

Local Jobs Plan

Goulburn Murray

Victoria

November 2021

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The Department of Education, Skills and Employment acknowledges the traditional owners and custodians of country throughout Australia and acknowledges their continuing connection to land, water, and community. We pay our respects to the people, the cultures, and the elders past, present and emerging.

The Local Jobs Program

As part of supporting Australia's economic recovery from the COVID-19 pandemic, the Australian Government's Local Jobs Program (LJP) brings together expertise, resources, and access to funding at the local level to accelerate reskilling, upskilling and employment pathways in 51 Employment Regions.

Recognising the importance of local knowledge in getting people back into jobs quickly, the LJP includes the following key elements in each region:

- a local Employment Facilitator
- a Local Jobs and Skills Taskforce
- a Local Jobs Plan
- a Local Recovery Fund to support small scale activities
- access to the National Priority Funding Pool.

The Taskforces, each chaired by the respective region's Employment Facilitator, develop, and update a Local Jobs Plan for their region that identifies key employment and training priorities and provides a framework for driving employment outcomes in the context of the local labour market.

This Local Jobs Plan for the Goulburn Murray Employment Region identifies the key LJP priorities with a focus on creating employment opportunities, actively upskilling, or reskilling local job seekers and meeting local employer demands.

Key employment and training priorities

- 1. Utilise existing Australian, State, and local government programs, to create pathways into employment in growth industries, particularly Agriculture, Viticulture, Health Care and Social Assistance, Hospitality, Tourism, Education and Construction sectors.
- Broker opportunities for youth skill development and employment, including apprenticeships, traineeships, micro-credentialling, work experience and work placements for entry into a range of sectors such as Hospitality, Tourism, Retail and Manufacturing.
- 3. Maximize the extent to which local positions are filled by local job seekers, to re-invigorate the local economy and industry.
- 4. Boost employment and training opportunities for Aboriginal and Torres Strait Islander jobseekers in collaboration with local Indigenous organisations.
- 5. Work with Industry to develop strategies that address seasonal worker shortages.
- 6. Identify pathways for local job seekers to be upskilled to meet needs of major projects, including infrastructure works planned throughout the region.
- 7. Support job seekers, in particular people with disability, culturally and linguistically diverse cohorts, mature age and youth, which align with local labour market needs.

Employment Region overview

The Goulburn Murray Employment Region (ER) is surrounded by the Murray Riverina ER to the north, the Bendigo and Wimmera Mallee ER to the west, Gippsland ER to the Northeast of Melbourne. The major towns include Shepparton, Echuca, Benalla, Wangaratta, Seymour, Cobram, Yarrawonga, Wodonga, Albury, Mansfield, Myrtleford, Bright, Beechworth, Corryong, and Kilmore.

The ER is primarily rural with several major regional service centres based in the larger towns of Shepparton, Echuca, Wangaratta, Albury, and Wodonga. The region is undergoing significant change in population and economy with a high migrant and Indigenous populations located in Shepparton, Wodonga and Echuca. A substantial number of city dwellers have also relocated to regional areas due to extended metro COVID-19 lockdowns and impacts to their employment.

The Goulburn Murray ER includes 14 local government authorities – Greater Shepparton, Campaspe, Strathbogie, Benalla, Wangaratta, Wodonga, Albury, Moira, Indigo, Alpine, Mitchell, Murrindindi, Mansfield and Towong.

The City of Greater Shepparton in the heart of the Goulburn Valley is the fourth largest provincial centre in Victoria. This municipality has a diverse population, with a large migrant and Indigenous population. Greater Shepparton is known as the 'food bowl of Australia,' producing high quality fruit, vegetables, and agricultural goods. The area is a major fruit and vegetable processing centre, with two large canneries. There are also large dairy processing facilities located in and around Shepparton, providing products for both local consumption and exporting. Greater Shepparton as an example has a huge multicultural community, arguably the largest multicultural community within a regional centre within Australia.

