



Australian Government

**Workforce
Australia**
Local Jobs

Local Jobs Plan

Barwon Employment Region

Victoria

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The Department of Employment and Workplace Relations acknowledges the Wadawurrung and Eastern Maar peoples as the Traditional Owners and Custodians of this region 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.

Preface

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 Barwon Employment Region identifies the key LJP priorities with a focus on creating employment opportunities, actively upskilling or reskilling local participants and meeting local employer demands.

Local Jobs Program Key Priorities: Barwon Employment Region

1. Maximise the benefits of existing Australian, Victorian, and Local government programs, to create pathways to employment in current and growth industries, focusing on Health Care and Social Assistance, Retail Trade, Construction, Manufacturing, Education and Training, and Hospitality and Tourism sectors.
2. Maximise the extent to which local positions are filled by local participants, to meet the needs of major infrastructure projects. Generate opportunities for skill development, through Apprenticeships, Traineeships, and skills training in partnership with local tertiary education providers and business. Maximise the extent to which local positions are filled by local participants, to meet the needs of major infrastructure projects.
3. Reduce barriers to participation and employment for vulnerable cohorts, including long term unemployed, parents returning to the workforce, culturally and linguistically diverse and refugee backgrounds, people with a disability, youth, and mature age.
4. Boost employment and training opportunities in priority areas among the Aboriginal and Torres Strait Islander population in collaboration with and led by local Indigenous organisations.
5. Facilitate and support the transition of workers to participate in the workforce following COVID, including through self-employment, increasing hours of employment for those who want to work more, and exploring flexible work options to assist with industry recovery.

A detailed description of these key priorities, the strategies to address these and a list of key stakeholders is included in Attachment A of the Local Jobs Plan, which have been developed in consultation with the Local Jobs and Skills Taskforce.

Barwon Employment Region overview

The Barwon Employment Region (ER) is located 75 kilometres south-west of Melbourne. The close proximity has presented the opportunity for a significant portion of the population to have a labour market interaction with metropolitan Melbourne and increased the accessibility of commuting to Melbourne for work purposes.

The Barwon ER encompasses the Local Government Areas of the City of Greater Geelong, Surf Coast, Borough of Queenscliffe Shire and Golden Plains Shire.

Geelong is the largest regional city in Victoria and serves as the major centre for many of the surrounding areas providing diverse employment opportunities. The largest employing industries are Retail Trade, Health Care and Social Assistance, Manufacturing, Construction, and Education and Training. With large employing industries, Geelong is experiencing growth in knowledge-intensive industries including professional services, finance and insurance, advanced materials manufacturing, research, and development, cleantech, engineering, agribusiness and innovative creative and cultural activities.

Geelong is also the location for many new and emerging industries, including carbon fibre manufacturing and ICT-based businesses. Geelong is building a reputation as a centre of excellence for specialised research, with Deakin University and CSIRO performing an integral role. Significant future population growth is occurring in Armstrong Creek, while the City of Greater Geelong is also planning for new growth areas to the north and west of existing urban areas. Significant investment is also occurring in the Geelong CBD, which is assisting in the revitalisation of the regional city that services much of western Victoria.

