relevant and high quality scientific research to be conducted; and for innovative industries and businesses to establish & employ local people

#### PEEL BRIGHT MINDS' ROLE

##### Coordinate and promote regional events and activities, and facilitate ongoing communications that...

##### Promote the ESTEAM agenda, citizen science and their benefits:

- Connect young people to ESTEAM activities and opportunities
- Promote ESTEAM to community broadly

##### Encourage an aspirant culture among people of all backgrounds, ages and abilities in the Peel Region:

- Promote opportunities for engagement in citizen science
- Celebrate our unique regional strengths through science & the arts

##### Facilitate collaboration among regional stakeholders:

- Communicate and celebrate the science agenda and research already being undertaken
- Identify and connect relevant research opportunities with Regional challenges/prospects



To date Peel Bright Minds has:

- Formally launched at a stakeholder event attended by approximately 50 people at Make Place in Mandurah (February 2018).
- Progressed on conducting an 'ESTEAM Environmental Scan' to identify the current status; gaps and opportunities; and expected benefits around strengthening regional engagement in ESTEAM and citizen science. The environmental scan involves stakeholder discussions across the region, as well as analysis of key documents and strategies.
- Organised science engagement activities to be delivered at a stall at Mandurah Crab Fest (March 17<sup>th</sup> and 18<sup>th</sup> 2018).
- Established an online presence with a website ([www.peelbrightminds.com.au](http://www.peelbrightminds.com.au)) and Facebook page ([www.fb.com/PeelBrightMinds](https://www.facebook.com/PeelBrightMinds)), and delivered communications relating to ESTEAM and citizen science on these platforms and via newsletters.
- Prepared implementation plans and commenced preparation to deliver a series of Science Café events, an interactive arts activity at Stretch Festival, Innovators' Tea Party for Peel Bright Minds (STEM speed networking), ESTEAM Awards, industry tours, and initiate an ESTEAM Champions network for teachers by June 30<sup>th</sup> 2018.

## Budget

To continue the Peel Bright Minds initiative beyond 30<sup>th</sup> June 2018 will require financial resources from partner organisations. The budget for each year of the initiative is:

<b>Expenses</b>		
Program Manager wages (3 days/wk)	\$927.30	\$48,219.60
Superannuation on wages	\$115.91	\$6,027.40
Insurances		In kind RDA
<b>Total Staff costs</b>	<b>\$1,043.21</b>	<b>\$54,247.00</b>
Rent		In kind RDA/Make Place
Communication Costs		In kind RDA
Vehicle Costs	10,000 @ .65c	\$6,500.00
Events & Awards		\$5,000.00
Marketing & Advertising		\$5,000.00
<b>TOTAL</b>		<b>\$70,747.00</b>
<b>RDA cash contribution</b>		<b>\$20,000.00</b>
<b>Funds required</b>		<b>\$50,747.00</b>

## Your Contribution

Your Local Government's contribution has been based on a per capita share of the Peel region's population and is:

2018-19	\$2,000.00
2019-20	\$2,000.00
<u>2020-21</u>	<u>\$2,000.00</u>
Total:	\$6,000.00

Your contribution will be acknowledged by:

- Your logo used in promotional material where possible;
- Your logo placement at projects or events;
- Your key staff and Councillors invited to attend projects or events;
- Media coverage where relevant in releases;
- Event naming rights where applicable at events in your Local Government area.

## Outcomes and Deliverables

This investment will provide for the following activities to be conducted in your Local Government Area:

- Community engagement via stalls at a minimum of one community festival/event per annum.
- Delivery of at least one Science Café events (or similar events, depending on community interests) per annum.

- The opportunity for community groups, schools and initiatives to participate in whole of region activities such as ESTEAM awards, ESTEAM Champion Teachers' network, STEM speed networking, industry tours, and others as appropriate to the needs and interests of your community.
- Ongoing targeted promotion of potential external programs and grant opportunities to schools and community groups.
- Ongoing targeted advocacy for external programs and initiatives relevant to local needs to establish themselves in your local area.

If you wish to discuss further details of the return on this investment please contact me directly at [john.lambrecht@rdapeel.org.au](mailto:john.lambrecht@rdapeel.org.au) or on 0428 947 837.

Thank you for your consideration of this request.



John Lambrecht  
Director of Regional Development

12<sup>th</sup> March 2018