The City of Wangaratta's key geographical location is a draw card, with industries wanting to take advantage of its proximity to Melbourne and major road and rail corridors. As a result, the rural city of Wangaratta is home to major manufacturing, transport and distribution activities and is the regional headquarters for several state government agencies. It is also a hub for industries such as viticulture, cheese making and tourism, making it a diverse economy. All these industries bring with them significant retail opportunities in and around the city, as well as a range of health providers.

The cities of Albury and Wodonga are major regional centres situated on either side of the bridge over the Murray River. The two towns occupy a key strategic location along the NSW major east coast transport corridor and function as an intermodal freight hub. The towns are also home to major service infrastructure including hospitals, airports, retails businesses and educational institutions. Health care and social assistance is the primary employment industry in Wodonga, followed by education and training, construction, public administration and safety, and the Department of Defence.

Campaspe Shire is located 180 km directly north of Melbourne on both the Murray and Goulburn Rivers. It is a popular tourist and retirement destination. Major centres include Echuca, Kyabram, and Rochester. The main industries include dairy, tourism, food processing, cereal cropping, sheep/wool, aquaculture, floriculture, and viticulture.

Moira Shire is bounded by the Murray, Goulburn, and Ovens Rivers, and is about three hours' drive north of Melbourne. The shire's economic base is provided through primary industries. The region is

a major fruit, dairying and beef district with growing tourism and manufacturing sectors. It is a popular holiday and retirement area, incorporating a large part of the Murray Valley.

Benalla Rural City is 193km north-east of Melbourne. The current population of Benalla Rural City is 14,024, with approximately 9,000 living in the Benalla urban area and the remainder living in and around our smaller towns. Benalla Rural City is divided by the Hume Freeway with hills, valleys, grazing land, and forests to the south and plains used as cropping and grazing land to the north. The largest employing industries are health, manufacturing, and agriculture. The main health sector Goulburn Murray Local Jobs Plan – July 2021 4 employers include Benalla Health, Royal Freemasons Benalla Care Home, Estia Health and Cooinda Aged Care. The manufacturing sector includes Thales Australia, D & R Henderson Pty Ltd, Schneider Electric (Australia) Pty Ltd and LS Precast. The major agricultural industries include prime lamb and beef production, dairy and broad acre cropping. Benalla Rural City offers a range of primary and secondary schools, a TAFE college, comprehensive health services and participation opportunities including sport, music, wine, and art. Benalla Rural City has well developed disability, aged and childcare services. Some of the main visitor attractions include Winton Motor Raceway, Benalla Art Gallery, Winton Wetlands, and the Silo Art Trail.

Indigo Shire is 270 km north-east of Melbourne, bordering the Murray River, Australian Alps and the municipalities of Wodonga, Wangaratta, Towong, Alpine and Moira. It is rural in nature with supporting services in small towns. The shire's economy is based on value-adding to local primary produce of the region, especially milk, cereals, and grapes. Tourism is also important in the Rutherglen wine producing area and the historic townships of Beechworth, Chiltern and Yackandandah attracts many visitors. The main industries include flour mill and cereal food manufacturing, agriculture, other food manufacturing, beverage, and malt manufacturing. Residents also commute to Wodonga and Wangaratta for employment.

Towong Shire is a relatively unpopulated area. The economy of the shire is based around primary production, particularly agriculture and forestry. There are many small towns in the municipality, such as Corryong and Tallangatta, which service these industries.

The Alpine Shire is about 300 km northeast of Melbourne and 70 km south of Albury/Wodonga, with a land area covering 4,790 square kilometres. The Shire's economy is based on tourism, forestry, and agriculture. Mansfield Shire is located about 180 kms northeast of Melbourne. The main town is Mansfield. The surrounding smaller settlements only have small numbers of permanent residents but swell considerably during holidays. Natural attractions include Mount Buller, Mount Stirling, parts of Lake Eildon and Alpine National Parks and the Great Dividing Range. The main industries are tourism, farming (seed, sheep, and cattle), light industry, light manufacturing, related timber industries and retail farming.