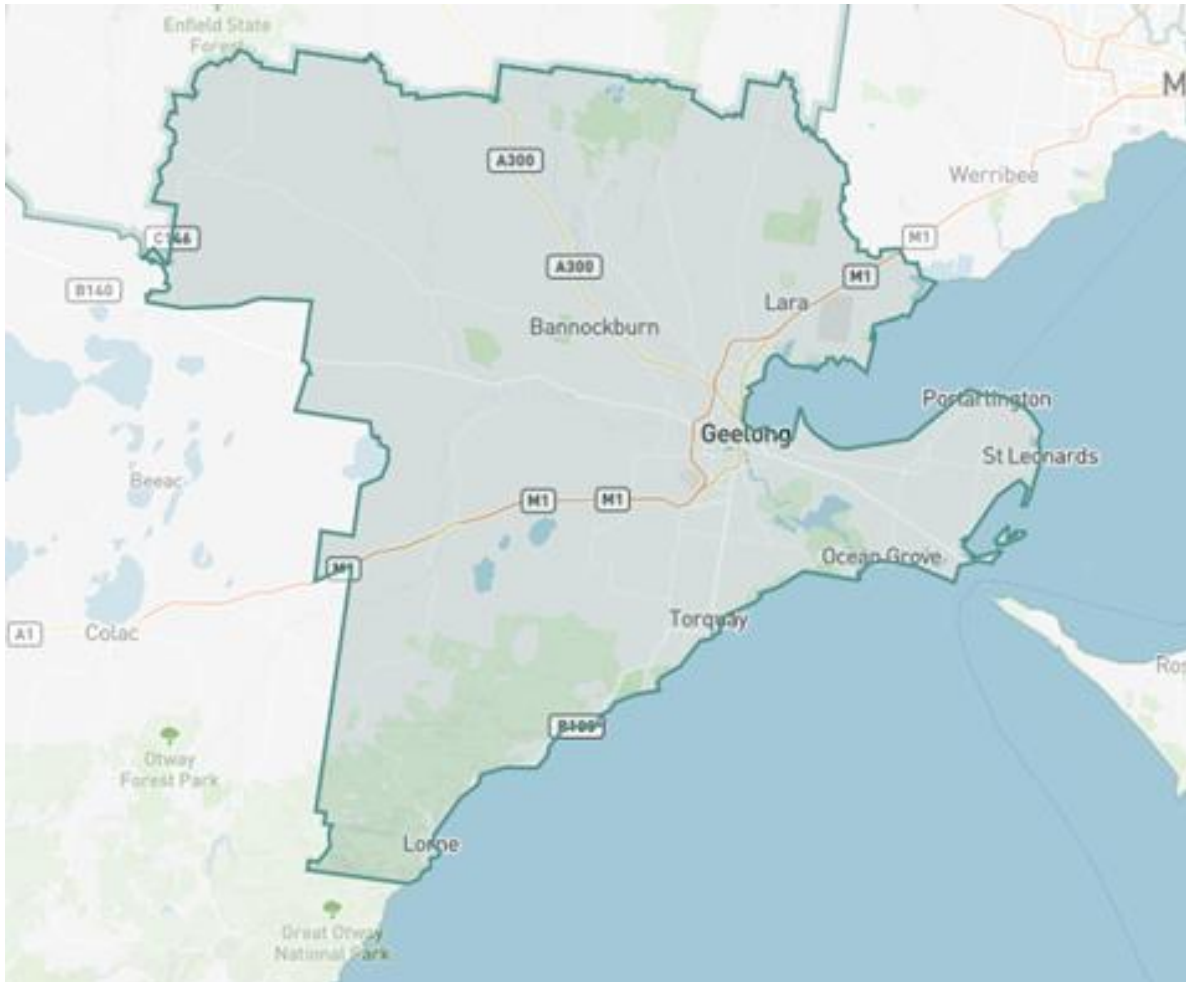
As one of the fastest growing regions in Victoria, the Golden Plains region has a strong tradition in wool and grain production and is a leading producer of prime lambs. Intensive animal farming continues to increase and strengthen, with the production of goat dairy, beef, chicken and pork strong in Golden Plains, and marked growth in viticulture. The Agriculture, Forestry & Fishing industry sector makes the greatest contribution to economic output in the region and is also the largest employer representing around 23 per cent of total employment within the region.

The Surf Coast includes the towns of Aireys Inlet, Anglesea, Lorne, Moriac, Torquay, and Winchelsea and is also among the fastest growing regional municipalities in Victoria. Multiple business opportunities exist in the area with the Surf Coast's popularity as a tourist destination.

The service industries make a substantial contribution to the local economy. Other important industries include agriculture, tourism, hospitality, building and construction. Fully serviced land and buildings are available for a range of diverse manufacturing, agricultural, business and living purposes. The construction industry sector makes the greatest contribution to economic output in the region. While the Accommodation and Food Services industry sector represents approximately 16 per cent of total employment, it is the region's largest employer.

The Borough of Queenscliffe being the smallest local government area in Victoria, covers just under 11 square kilometres. It is formed by the seaside villages of Queenscliffe and Point Lonsdale, as well as Swan Bay. There are opportunities for employment in the local area, including retail, tourism and hospitality, and professional services such as medical, accounting, legal and real estate, which make up the highest proportion of occupations.

Barwon Employment Region Boundary Map



Key challenges in Barwon Employment Region

Barwon's diverse labour market across a broad range of industry sectors presents opportunities for strong recovery. However, a large section of the region has a history of social, economic, and labour market disadvantage, which will require innovative and collaborative solutions.

Places of disadvantage include Norlane, Corio and Whittington, North Geelong, Newcomb, Moolap and Port Arlington. While most disadvantaged areas are experiencing population growth, the average age within the region is higher than the Victorian average. The unemployment rate of 8.7 per cent in March 2022 in Corio and Norlane is more than double the Victorian average. The labour force participation rate in Portarlington and St Leonards is low, which may be due to the high average age of a large proportion of the population residing in these coastal towns.

