



SEAFOOD JOBS 

Final Report

Milestone 3

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Tasmanian Seafood Industry Council



Acknowledgements

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Tasmanian Seafood Industry Council

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This document has been derived from a template prepared by the Department of Premier and Cabinet, Tasmania. The structure is based on the *Tasmanian Government Project Management Guidelines*.

For further details, refer to www.egovernment.tas.gov.au

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1. Project performance evaluation

Seafood Jobs Tasmania is an online hub which facilitates a number of industry workforce needs, as identified in the Tasmanian Seafood Industry Workforce Plan, Implementation of a Tasmanian Seafood Industry Aquacard: A feasibility Study and Tasmanian Seafood Industry Workforce Profile-projects all funded through Skills Tasmania. These needs have evolved from a lack of coordinated workforce development within the seafood industry, combined with an ageing workforce. Seafood industry workforce needs can be categorized into three main areas:

1. The need to attract the next generation,
2. The need to retain a skilled workforce,
3. The need to maintain a skilled workforce that meets the growth of the sector,
4. The need to improve the professionalism of the industry.

The online hub was developed in partnership with Aged and Community Services Australia (ACSA), and attempts to address these workforce development issues. The site has been developed to 'roll out' in stages. The stage by stage process is integral to the professional and high impact nature of this platform, ensuring that each stage of the output is high quality and user friendly.

Planned changes to the project scope were identified early on in the project, with an initial budget and milestone revision tabled by the Grantor upon signing of the Deed. This allowed the project to be broken into stages, and facilitated project extension to the next round of funding (WDG Round 3 2017-18).

This report evaluates the first stage of the project, which focused on development- building and launching the site.

Objectives

The objectives of the project- Stage 1, as outlined in the project plan were:

- Improved transfer of information to prospective and current workers,
- Employers have improved ability to find the right profile of people to fill roles,
- Improved HR ability for small businesses and individual employer needs,
- More skilled workers,
- Promotion of seafood as a real career option,
- Improved collaboration between sectors and service delivery organisations,
- A platform that can easily be transferred to other Primary Industry Sectors.

The original project also discussed objectives around: integrating training within the site, facilitating linkages between workers and training providers, and interactive career maps. These objectives have now been moved to Stage 2 (please refer to WDGR 3 Grant Deed), and are beyond the scope of this work.

This is an innovative, proactive and modern workforce development model that is not met by current available resources or standards. It is also highly applicable to other primary industry sectors, and could be expanded if future needs change.

Reporting

Quantitative data was collected from the time the site went 'live'. The specific reporting period used in this report is 20th April to 20th June 2018. This two month window captures the site from live, to 'official launch', to submission of this milestone report. This time period can be referred to as the 'launch' phase of the project. Data collection will be ongoing.

The main method of data collection was via Google Analytics, a powerful analytics service that tracks and reports website traffic. Data was collated based on interactions with meta tags which exist within all site code. Further insights were collected from the site plugins, relating to sign-ups and active users. Real time and cumulative data were stored by the TSIC Project Officer at regular intervals. Data collected through Google Analytics is extremely valuable to concentrate marketing and communication activities, in addition to understanding user segments for both jobseekers and employers.

Ultimately, temporal increases in these metrics will indicate success for a number of the target outcomes identified above.

Data on jobseeker and employer matching success will be reported on in Stage 2, as it is too early to comment on these outcomes. Further marketing data is also being collected via social media and paid advertisements, which has not been presented in this report, but is useful for project management. Marketing data analysis is outside the scope of this report.

Analytics

1. Site Traffic

Data collected from Google Analytics for the reporting period.