Murrindindi Shire is situated on Melbourne's peri-urban fringe. The Shire spans 3879 square kilometres and encompasses the rural townships of Alexandra, Eildon, Kinglake, Marysville, and Yea. The Shire benefits from tourist attractions such as Lake Eildon, national parks, the Great Victorian Rail Trail, and access to Victoria's snowfields. Most of the land in the Shire is classified as agricultural and agribusiness, encompassing beef production, forestry, fishing, and horticulture form key industries, as does tourism.

Strathbogie Shire is a rural municipality in north central Victoria. The Strathbogie Ranges are located to the east, the Goulburn River to the south and the Hume Freeway runs through the middle of the

municipality. The Strathbogie Shire has a rural economic base of wool, grain and cattle production, extensive vineyards at Nagambie and throughout the Strathbogie Ranges and a wide range of intensive cool climate horticultural enterprises.

Strategically located just 40 kilometres north of Melbourne, **Mitchell Shire** is Victoria's fastest growing municipality. As an interface growth area, it offers a mix of rural and urban living with affordable housing and a diversity of lifestyle and housing choices. Mitchell Shire has an estimated population of 49,000. By 2041 it is expected that 170,000 people will call Mitchell home. It is anticipated that most of this growth will occur in and around the southern townships of Beveridge, Kilmore/Kilmore East, and Wallan. A high commuter workforce will rely heavily on regional rail and road networks to travel to and from work. Key employers within the shire include Department of Defence and Ventia within the Puckapunyal Military Area, Nestle in Broadford, local council, hospitals, health services, schools, and childcare.



Goulburn Murray Employment Region Map

Key challenges in Goulburn Murray Employment Region

The 14 Local Government Areas (LGA) in the Goulburn Murray Employment Region have their own distinct demographics and challenges. Given this, local solutions may vary and may best be considered at an individual LGA level. Current key challenges in the region include:

- Public transport across the region is not always available due to the geographical distances between city and town centres. For job seekers without a driver's license or their own reliable transport, this can present challenges in accessing job opportunities and maintaining employment.
- Lack of affordable housing, in part driven by the COVID-19 pandemic, has resulted in few affordable rental opportunities close to larger populated areas. This has caused increased levels of housing instability and homelessness, as well as necessitated people moving further away from key locations, further impacting transport issues.
- The seasonal workforce has been impacted due to the COVID-19 pandemic and associated border closures. Agricultural producers rely heavily on domestic and international workers to meet demand and are continuing to face a dramatic shortfall in workers. As border restrictions are lifted, there will be opportunities to provide support to this Industry.
- The hospitality/tourism sector has seen entry level roles such as cooks, front of house, bar and wait staff move to employment less likely to be impacted by COVID therefore creating shortages in the industry.

Youth

As of September 2021, the youth unemployment rate in the Goulburn Murray Employment Region was 7.6 per cent, an improvement of 5.6 percentage points compared to March 2020. Although youth unemployment for the region is lower than the National rate, it continues to present its challenges within the region including disengagement of youth job seekers.

The hospitality, tourism and retail sectors were significantly impacted by COVID-19 restrictions, being unable to operate to full capacity and in many cases closing or operating at reduced levels. A proportion of young people are most likely to work in these impacted sectors which have been disproportionately affected by the pandemic. There could be opportunities to broker employment for young people to be engaged or re-engaged in the retail and hospitality sectors as the economy recovers.

The National Skills Commission Internet Vacancy Index data Oct 2021 suggests Sales Assistants, General Clerks, Labourers plus Aged and Disabled workers are listed in the top five advertisements by occupations. Connecting youth (and keeping them connected) to services and employers, including retail, will play a vital role in driving down youth unemployment and youth disengagement in the Goulburn Murray ER. This could also be obtained through focusing on jobs and skills in demand and brokering apprenticeships and traineeship opportunities for this cohort.

Mature Age

Prior to COVID-19 mature aged job seekers were already experiencing challenges with securing and retaining employment opportunities in a competitive market. Post COVID-19, it is expected these challenges will remain.

The majority of LGAs within the Goulburn Murray region have a high proportion of mature aged residents. Across the region, mature aged job seekers (50 years and above) make up approximately 30 per cent of the job seekers registered with Australian Government employment services jobactive.