Public transport is not always available for participants, particularly in the smaller LGAs of Golden Plains, Queenscliffe and Surf Coast. The accessibility of public transport should, therefore, be considered when connecting people to jobs and training in the region.

Aboriginal and Torres Strait Islander Peoples

The LGA of Greater Geelong is home to the largest population of Aboriginal and Torres Strait Islander participants in the Employment Region. This area has strong Indigenous service networks and liaising with local Indigenous organisations will be key in developing strategies that increase engagement in training and employment aligned to local opportunities.

Local strategies aim to reduce labour market disadvantage of Aboriginal and Torres Strait Islander peoples who are not connected to education or employment or have experienced labour market dislocation due to the current economic climate.

Supporting local employers to reach Aboriginal employment targets and provide culturally safe workplaces for Aboriginal and Torres Strait Islander community members, including access to more employment opportunities, is also a priority.

Youth

As at July 2022, the youth unemployment rate in the Barwon Employment Region is 6.6 per cent, which is below the Victorian youth unemployment rate of 10.4 per cent. However, the youth unemployment continues to present its challenges within the region, particularly in pockets of disadvantaged areas.

A high proportion of young people are most likely to work in the impacted sectors of hospitality, retail and tourism, which have been disproportionately affected by the pandemic. Connecting youth (and keeping them connected) to services and employers, will play an important role in driving down youth unemployment and youth disengagement in the Barwon Employment Region.

Apprentices and Trainees

In the 12 months ending 31 December 2021, compared with the 12 months ending 31 December 2020:

- commencements increased by 27.5 per cent, to 216 445
- completions increased by 9.3 per cent, to 83 055
- cancellations and withdrawals increased by 41.6 per cent, to 102 870.

Note that a proportion of the commencement activity can be attributed to the government funding scheme Boosting Apprenticeship Commencements (BAC) and Completing Apprenticeship Commencements (CAC) Program, which closed to new entrants on 30 June 2022.

NCVER report - [Apprentices and trainees 2021: December quarter \(ncver.edu.au\)](https://ncver.edu.au)

Mature Age

Across the region, mature aged participants (50 years and above) make up 28 per cent of participants registered in the Australian Government employment services. Opportunities to transition mature aged workers into current and growth industries through up-skilling and re-skilling will be important in a competitive market.

People with a Disability (PwD)

The number of People with a Disability in Barwon also make up 28 per cent of the total participants registered with Australian Government employment services. There is a growing need for support, including utilising the assistance of community support organisations to address the increase in people experiencing Mental Health issues.

Culturally and Linguistically Diverse (CALD)

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

It will be vital to leverage already established programs and approaches, which are designed to assist those with low education and literacy levels and limited labour market experience.

Impacts of COVID-19

While Greater Geelong has recorded strong Gross Regional Product and jobs growth in recent years, the coronavirus pandemic, and associated restrictions, have interrupted this trend.

The local visitor and tourism economy of Greater Geelong usually support 1 in 10 jobs across employing dependant businesses. Restrictions on travel and social distancing forced mass business closures, lost income and unemployment.

Geelong and the surrounding areas, as major hosts for events, was hit hard from the impacts of COVID-19. The public events industry supports a wide-ranging supply chain of businesses, including accommodation, retail and temporary infrastructure. The economic benefit lost from the region due to the cancellation of major public events resulted in a large number of employment and work experience opportunities being lost.

Sectors hit hardest include tourism, hospitality, retail, personal services, professional services and arts and recreation.

However, as at July 2022 the economic situation has improved in the Barwon region.

- Monthly online job advertisements have increased by 284 per cent since March 2022, to be at its highest level in over 10 years
- The Unemployment Rate is at 2.0 per cent, and the Participation Rate is above 66 per cent

However, Workforce Australia caseloads are still 28 per cent above pre-COVID levels at 8,706 participants at July 2022. In addition, 74 per cent of these participants have been unemployed for 12 months or more, highlighting how this cohort has been disproportionately affected by COVID-19.

Finally, despite Australia reopening its international border in early 2022, the number of student arrivals in May 2022 was 29.2 per cent lower than the pre-COVID levels in May 2019.

[Overseas Arrivals and Departures, Australia, May 2022 | Australian Bureau of Statistics \(abs.gov.au\)](https://abs.gov.au/overseas-arrivals-and-departures-australia-may-2022)

A decrease in the number of international students in the region over two years has significantly affected the workforce in the region, in particular the hospitality and tourism industries. This is contributing to a shortage of workers in the region, including seasonal roles.

