GOVERNMENT OF
WESTERN AUSTRALIA

# WA Workforce Strategy

## Promotional toolkit




Supports the State Government promotion of the WA Workforce Stategy 2026–2030.

Version 1.0 – November 2026



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# About the WA Workforce Strategy 2026–2030

Western Australia is experiencing strong economic growth and industry transformation, creating increasing demand for skilled workers across sectors including clean energy, defence, building and construction, advanced manufacturing, care, tourism and hospitality.

To inform the development of the *WA Workforce Strategy*, the Department of Training and Workforce Development undertook extensive consultation with industry, employers, union, training providers, Aboriginal organisations, government agencies and community stakeholders. This included industry roundtables, engagement with workforce and training advisory bodies, more than 60 written submissions and ongoing workforce modelling and labour market analysis.

The consultation identified key workforce challenges and opportunities facing Western Australia. While significant work is already underway to strengthen workforce supply, expand training opportunities and address skills shortages, stakeholders highlighted the importance of a coordinated and collaborative approach.

The insights gathered through consultation have helped shape the Strategy, providing a shared framework to build the skilled workforce needed to support economic growth, community wellbeing and long-term prosperity across the State.

wa.gov.au/waworkforcestrategy

# Purpose of this toolkit

This toolkit supports promotion of the *WA Workforce Strategy 2026–2030*, the WA Government's plan to grow workforce supply and training capacity across priority industries.

It contains communication materials and key messaging to help key stakeholders across industry, training and community raise awareness of the strategy, workforce opportunities and the coordinated actions needed to build the skilled workforce WA needs for the future.

Please download and share these resources with your networks to help promote the *WA Workforce Strategy* and workforce opportunities across Western Australia.

# Key messages

You can use these key messages to support your promotion of the *WA Workforce Strategy 2026–2030*.

- Western Australia is experiencing a period of significant economic growth. To realise these opportunities and maintain Western Australia's strong economy, the State needs a sustainable, skilled and productive workforce.
- The *WA Workforce Strategy 2026–2030* provides a coordinated plan to ensure Western Australia has the skilled workforce needed to support a growing and diversifying economy.
- The Strategy builds on significant State Government investment in skills and training, including fee free and low fee training, major TAFE infrastructure upgrades and Jobs and Skills Centres.
- Developed through extensive consultation with industry, employers, unions, training providers, Aboriginal organisations and community stakeholders, the Strategy reflects the workforce priorities and opportunities facing Western Australia.
- The Strategy provides a roadmap to help industry, government and the training sector respond to drive training and support the workforce needed in WA.
- A key focus of the strategy is focused growth of apprenticeships to meet workforce needs of existing and emerging industries, particularly priority sectors [construction, defence, clean energy, advanced manufacturing].
- The Strategy will help connect more Western Australians with training and employment opportunities linked to major investments in housing, infrastructure, clean energy, defence and advanced manufacturing.

# Supporting documents

Download supporting documents




**WA Workforce Strategy 2026–2030**

Download the *WA Workforce Strategy*.




**WA Workforce Strategy – Overview**

Download an overview of the Strategy.



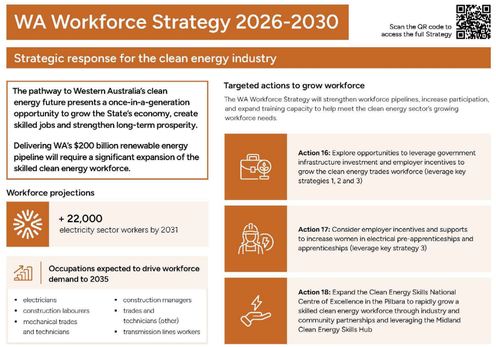

**WA Workforce Strategy – Plan on a page**

Download the plan on a page.

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# Supporting documents

Download supporting documents




## Clean energy

Download the strategic response for the clean energy industry.



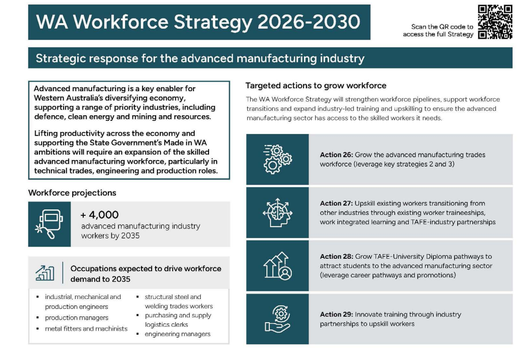

## Building and construction

Download the strategic response for the building and construction industry.




## Defence

Download the strategic response for the defence industry.




## Advanced manufacturing

Download the strategic response for the advanced manufacturing industry.