The number of mature aged people in the ER has increased by 42.1 per cent since March 2020 and the Local Jobs Program will focus on ways to increase opportunities to transition mature aged workers into growth industries.

Culturally and Linguistically Diverse (CALD)

Victoria is home to one of the most culturally diverse societies in the world and is also among the fastest growing and most culturally diverse states in Australia. The Goulburn Murray ER has a large migrant population, with cultures originating from Europe, Asia, Africa and the Middle East.

The Mitchell Shire, City of Wodonga and Greater Shepparton continue to attract migrants to the region, with moderate growth reported in the 2016 Census. Shepparton, in particular, has a large CALD community, one of the largest in regional Australia. All levels of government, industry and community leaders work together to assist the integration of the cohort into their community.

The availability of affordable housing, including public housing, established settlement programs, cultural connections and community clusters has contributed to the higher CALD populations such as Shepparton when compared to the smaller LGAs in the region.

Aboriginal and Torres Strait Islander people

Shepparton and Mooroopna have the largest Indigenous population in regional Victoria. There are also large Indigenous settlements along the Murray River, including Wodonga and Echuca. These areas have strong Indigenous service networks and liaising and collaborating with local Indigenous organisations will be key in developing strategies that increase engagement in training and employment aligned to local opportunities.

Impacts of COVID-19

The COVID-19 pandemic has had a widespread impact on the region's economy, which heavily relies on domestic and international travelers. Retail, hospitality, and accommodation businesses have been affected by the collapse in demand for services, particularly in tourist destinations along the Murray River and Alpine Regions.

Domestic and international border restrictions have affected employers and workers in the food and fibre industry with fewer overseas seasonal workers available to meet the needs of local growers. Significant restrictions on exports and changed conditions in domestic markets have also negatively impacted local food production and manufacturing businesses, leading to staff being stood down, laid off or having reduced hours.

Other industry sectors have also experienced job losses due to COVID-19, including retail and industries regarded as non-essential. Workers stood down or made redundant during periods of lockdown have moved into other industries that demonstrated job security or, have remained unemployed. There is an opportunity for transitioning workers, largely aged 45 and over, to be reskilled and upskilled for opportunities in priority industry sectors.

Some employers have experienced a growth in business, such as health care, manufacturing, food production and transport but employers face a significant skill and/or labour shortage to meet their operational requirements and customer demand.

Local stakeholders and opportunities

The Goulburn Murray ER hosts a wide range of employer and training organisations that will present opportunities for engagement to broker skill development and employment initiatives. Leveraging all 14 local government councils in the Goulburn Murray ER will be vital in meeting the varying labour market demands across the region and to provide opportunities for job seekers.

The Goulburn Murray ER is a cross border ER delivering employment services across the NSW and Victoria Albury Wodonga border. The ER has three job active providers who deliver employment services, these are CVGT Australia, MADEC Australia and Sureway Employment & Training Pty Ltd. Other programs include:

- Transition to Work (TtW) delivering intensive employment services to youth
- Parents Next supporting parents to prepare and return to work
- Harvest Trail Services connect workers with employers in harvesting areas across Australia. Workers can mix work with travel and learn new skills or start a career in agriculture
- Supporting the Harvest Trail Services is the Harvest Trail Information Service, which provides comprehensive up-to-date information about harvest work opportunities. Harvest Trail Information Service is a national service covering Australia in its entirety
- New Business Assistance with NEIS providing self-employment opportunities
- Career Transition Assistance to help mature aged people to build confidence and skills
- Employability Skills Training to provide intensive pre-employment training and help young people become job ready

There will be opportunities to work with New South Wales and Victorian State governments by leveraging new and existing programs by partnering with employment service providers, industry, vocational education, and training providers to help support the economic recovery.

The Victorian State Government's Jobs Victoria Services include Career Counsellors, Mentors and Advocates including Qualify, Westvic Staffing Solutions, Rumbalara Football Netball Club, The Centre for Continuing Education, Uniting, the Work and Learning Centre in Shepparton and Wodonga TAFE.