Local stakeholders and opportunities

Significant stakeholder groups exist within Barwon including the Committee for Geelong, G21 – Geelong Region Alliance, Geelong Chamber of Commerce, Tourism Greater Geelong & the Bellarine, Geelong Manufacturing Council and the City of Greater Geelong. These organisations have aligned to ensure a joint approach on projects that address the challenges experienced during COVID-19, in supporting the region through economic and social recovery.

Skilling the Bay (STB) was established in 2011 to investigate and deliver initiatives to address the economic and industry changes occurring in Geelong. STB is a Geelong region initiative led by

The Gordon Institute of TAFE and delivered in partnership with Deakin University and the Victorian Government. STB was designed to help prepare the community for jobs in the future through education, employment, and skill development.

G21 Geelong Region Alliance is a formal alliance of government, business and community organisations working together to improve the lives of people within the Geelong region across five municipalities. [‘The G21 Geelong Region Plan – a sustainable growth strategy’](#) is the foundation of all G21 activities and projects.

GROW developed from a G21 Addressing Disadvantage Taskforce and is an initiative of Give Where You Live Foundation and G21 – Geelong Region Alliance, to improve the economic and social prosperity of the whole region.

The Committee for Geelong released its [Strategic Framework](#) in 2019 and a research report, [Resilient Geelong](#) in 2020 to support addressing challenges in a post COVID world. The Resilient Geelong research report contains an overview and analysis of Geelong's economic structure, key employers and history.

Building from this analysis, a final set of recommendations emerged, with a focus on employment and work, urban design and social inclusion initiatives for Greater Geelong. These capitalise on the many existing strengths and innovations in Geelong and involve both supporting smart and diversified specialisation in key sectors, including advanced manufacturing, public administration and safety, health and tourism.

There are seven Australian Government employment programs delivered by seven employment services providers in the region. Three providers deliver Workforce Australia employment services in the region: atWork Australia, Jobfind Australia and Sureway Employment and Training. Other employment services in the region include ParentsNext (Gforce), Transition to Work (WCIG), Self-Employment Assistance (SEA), Career Transition Assistance (CTA), Employability Skills Training (EST) and Skills for Education and Employment (SEE).

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

The State Government's Jobs Victoria Services include Career Counsellors, Mentors and Advocates including City of Greater Geelong, FGM Consultants, Geelong Ethnic Communities Council (Cultura), Gforce Employment Solutions, Northern Futures, OCTEC Limited, SYC Ltd – Jobs Prospects, The Salvation Army Employment Plus, Qualify, West@Work, Westvic Staffing Solutions and the Work and Learning Centre in Norlane.

The region also hosts a State Government Skills and Jobs Centre at The Gordon TAFE and a network of Learn Local providers delivering ACFE Board funded pre-accredited training.

Education providers include the Gordon Institute of TAFE, Marcus Oldham College, Deakin University, the Local Learning and Employment Network, and many accredited training providers including Bellarine Training and Community Hub, Cultura, Encompass Training, genU Training, Go Training, Multiskills Training, Oxygen College, and VFA Learning. Several labour hire and private recruitment companies also operate in the region.

Selected Major Projects/Initiatives

Barwon region 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 labour supply initiatives will be important to ensure that skills and labour 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:

- \$11.5 billion worth of infrastructure development in the City of Greater Geelong
- [Major Projects | Golden Plains Shire Council](#)
- [Works and projects - Surf Coast Shire](#)
- [Current projects | Borough of Queenscliffe](#)
- The Geelong City Deal – a 10-year plan to revitalise Geelong and unlock the potential of the Great Ocean Road visitor economy. The city deals have been highlighted as an action item from Geelong's COVID-19 Recovery Collective which includes Committee for Geelong, Geelong Chamber of Commerce and Tourism Greater Geelong and the Bellarine. This includes the \$170M Geelong Convention and Exhibition Centre set to commence construction in 2022.
[Geelong City Deal - Regional Development Victoria \(rdv.vic.gov.au\)](#)

