

Communications Kit

2025 Workforce Plan Launch

August 2025



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Media release

AUSMASA's 2025 Workforce Plan: Today's intelligence for tomorrow's automotive and mining workforce

The Mining and Automotive Skills Alliance (AUSMASA) has launched the *2025 Workforce Plan – Evolving Together* to help shape the future skills of industry.

The 2025 Workforce Plan identifies workforce and industry intelligence, with a focus on the mining and automotive occupation skills needed to sustain the workforce and our economy into the future.

Workforce planning is a core function of Jobs and Skills Councils. It includes identifying, forecasting, and responding to current, emerging, and future workforce challenges, skills shortages, and industry-level opportunities.

Collaboration and innovation are key to achieving the Australia's National Skills Priorities and Net Zero transition.

Read the full media release: <https://ausmasa.org.au/news-and-events/ausmasas-2025-workforce-plan-today-s-intelligence-for-tomorrow-s-automotive-and-mining-workforce/>

Download your copy of the *2025 Workforce Plan – Evolving Together*:
<https://ausmasa.org.au/workforce-plan/>

Register to attend a consultation session:
<https://ausmasa.org.au/news-and-events/national-consultations/>



AUSMASA's 2025 Workforce Plan: Today's intelligence for tomorrow's automotive and mining workforce

Media Statement - 5 August 2025

Media Release

Download

Register

Email communications (eNews)

Achieving a future-ready workforce

The Mining and Automotive Skills Alliance's (AUSMASA) 2025 Workforce Plan is here. The theme, 'Evolving together', reflects AUSMASA's commitment to collaborating and continuously innovating with our stakeholders.

Shaped by stakeholder insights, data analysis and robust intelligence, the 2025 Workforce Plan focuses on achieving a skilled workforce ready to overcome emerging challenges. Strong growth in the mining and automotive industries offers opportunities and challenges, including the drive to boost participation by women and First Nations people.

Insights from the 2025 Workforce Plan will also be the focus of a series of national industry consultation sessions.


You can download the 2025 Workforce Plan, read it, share it, and contribute to important conversations. Register to be part of important conversations around the key findings and emerging strategic thinking at an upcoming roundtable session.

Download your copy of the *2025 Workforce Plan – Evolving Together*:
<https://ausmasa.org.au/workforce-plan/>

Register to attend a consultation session:
<https://ausmasa.org.au/news-and-events/national-consultations/>

Download

Register



2025 Workforce Plan - Evolving Together

Our *2025 Workforce Plan* is here. The theme, 'Evolving together', reflects AUSMASA's commitment to collaborating and continuously innovating with our stakeholders.

Shaped by stakeholder insights, data analysis and robust intelligence, our *2025 Workforce Plan* focuses on achieving a skilled workforce, ready to overcome emerging challenges.

Strong growth in the mining and automotive industries offers opportunities and challenges, including the drive to boost participation by women and First Nations people.

We encourage you to download our *2025 Workforce Plan*, read it, share it, and contribute to one of our upcoming roundtable sessions.

We can evolve our industries, together.

Evolving together

Social media post – 2025 Workforce Plan

AUSMASA's 2025 Workforce Plan – *Evolving Together* is here!

The Mining and Automotive Skills Alliance's (AUSMASA) 2025 Workforce Plan is here. The theme, 'Evolving together', reflects AUSMASA's commitment to collaborating and continuously innovating with our stakeholders.

The 2025 Workforce Plan identifies issues impacting industry such as:

- retention and recruitment
- an ageing workforce
- gender diversity
- a workforce able to adapt to future technological change.

These sit alongside longer-term structural shifts, including decarbonisation, the transition to net zero, the Electric Vehicle Ecosystem, and sustainability.

The 2025 Workforce Plan intelligence will help inform your planning, towards building the best workforce for the future.

