

1 | Priorities

What are the Government priorities for employment?



Supporting more people into work

Reducing the number of people on Jobseeker Support benefit by 50,000 to 140,000 by 2030.



Reducing benefit dependency

Making sure people with challenges have better opportunities in life.



Intervening early

Fewer children living in benefit dependent households and fewer young people on welfare.

2 | Strategy

What is our Strategy?

The 2025–2028 Employment Investment Strategy guides decision making about which clients to allocate to employment support and which programmes to invest in based on people’s employment support needs, evidence of what works best for them, their distance from the labour market and value for money.

The Strategy supports MSD to be more targeted and efficient with our investment to help us to achieve the Government priorities for employment.

The Strategy is complemented by the Employer Operating Model.

Who will we work with?

We will focus support for people who are on a benefit, particularly for those on Jobseeker Support benefit and some people on Sole Parent Support benefit who could move into work with the right support.

The approximate proportion of investment will be:

75% Jobseeker Support
25% Sole Parent Support

Distance from the labour market is an approach to understanding and prioritising the services and supports we provide to our clients.

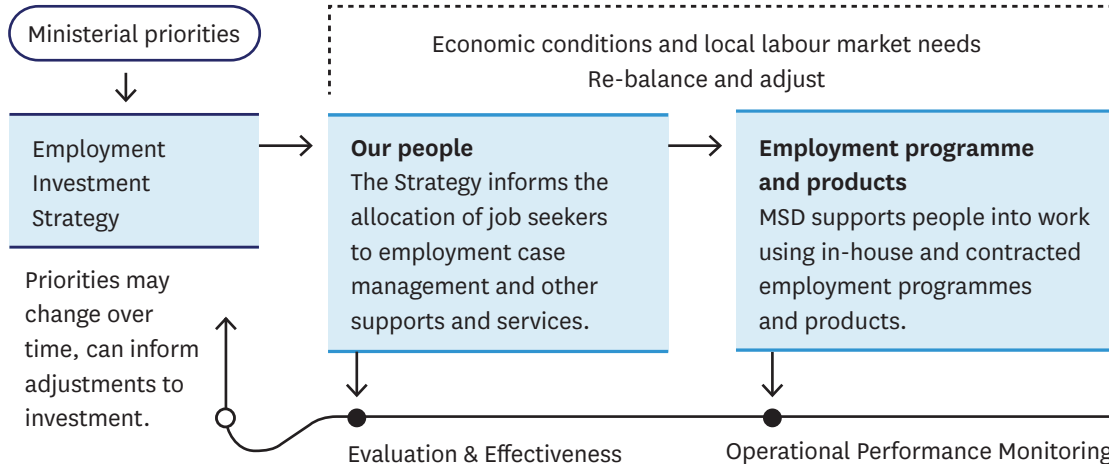
Distance from the labour market

50–60% Close
20–30% Medium
10–20% Far

We will balance investment and provide a range of support for those who are closer to or further away from the labour market. The approximate allocation of investment will be:

This allocation will be reviewed annually and adjusted based on the latest evidence.

MSD’s employment investment approach



3 | Shift and monitor

How will we shift and monitor employment investment?

The Strategy will support MSD’s frontline to shift investment through allocation of clients to case management and employment interventions under the Improved Employment and Social Outcomes Support Multi-Category Appropriation.

Investment shifts may vary regionally to support local labour market needs and as economic conditions change over time.



Implement

Shift employment case management to replace clients from caseloads if they do not need the support or if they are not responsive to it.

Develop

Develop our evidence base and analytics to find the best mix of interventions to support clients into work for the best value for money.

Refine

Continuous monitoring of outcomes for clients and the effectiveness of our employment investment and making adjustments based on this.

How will we know we are making a difference?

Monitor the shift in investment (who is getting which support) and the outcomes achieved.

Evaluate the effectiveness of our employment investment over time and make adjustments to get the best value.

Report quarterly on the Jobseeker reduction target and related indicators such as work exits and employment outcomes.

Report annually with supporting analysis of longer-term trends, including people’s estimated average future years on benefit.