Figure 1 Number of active site users over the reporting period

Table 1 Site statistics for reporting period

Users	Metric	Comments
New users	800	
Sessions	1,089	
Number of sessions per user	1.36	User return to site.
Page views total	4,622	
Avg. session duration (all devices)	00:04:23	Attention span of user.
Desktop avg. session duration	00:07:40	People spend more time on the site when viewing on a desktop
Bounce rate- from home page	43.53%	High bounce rate from home page is good- indicates people are clicking through to another page
Demographics		
Male users	53.9%	
Female users	46.1%	
Main age cohort	25-34 (28%)	Target segment: millennials
Device		
Mobile	425 (53.12%)	Most people access the site via mobile device
Desktop	318 (39.75%)	
Tablet	57 (7.12%)	
Sessions		
0-10 seconds	489 (home page landing)	Flow from home page (landing) to next page.
11-31 seconds	67	
31-60 seconds	108	
61-180 seconds	181	
181-600 seconds	136	
601-1800 seconds	70	
1801+ seconds	38	
Pages (Top 3)		
'Home' page views	1,505	Registration page is the second most viewed page after the home page.
'Register' page views	299	
'Job-listings' page views	286	

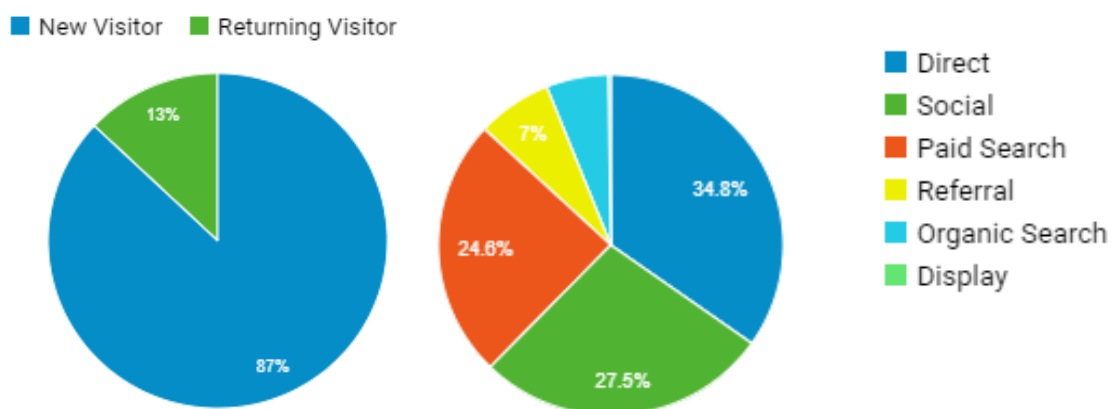


Figure 2 Site visitation

2. Active Users

Data collected via administrator on seafoodjobs.org. These users have signed up to the site, and have created accounts during the reporting period.

Table 2 Active site users

Sign-ups total	68
Jobseeker	55
Employer	13
Job postings	5
Jobseekers on Register	12 (have created online resumes)

3. Conversion Rate

Baseline site user conversion rates can be used for later comparison and reporting. This base rate is calculated for the reporting period.

$$\begin{aligned}\text{User conversion rate} &= \text{sign ups} / \text{new users} \\ &= 68/800 \\ &= 0.085 \text{ (8.5\%)}\end{aligned}$$

The user conversion rate gives an indication of the success of communication strategy, and 'inventiveness' to sign up once interacting with the site.

Outcomes

Outcomes, as reported in the Project Plan, against success:

Table 3 Outcome success

Target Outcome	Measure	Accountability	Success
<i>Improved transfer of information to prospective and current workers</i>	<i>Network online (Y/N)</i>	<i>TSIC, ACSA</i>	<i>Yes</i>
<i>Employers have improved ability to find the right profile of people to fill roles</i>	<i>Employers and employees signed up to network (increase from 0)- analytics</i>	<i>TSIC, ACSA</i>	<i>Yes, refer to Figure 1, Table 2 and site</i>
<i>Better linkages between workers and real training needs</i>	<i>RTO access to database, training provided (numbers)- analytics</i>	<i>TSIC, ACSA, STT</i>	<i>Moved to Stage 2 reporting</i>
<i>Improved HR ability for small businesses and individual employer needs</i>	<i>Increase in number of employers registered, number of placements found >0- analytics</i>	<i>TSIC, ACSA</i>	<i>Yes, refer to Table 2, to be reported further in Stage 2</i>
<i>More skilled workers</i>	<i>Number of registrants undertaking training via Network >0- analytics</i>	<i>TSIC, ACSA</i>	<i>Moved to Stage 2 reporting</i>
<i>Promotion of seafood as a real career option</i>	<i>Career information available, measured by views- analytics</i>	<i>TSIC</i>	<i>Yes, refer to Figure 1, Figure 2, Table 1 and site</i>
<i>Improved collaboration between sectors and service delivery organisations</i>	<i>Range of sectors represented on network-analytics</i>	<i>TSIC</i>	<i>Yes, refer to site and Seafood Directory</i>
<i>Improved responsiveness of training providers, with access to live data</i>	<i>RTO able to use network for elements of training, data build- analytics</i>	<i>TSIC, ACSA, STT</i>	<i>Moved to Stage 2 reporting</i>
<i>A platform that can easily be transferred to other Primary Industry Sectors</i>	<i>Network online and functional</i>	<i>TSIC</i>	<i>Yes, refer to site</i>