- The Investment Fast Track Fund – helps take important projects from the ideas phase to be ready for development, with grants of up to \$500,000 available to local councils, community organisations and the private sector for planning, design and business case works.
- Revitalising Central Geelong Action Plan refresh – includes key priorities in growing the residential population from 2,000 to 12,000 and extending the Green Spine.
- Four Economic Development Pillar projects endorsed as ‘G21 Priority Projects’: Avalon Airport, Geelong Port (and Spirit of Tasmania from late 2022 with a new \$135M terminal under construction), Great Ocean Road and G21 Regional Harbours, including a number of current Pillar projects.
- Hybrid fund Scale Facilitation has secured the intellectual property rights to a significant portfolio of world-leading advanced battery technology for Australia. Scale Facilitation launched Recharge Dynamics and will utilise a \$10 million allocation under the Australian Federal Government’s Trailblazer University Program. The partnership between Recharge Dynamics and Deakin University is expected to generate \$1.4 billion in revenue and 2,500 jobs in the next decade.
- Geelong Cultural Precinct including the \$140M redevelopment of the Geelong Arts Centre is set to be completed in 2022 and the proposed \$90M extension of the Geelong Gallery. Little Malop Street, where The Geelong Art Center is located, will also be redeveloped with work to be completed in 2023.
- [Little Malop Street Redevelopment - Geelong Arts Centre](#)
- Projects which will extend from the Commonwealth Games being hosted in Geelong in 2026.
- Six “shovel-ready” school and infrastructure projects, including security and safety upgrades at Kardinia Park, Portarlington Pier revitalisation, new VCE centre at Bellarine Secondary College, upgrade Newcomb Secondary College, refurbish classrooms and facilities at Newcomb Park Primary School and upgrade water and sewerage site services at Bellbrae Primary School.
- The Chisholm Road maximum security prison – expected to open in late 2022, will result in the recruitment of more than 650 staff. During the construction phase, the project has created more than 900 jobs with John Holland being appointed as the project manager. The social procurement activity includes a 10 per cent apprenticeship/traineeship and engineering cadet’s target, as well as a 4 per cent Aboriginal employment target.
- Planned new growth in the North West Growth Area to create significant employment in infrastructure, construction and related services and retail and general consumer spending.
- Barunah Plains, outside Geelong, one of eight locations across Victoria where training is being delivered to address the skill shortage in the state’s growing wool sector. The Government’s \$1.2 million investment is supporting the shearing industry, South West TAFE and two niche providers to increase the number of teachers to deliver shearing training at more locations across Victoria.
- Quintessential Equity’s \$85 million Civic Precinct in Geelong currently in progress. Besix Watpac’s social investment is a major component of this development, including engagement with G21 Regional Opportunities for Work (GROW) and government bodies to ensure disadvantaged areas benefit from procurement and local employment opportunities, including Indigenous employment opportunities, are created by the project.
- Besix Watpac is the project builder for the fifth stage of the Kardinia Park stadium redevelopment which is currently under construction. State Government funding of \$142 million will support more than 120 construction jobs. Apprentices, trainees, and cadets will perform at least 10 per cent of all work on the project, and at least \$1.2 million in goods and services will be procured from social enterprises. The works are forecast to be completed in mid-2023.

- Geelong Fast Rail corridor between Melbourne and Geelong is expected to be underway from 2023, subject to relevant planning, environmental and government approvals. It will support over 2800 jobs during construction. Significant Victorian and Federal Government investment into rail upgrades including Waurn Ponds to South Geelong duplication. The Warrnambool Railway line (Geelong/Waurn Ponds) has potential to provide numerous labouring employment opportunities.
- Aboriginal Cultural Tourism – planned investment in infrastructure for cultural tourism experiences supported by funding into a business case and a project support for the Geelong City Deal /Revitalising Central Geelong program of works.
[Wadawurrung to drive cultural tourism plan - Geelong Times \(timesnewsgroup.com.au\)](https://www.timesnewsgroup.com.au/news/local/wadawurrung-to-drive-cultural-tourism-plan-20210721)
- [Projects | Corangamite Catchment Management Authority \(ccma.vic.gov.au\)](https://www.ccma.vic.gov.au/projects)

Large employers

As at July 2022, Health Care and Social Assistance (16.8 per cent) is the largest employment industry followed by Construction (14.8 per cent); Retail Trade (10.5 per cent); Professional, Scientific and Technical Services (7.6 per cent); Education and Training (7.6 per cent) and Manufacturing (7.2 per cent). The ABS Labour Force Survey, indicates that the five largest employing industries have experienced the following growth for the five year period to Feb 2022: Health Care and Social Assistance (27.8 per cent); Construction (70.5 per cent); Retail Trade (10.8 per cent); Manufacturing (27.0 per cent), and Education and Training (15.3 per cent).