Other Australian Government programs include Vocational Training and Employment Centre (VTEC), Disability Employment Services, National Disability Insurance Scheme (NDIS), Australian Apprenticeship Support Network (AASN).

New South Wales and Victorian Education providers include TAFE NSW Albury, Charles Sturt University, Go TAFE, Wodonga Institute of TAFE, the Academy of Sport Health and Education, Latrobe University and the Local Learning and Employment Network. Several labor hire and private recruitment companies also operate in the region.

There are a number of not-for-profit organisations that can be connected with to offer a range of social and other supports to local job seekers.

Existing Regional Plans and Programs

This Local Jobs Plan intends to leverage and build on existing regional plans and programs to help move as many people as possible into work or training as quickly as possible. Some of these include:

- Victorian Government Regional Economic Development Strategy
- Report to Infrastructure Victoria

- Regional Development Australia Regional Development Victoria (rdv.vic.gov.au)
- Australian Government Regional Recovery Partnerships Fund
- Australian Government Building Better Regions Fund
- Albury 2030 Albury Community Strategic Plan
- Two Cities One Community Albury Wodonga
- Albury Wodonga Regional Deal
- Campaspe Shire Council Economic Overview
- Greater Shepparton 2030 Strategy
- Rural City of Wangaratta Development
- Greater Shepparton Economic Development, Tourism and Major Events.

Large Employers

Health Care and Social Assistance is the largest employing industry in the Goulburn Murray ER, followed by Manufacturing, Agriculture, Forestry and Fishing, Construction and Retail Trade. The ABS Labor Force Survey, Detailed, four quarter averages Feb21, suggests Health Care and Social Assistance experienced the largest growth for the period from February 2020 to February 2021, increasing 4.4 per cent, followed by Construction increasing 2.8 per cent.

Opportunities to engage for employment openings should be explored for job seekers and skilled workers displaced by COVID-19. These include, but are not limited to:

- Health Care and Social Assistance Goulburn Valley Health, Albury Wodonga Health, Echuca Regional Health
- Manufacturing Pental Soap, SPC Ardmona, Visy Food, Unilever, Campbells Soup, Cannatrek, Mars Petcare, Freedom Foods Shepparton.
- Agriculture, Forestry and Fishing Harvest Trail Services, Tatura Milk Industries, ACM Dairy, Brown Brothers, Saputo
- Construction Echuca Moama Bridge project, Rail Upgrades, Echuca Riverfront development, Yarrawonga Waterfront Development, Shepparton High School development, Go TAFE's Health and Community Services training facility in Seymour, Albury Entertainment Centre improvements
- Retail Trade Big W, Kmart, Bunnings, Coles, Woolworths

Selected Major Projects/Initiatives

The Goulburn Murray ER has a pipeline of infrastructure and construction projects which have commenced or are in the planning or approval stages. These projects attract public and private investment and provide economic, employment and skills development opportunities for the region. Skills development and labor supply initiatives will be important to ensure that skills and labor needs are met, and that local people will be beneficiaries of local job creation and investment. Projects/Initiatives commenced or planned for the region include:

- Bypassing Shepparton project. The Federal Government has committed \$208 million for stage 1.
- Maude St Mall Redevelopment \$17 million
- Redevelopment of Goulburn Valley Health \$58 Million
- Shepparton Sports and Events Centre \$18.5 Million
- Munarra Centre for Regional Excellence \$23 Million

- Baranduda Fields Sporting Complex Stage 1 \$10.4 Million, Stage 2 \$9.5 Million, start late 2019
- Albury Entertainment Centre improvements \$18.5 Million
- Echuca Moama Bridge \$323.7 million
- Cannatrek medicinal cannabis cultivation and manufacturing facility \$160 Million, start date 2022.
- Tongala Abattoir expansion \$50 Million, start date August 2021.
- Shepparton Rail upgrades stage 3. Federal Government Committed \$320 Million.
- Tottenham to Albury rail upgrade
- Shepparton High school redevelopment (nearing completion)

Attachment A – Key employment and training priorities: strategies and stakeholders

1. Use existing Australian, State, and local government programs, to create pathways into employment in growth industries, particularly Agriculture, Viticulture, Health Care and Social Assistance, Hospitality, Tourism, and Construction sectors.