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# Supporting documents

Download supporting documents



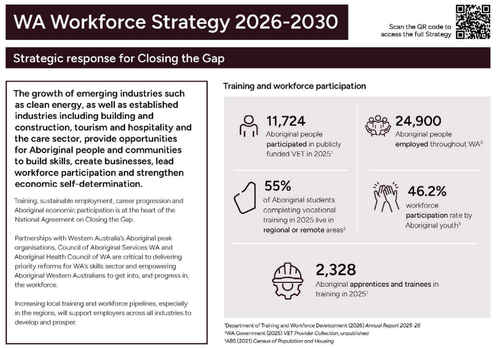

## Care

Download the strategic response for the care industry.




## Tourism and hospitality

Download the strategic response for the tourism and hospitality industry.




## Closing the Gap

Download the strategic response for Closing the Gap.




## Regions

Download the strategic response for the regions.

# Social media

Download social media tiles




**Post copy**

The WA Government has launched the WA Workforce Strategy 2026–2030, a five-year blueprint to ensure WA has the skilled workforce it needs to meet future demands.

Learn more: wa.gov.au/waworkforcestrategy

GOVERNMENT OF WESTERN AUSTRALIA

WA Workforce Strategy

What's planned for WA's **clean energy** workforce?

wa.gov.au/waworkforcestrategy

**Post copy**

The WA Government has launched the WA Workforce Strategy 2026–2030, a five-year blueprint to ensure WA has the skilled workforce it needs, including strategies to support WA's clean energy transition.

Learn more: wa.gov.au/waworkforcestrategy

GOVERNMENT OF WESTERN AUSTRALIA

WA Workforce Strategy

What's planned for WA's **building and construction** workforce?

wa.gov.au/waworkforcestrategy

**Post copy**

The WA Government has launched the WA Workforce Strategy 2026–2030, a five-year blueprint to ensure WA has the skilled workforce it needs, including strategies to support WA's priority building and construction industry.

Learn more: wa.gov.au/waworkforcestrategy

GOVERNMENT OF WESTERN AUSTRALIA

WA Workforce Strategy

What's planned for WA's **defence** workforce?

wa.gov.au/waworkforcestrategy

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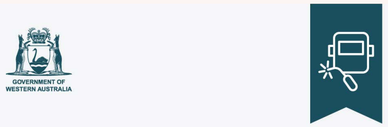
The WA Government has launched the WA Workforce Strategy 2026–2030, a five-year blueprint to ensure WA has the skilled workforce it needs, including strategies to support WA's defence industry.

Learn more: wa.gov.au/waworkforcestrategy

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# Social media

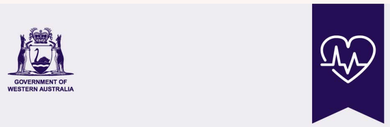
Download social media tiles




**Post copy**

The WA Government has launched the WA Workforce Strategy 2026–2030, a five-year blueprint to ensure WA has the skilled workforce it needs, including strategies to support WA's advanced manufacturing capabilities.

Learn more: wa.gov.au/waworkforcestrategy




**Post copy**

The WA Government has launched the WA Workforce Strategy 2026–2030, a five-year blueprint to ensure WA has the skilled workforce it needs, including strategies to support WA's care sector.

Learn more: wa.gov.au/waworkforcestrategy




**Post copy**

The WA Government has launched the WA Workforce Strategy 2026–2030, a five-year blueprint to ensure WA has the skilled workforce it needs, including strategies to support WA's tourism and hospitality industry.

Learn more: wa.gov.au/waworkforcestrategy

# News article

You can copy and paste this short article for use on your channels, such as newsletters and website.

## WA Workforce Strategy 2026–2030

The WA Government has launched the *WA Workforce Strategy 2026–2030*, outlining a coordinated plan to bring industry, government, the training sector and the community together to build the skilled workforce needed for Western Australia's diversifying economy.

As WA's economy continues to evolve, major projects, emerging industries and new technologies are creating demand for new skills and a larger workforce.

The Strategy provides a roadmap for WA to respond to these opportunities while ensuring Western Australians are equipped for the jobs of the future.

Informed by industry consultation, the Strategy identifies five priority strategies to strengthen workforce supply and training capacity and support the skilled workforce WA needs for the future.

A key focus of the Strategy is scaling apprenticeships to meet workforce needs, particularly in priority sectors including housing and construction, clean energy, defence, care, tourism, agriculture and advanced manufacturing.

To read the Strategy and find out more visit wa.gov.au/waworkforcestrategy.

This toolkit will be updated as new materials become available, visit wa.gov.au/waworkforcestrategy for all the latest resources.

# Copyright and contact


### Copyright

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- You are free to use and distribute the material.
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### Contact

If you have any questions about the Strategy or toolkit, please email: communications.marketing@dtwd.wa.gov.au