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

- Health Care and Social Assistance: Barwon Health, genU, St John of God, Epworth Hospital
- Retail Trade: Cotton On, Coles, Kmart, Woolworths
- Education and Training: Department of Education, Deakin University, The Gordon TAFE
- Local Government: City of Greater Geelong, Golden Plains Shire and Surf Coast Shire
- State Government: Barwon Prison Precinct and Barwon Water
- Public Administration and Safety: WorkSafe, Transport Accident Commission, National Disability Insurance Agency, Australian Bureau of Statistics,
- Petroleum Refinery: Viva Energy Australia
- Tourism, Transport and Warehousing: Avalon Airport, Cotton On
- Hospitality: Higher Mark (Geelong Cats), various employers

[Major employers - Barwon region - City of Greater Geelong \(geelongaustralia.com.au\)](https://www.geelongaustralia.com.au/major-employers-barwon-region-city-of-greater-geelong)

Existing regional plans, strategic instruments and policy platforms, programs, and funding

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

- [Vision and strategy – City of Greater Geelong \(geelongaustralia.com.au\)](https://www.geelongaustralia.com.au/vision-and-strategy)
- [Strategic planning | Golden Plains Shire Council](https://www.goldenplains.vic.gov.au/strategic-planning)
- [Plans and strategies – Surf Coast Shire](https://www.surfcoast.vic.gov.au/plans-and-strategies)
- [Economic development strategy | Borough of Queenscliffe](https://www.boroughofqueenscliff.vic.gov.au/economic-development-strategy)
- [‘The G21 Geelong Region Plan – a sustainable growth strategy’](https://www.geelongregion.vic.gov.au/the-g21-geelong-region-plan-a-sustainable-growth-strategy)

- [Geelong Education and workforce profile 2011-2021 \(thegordon.edu.au\)](http://thegordon.edu.au) – Skilling the Bay
- Victorian Government Regional Economic Development Strategy
- Report to Infrastructure Victoria
- [Regional Development Australia – Regional Development Victoria \(rdv.vic.gov.au\)](http://rdv.vic.gov.au)
- Australian Government [Regional Recovery Partnerships Fund](#)
- Australian Government [Building Better Regions Fund](#)
- [Resilient Geelong](#)
- G21 Learning scoping study
- Committee for Geelong Future of Work report
- [Making Change: A Creative Industries Strategy for the G21 Region 2021-2026](#)
- [Vital Communities project reports - Strategies for Alleviating Locational Disadvantage in Geelong in 2021](#)

Attachment A – Barwon Region Local Jobs Plan Objectives and Strategies

One – Maximising uptake of existing employment services and training programs to meet industry need

Driver: Labour market is unable to meet the needs and expectations of industry.

Objective/Key Priority: Maximise the benefits of existing Australian, Victorian, and Local government programs, to create pathways to employment in current and growth industries, focusing on Health Care and Social Assistance, Retail Trade, Construction, Manufacturing, Education and Training, and Hospitality and Tourism sectors.

Strategy: LJP will raise awareness of the benefits of existing programs and create pathways to employment in key industry sectors in the region.

Actions:

- Gain an understanding of employment and training programs currently funded by Australian, Victorian and Local governments to determine the role the Local Jobs Program and Taskforce can play in maximising awareness and participation of and participation in local programs.
- Increase awareness of priority industries and create pathways to employment.
- Collaborate with key businesses from current and growth industries in tailoring initiatives to meet their workforce needs.
- Increase business awareness of the range of supports available.

Outcomes:

- Everyone who wants a job could get a job.
- Significantly more collaborative activities across the community servicing industry needs.
- Participants have an awareness of a range of key industries and understand pathways to employment.
- Industry are collaborating with the Barwon Region Local Jobs Program for information and connection to meet their workforce needs.
- Participants are aware of pathways and view employment in key regional industries as a sustainable career choice.

Long term

- *Participants successfully transition to key industries.*
- *Industry is able to fill staffing requirements from local labour market.*
- *Reduction in Workforce Australia employment services caseload in the Barwon region.*
- *Increase in the number of people employed in the Barwon region.*

Stakeholders

- Healthcare and Social Assistance: Barwon Health, GenU, Epworth Hospital, St John of God Hospital, Boosting the Local Care Workforce, Health Services Skills Organisation (HSSO) and the Home Care Workforce Support Program

- Public Administration and Safety: City of Greater Geelong, Transport Accident Commission (TAC), National Disability Insurance Agency (NDIA), WorkSafe, Barwon Prison Precinct, Australian Bureau of Statistics
- Education and Training: Deakin University, The Gordon TAFE, Department of Education and Training, Catholic Education System – Barwon Region, Learn Local Providers, Skills and Jobs Centre, Northern Futures
- Retail Trade: Cotton On
- Manufacturing: Viva Energy Australia (all refinery activities), Ford Motor Company of Australia (design and testing)
- Accommodation and Food Services: Higher Mark (Geelong Cats), The Great Ocean Road Coast and Parks Authority, Tourism Greater Geelong and the Bellarine, Great Ocean Road Regional Tourism

Two – Supporting major infrastructure projects and increasing apprenticeship/traineeship commencements

Driver: Lack of community understanding of projects, infrastructure and support.