Outputs – materials developed

The following materials have been developed during Stage 1:

1. Website www.seafoodjobs.org (Home page, Figure 3)
2. Post-card hand outs (Figure 4). Distributed widely at meetings and to employers.
3. Employer toolkit. Including check list for employers, materials and instructional information.
4. Jobseeker welcome emails. Including instructional information.
5. Instagram account <https://www.instagram.com/seafoodjobs/>
6. Facebook account <https://www.facebook.com/seafoodjobs/>

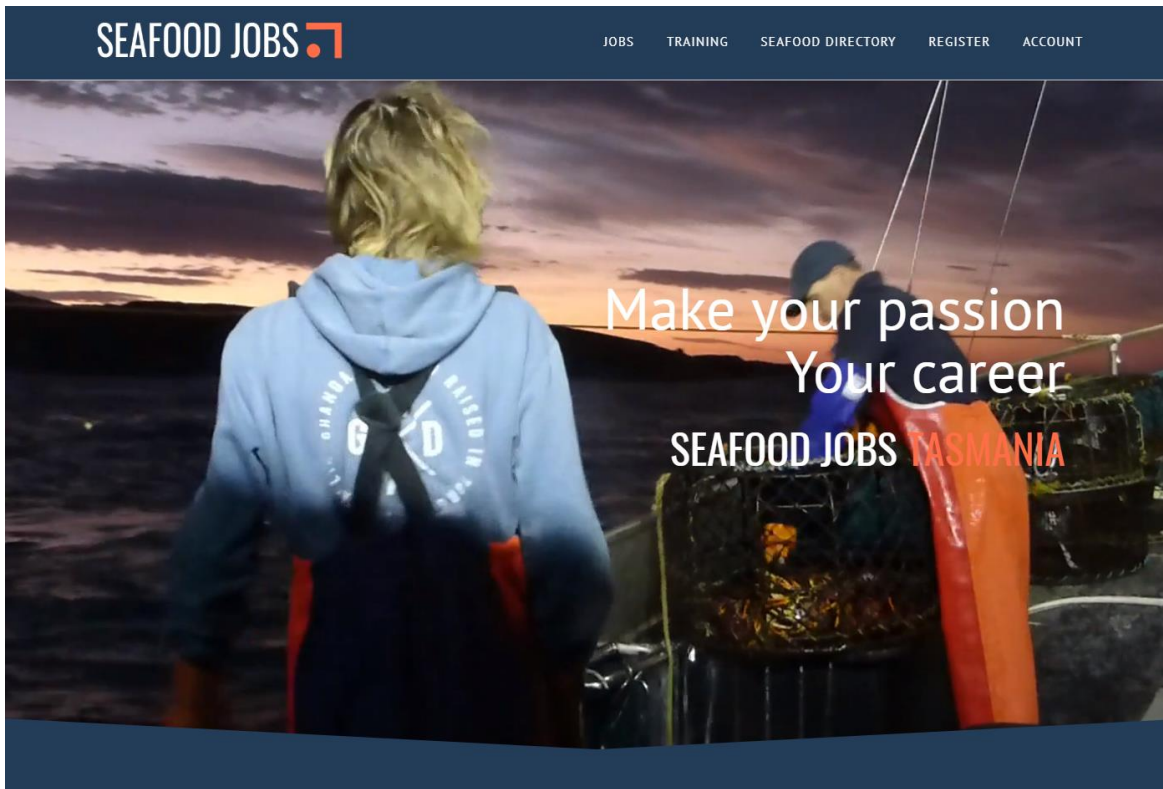


Figure 3 Home page of seafoodjobs.org



Figure 4 Postcard

Schedule

Whilst all elements of the project, State 1 have been delivered, far more time than was planned for was required from the TSIC Project Officer to develop the site. The structure of the site needed serious customization to meet the needs of the seafood industry, and the original ACSA model was completely re-developed. Funds that were allocated to marketing have been shifted to cover the costs of increased PO time and increased consultation time with developer (GlobalNet ICT), (Table 4).