Strategies:

- Promote existing programs to enhance local employment and training opportunities.
- Engage with employers to create pathways to employment in the region.

Stakeholders:

Employment Facilitator Team, Goulburn Murray Local Jobs and Skills Taskforce, Local, State and Australian Government Programs, Employment Service Providers, Registered Training Organisations, peak industry bodies and local employers.

2. Broker opportunities for youth skill development and employment, including apprenticeships, traineeships, micro-credentialling, work experience and work placements for entry into a range of sectors such as Hospitality, Tourism, Retail and Manufacturing.

Strategies:

- Promote the use of existing programs to generate opportunities for youth.
- Identify existing training opportunities that align with current local employment needs.
- Engage with employers and industry to identify apprenticeship, traineeship and job placement opportunities.

Stakeholders:

Employment Facilitator Team, Goulburn Murray Local Jobs and Skills Taskforce, Local, State and Australian Government Programs, Employment Service Providers, Registered Training Organisations, peak industry bodies, local employers and community organisations.

3. Maximize the extent to which local positions are filled by local job seekers, to re-invigorate the local economy and industry.

Strategies:

- Work with Industry to identify local opportunities in employment and training.
- Engage with stakeholders to identify skills gaps and develop solutions.

Stakeholders:

Employment Facilitator Team, Goulburn Murray Local Jobs and Skills Taskforce, Local, State and Australian Government Programs, Employment Service Providers, Registered Training Organisations, local employers and community organisations.

4. Boost employment and training opportunities for Aboriginal and Torres Strait Islander jobseekers in collaboration with local Indigenous organisations.

Strategies:

- Promote the use of existing programs and initiatives available for Indigenous job seekers.
- Engage with local Indigenous organisations to develop strategies to improve engagement in training and employment opportunities.

Stakeholders:

Employment Facilitator Team, Goulburn Murray Local Jobs and Skills Taskforce, Local, State and Australian Government Programs, Employment Service Providers, Registered Training Organisations, local employers and Indigenous organisations.

5. Work with Industry to develop strategies that address seasonal worker shortages.

Strategies:

- Collaborate with stakeholders to develop solutions to meet seasonal worker shortages.
- Work with Employment Service Providers to improve job seeker engagement in seasonal industries.
- Promote seasonal worker initiatives to employers and Industry across the Region.

Stakeholders:

Employment Facilitator Team, Goulburn Murray Local Jobs and Skills Taskforce, Local, State and Australian Government Programs, Employment Service Providers, Registered Training Organisations, peak industry bodies, local employers and community organisations.

6. Identify pathways to which local job seekers are skilled to meet the needs of major projects, including infrastructure works planned throughout the region.

Strategies:

- Collaborate with Registered Training Organisations and Industry to ensure current and future workforce demands are aligned with training opportunities to support future projects.
- Work with employers to identify apprenticeship and entry level opportunities to meet the needs of major projects.

Stakeholders:

Employment Facilitator Team, Goulburn Murray Local Jobs and Skills Taskforce, Local, State and Australian Government Programs, Employment Service Providers, Registered Training Organisations, local employers and peak industry bodies.

7. Support job seekers, in particular people with disability, culturally and linguistically diverse cohorts, mature age and youth that align with local labour market needs.

Strategies:

- Work with Industry to develop solutions to increase youth and mature age engagement in employment and training opportunities.
- Collaborate with Employment Service Providers, Community Organisations, and Industry to reengage CALD, youth and mature age cohorts.
- Engage with organisations to promote employment and training opportunities.

Stakeholders:

Employment Facilitator Team, Goulburn Murray Local Jobs and Skills Taskforce, Local, State and Australian Government Programs, Employment Service Providers, Registered Training Organisations, peak industry bodies and local employers.

Attachment B – Labour Market Data Dashboard (October 2021)