Please download and share <https://ausmasa.org.au/workforce-plan/>

#WorkforcePlan2025 #WorkforcePlan2025 #SkillsForTheFuture #Automotive #Mining #NetZero
#IndustryInsights #AUSMASA #JobsandSkillsCouncils #AutomotiveIndustry #MiningIndustry
#CareerOpportunities #Research #FutureReady #NationalSkillsPlan #CriticalMineralStrategy #Innovation
#Collaboration #GenderEquity #GreaterWorkforceDiversity #ClearVocationalPathways
#SovereignCapabilities

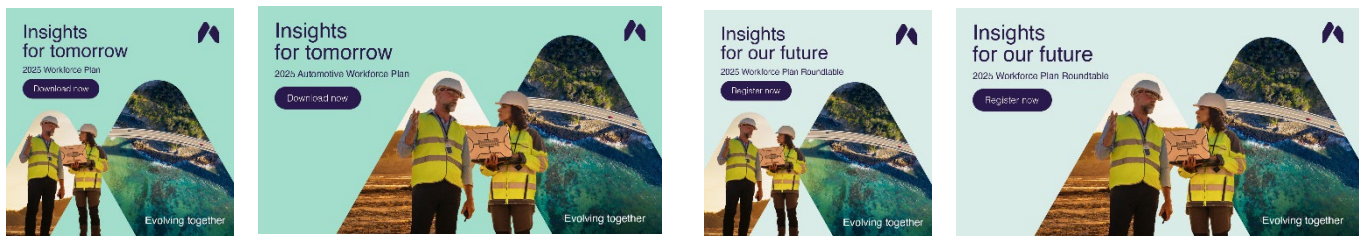


Repost AUSMASA's LinkedIn post

Creative assets – 2025 Workforce Plan

[Download assets here](#)

Social media posts



eDM



QR codes



Download the
2025 Workforce
Plan



Register to
attend a
consultation
session

Creative assets – 2025 Workforce Plan

Videos



Launch – FAQs

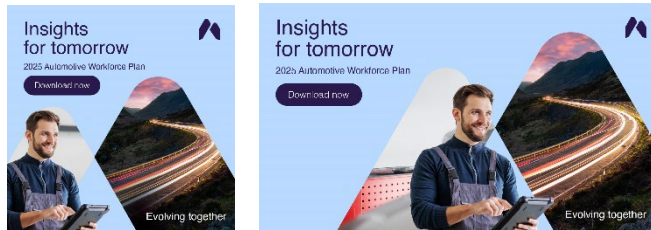


Launch

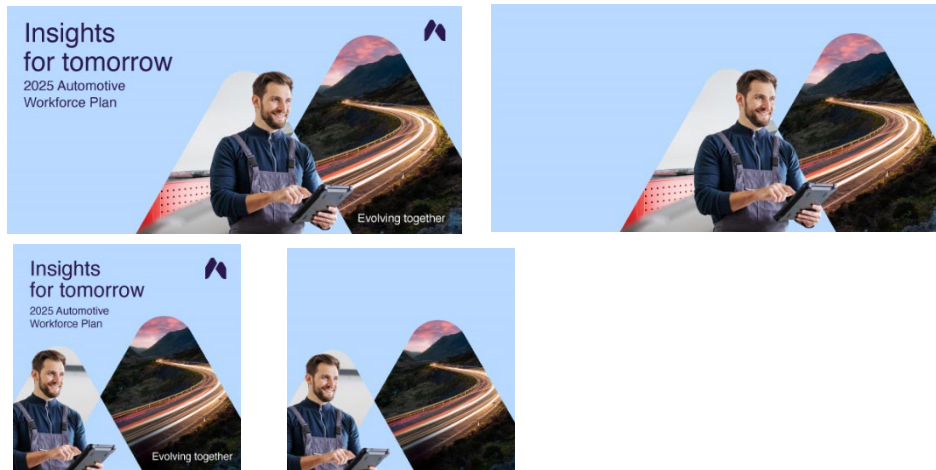
Creative assets – 2025 Automotive Workforce Plan

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Social media posts



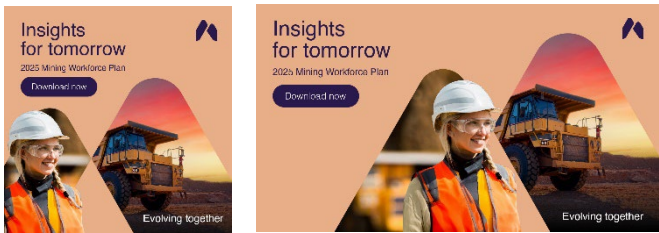
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Creative assets – 2025 Mining Workforce Plan

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Social media posts



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