This final milestone report has been delivered a month later than requested, as a result of the increased web development time:

PROJECT TIMEFRAME	SUBMITTED
MILESTONE 1	<i>June 2017</i> ✓
MILESTONE 2	<i>December 2017</i> ✓
MILESTONE 3	<i>May 2018</i> ✓

2. Project output quality evaluation

Discussion

TSIC has successfully delivered a high quality, user friendly hub, modelled off the ACSA site. The site has been customised extensively to meet the needs of the seafood industry, in addition to addressing the target outcomes of this project.

The data collected from Google Analytics and the user plugin for the 'launch' reporting period show that interested people are able to find, interact with, and navigate the site with ease (Table 1, Figure 2). During this early stage in the project, new users are key, as they discover and spread the word about the site. As the site matures, TSIC predicts that the percentage of returning visitors will increase.

Results show that early interaction with the site is strong, with promising feedback from users filtering through to the TSIC staff. TSIC will be able to discuss conversions in more detail as the site matures, and positions are filled. The site traffic performance is good, and from an objective point of view, can be used as a solid indication of predicted future performance. To date, all registered jobseekers on Seafood Jobs reside in Tasmania. Further, a large number of users are visiting the site via social media platforms, suggesting that target segments may be being effectively reached (Figure 2).

The five jobs currently advertised on Seafood Jobs represent just 2% of the potential number of jobs advertised in the seafood industry this year. This is based on an estimated maximum of 250 jobs advertised per year (refer to Progress Report).

Early project discussions, resulting from the salmon company 'questionnaire' enabled the TSIC PO to facilitate the functional needs of the key stakeholders into the site. As a result, salmon companies have shown huge support for the site, and have engaged their Marketing and Communications teams to develop content specifically for Seafood Jobs. This content will be visible on the site in the near future.

Formal meetings attended by the TSIC PO to present Seafood Jobs have involved:

- Creating my Careers expos in Burnie, Launceston and Hobart
- FRDC Inshore Fisheries subcommittee workshop (national level)
- Employment Service Provider forums in Burnie, Devonport and Hobart
- Sector group forums with Tasmanian Rock Lobster Fishermen's Association, Oysters Tasmania, Tasmanian Commercial Dive Association, Tasmanian Rock Lobster Processors Association, Tasmanian Salmonid Growers Association, TSIC Sector Group subcommittee.

Risk assessment

The TSIC PO effectively managed the project timeframe risk, which was not detrimental to the project delivery, but more detrimental to the final milestone reporting. The cost risk of this extended development was mitigated by the PO's personal web development and coding skills.

Further development

The development of the Seafood Jobs site is Stage 1 of a much larger project proposal. Stage 2 has been funded by Skills Tasmania WDG Round 3, and will enable the resulting project scope to be delivered.

Extension and Adoption

A lot of interest was generated for a nation-wide Seafood Jobs platform by other state seafood peak bodies. The capacity for this nation-wide extension and adoption by other states was planned for in the development phase. Further, extension to other Primary Industries (as outlined in the target objectives), has been planned for.

Project media coverage

- Tasmanian Country Hour (NW Tasmania) radio interview with Julian Harrington and Emma Woodcock- "New campaign to try and get more younger workers into the seafood industry" 8/6/18
- Official Launch in Devonport by Minister for Education and Training, Jeremy Rockliff MP
- The Examiner- "Seafood jobs cast out new online portal" 9/6/18
- The Mercury- "Fishing for staff online" 13/6/18
- Tasmanian Country- editorial and advertisement- "Innovation helps net jobseekers" 22/6/18
- Tasmanian Seafood Industry News Magazine Jun/Jul 2018
- Ultimate Careers Guide – scheduled 20/7/18