Objective/Key Priority: Maximise the extent to which local positions are filled by local participants, to meet the needs of major infrastructure projects. Generate opportunities for skill development, through apprenticeships, traineeships and skills training in partnership with local tertiary education providers and business.

Strategy: LJP will collaborate to provide linkages between local participants and major infrastructure projects, including promotion of apprenticeship and traineeship pathways.

Actions:

- Ensure local employment providers are aware of employment pathways for current and planned major infrastructure opportunities in the region.
- Support GROW in working with major infrastructure projects to engage GROW priority cohorts in local opportunities.
- Partner with local training providers to provide training pathways to meet the needs of major infrastructure projects.
- Develop cross business internships/traineeships to reduce perceived burden on small businesses.
- Creation and delivery of a suite of information sessions aimed at increasing jobseeker and business awareness of apprenticeship and traineeship opportunities in the region.

Outcomes:

- Current major infrastructure projects will fill positions with local participants.
- Increased partnerships between industry and community to develop skills leading to sustainable employment for participants.
- Participants are aware of apprenticeship and traineeship opportunities in the region.

Long term

- *Sustainable employment opportunities will exist for local participants in major infrastructure projects.*

Stakeholders

- City of Greater Geelong's Pre-Employment Network
- Give Where You Live – GROW
- City of Greater Geelong, Surf Coast Shire, Golden Plains Council and the Borough of Queenscliffe
- G21 – Geelong Region Alliance (G21)
- Tourism Greater Geelong and the Bellarine
- Great Ocean Road Regional Tourism
- Department of Jobs, Precincts and Regions
- Djillang Alliance and the South Geelong to Waurin Ponds Rail Duplication
- Besix Watpac
- Ports Victoria
- Federal and state government funded employment programs

- Apprenticeship Network Providers; MEGT, Sarina Russo, Apprenticeship Support Australia, MAS National
- Group Training Providers; Gforce, Apprenticeship Careers Australia, WestVic, VicGroup Training

Three – Addressing barriers for vulnerable cohorts

Driver: Participants are experiencing barriers to employment, including access to suitable and affordable housing and transport.

Objective/Key Priority: Reduce barriers to participation and employment for vulnerable cohorts, including long term unemployed, parents returning to the workforce, culturally and linguistically diverse and refugee backgrounds, people with a disability, youth, and mature age.

Strategy:

Generate opportunities for skill development aligned to local and industry needs and focus efforts on reducing barriers to accessing employment, advocating for improvements for challenges outside the scope of the LJP.

Actions:

- Identify barriers for vulnerable cohorts within the community and minimise the impact of barriers in accessing education and sustainable employment.
- Explore opportunities for inclusive employment and collaborate with business to create meaningful pathways to employment for individuals.
- Collaborate with key stakeholders to explore opportunities for young people to engage in education and training opportunities.
- Identify existing tailored one-on-one services/programs which address barriers and improve connections to these services or create tailored one-on-one initiatives to address barriers.

Outcomes:

- Barriers to employment will be minimised.
- Tailored person-centred support is available for people who have complex needs.

Long term

- *Participants have access to tailored solutions to increase workforce participation.*
- *Reduction in the number of participants from vulnerable cohorts represented on Workforce Australia caseloads in the Barwon region, including long-term unemployed, parents and carers, culturally and linguistically diverse and refugee backgrounds, people with a disability, youth (aged under 25) and mature age participants.*
- *Decrease in the youth unemployment rate in the region.*

Stakeholders

- Employment Providers: Workforce Australia Employment Service Providers, Jobs Victoria Mentors and Advocates, Disability Employment Service Providers, WCIG Workforce Australia Transition to Work program, Reconnect Program, Skills and Jobs Centre
- Education and Training Providers: Northern Futures, Cultura, Regional Industry Sector Employment (RISE) Program, Skilling the Bay, Deakin University; Project Lead and Researchers behind the project: *COVID-19 and Disadvantaged Young People's Education and Employment Aspirations: A Longitudinal Study of Young People's Transitions in Geelong.*
- Local Networks: CoGG's Pre-employment Program, CoGG's Vital Communities Project, Give Where you Live – GROW, Geelong Region Local Learning and Employment Network (GRLEN), City of Greater Geelong's Multicultural Youth Action Network (MYAN)
- Service Providers: Barwon, Child, Youth and Family, City of Greater Geelong (CoGG) Youth and the fOrT Youth Centre
- Driving related programs: CoGG's L2P Program, Inspire Platform, Driving schools

Four – Boosting Training and Employment Opportunities for the Aboriginal and Torres Strait Islander community

Driver: Aboriginal and Torres Strait Islander participants in the region experience additional barriers to accessing employment opportunities.

Objective/Key Priority: Boost employment and training opportunities in priority areas among the Aboriginal and Torres Strait Islander population in collaboration with and led by local Indigenous organisations.

Strategy: LJP will collaborate with local Aboriginal agencies to provide sustainable employment pathways for Aboriginal and Torres Strait Islander participants.

Actions:

- Collaborate with existing Indigenous organisations to support local organisations to become culturally safe workplaces, including enabling inclusive recruitment practices.
- Partner with Indigenous agencies to provide information sessions to increase awareness of career pathways and employment opportunities.
- Support local Indigenous agencies to access Local Recovery Fund tenders to increase Aboriginal employment in growing industries, e.g. Health and Community Services.
- Provide links between Workforce Australia providers and organisations supporting Aboriginal and Torres Strait Islander participants to provide culturally specific support.
- Collaborate with the Geelong Aboriginal Employment Taskforce, in actively supporting the Taskforce with their initiatives in assisting Aboriginal and Torres Strait Islander participants into employment.
- Using the nationally recognised work of Wan-Yaari and Barwon Water as an example, work alongside a local Aboriginal agency to create an information session for business, as an introduction to developing a Reconciliation Action Plan (RAP), using a best practice example.
- Support local Aboriginal careers and employment events.

Outcomes:

- Aboriginal and Torres Strait Islander participants will have access to a range of sustainable employment pathways.

Long term

- *Reduction in the number of Aboriginal and Torres Strait Islander participants on the caseload in the region.*
- *Increased employment rate for Aboriginal and Torres Strait Islanders in the region.*

Stakeholders

- Geelong Aboriginal Employment Taskforce
- Wan-Yaari Aboriginal Consultancy Services
- Wathaurong Aboriginal Co-operative
- Wadawurrung Traditional Owners Aboriginal Corporation
- Worn Gundidj Jobs Victoria Mentors
- Killara Foundation
- Department of Education and Training
- Department of Jobs, Precincts and Regions
- The Gordon TAFE Kitjarra Centre

Five – Supporting a COVID affected economy

Driver: Continued impacts of COVID-19 in the region and the associated flow-on effects, including mental health and wellbeing, and the changing needs of participants, with workers seeking flexibility and the ability to have control of their career.

Objective/Key Priority: Facilitate and support the transition of workers to participate in the workforce following COVID, including through self-employment, increasing hours of employment for those who want to work more, and exploring flexible work options to assist with industry recovery.

Strategy: LJP will support capacity building of individuals to successfully participate in the workforce, allowing for growth and future job creation.

Actions:

- Support transition of the workforce to a range of employment modes, including self-employment, home business, starting your own business, start-ups and entrepreneurs.
- Investigate opportunities for those not currently participating in the labour force (Not-in-labour-force – NILF) to re-engage.
- Provide linkages to existing small business and self-employment supports e.g. COGG Small Business Festivals.
- Investigate opportunities for unvaccinated participants to access employment opportunities, while current vaccine mandates remain.
- Creation and delivery of a suite of information sessions, featuring industry presentations aimed at increasing jobseeker awareness of a range of employment opportunities available in the region, including self-employment and home business opportunities.
- Create resources for business to support their employees in a post-COVID environment.

Outcomes:

- Participants have the resources available to support a transition to self-employment.
- Participants have the skills and knowledge to re-enter the workforce.

Long term

- *Increase in self-employment for participants in the region.*
- *Increase in labour market participation rates in the region.*
- *Increase in the number of individuals employed in the region.*
- *Participants have access to tailored solutions to increase workforce participation.*

Stakeholders

- DEWR Self-Employment Assistance program – APM
- City of Greater Geelong
- Golden Plains Shire
- Surf Coast Council
- Borough of Queenscliffe
- Runway
- Chamber of Commerce

Attachment B – Labour Market Data Dashboard (July 2022)



**Barwon
Employment Region
Victoria**

Labour Market Data Dashboard

Data current as at 21 July 2022

Refer to source notes for data reference periods

This Labour Market Data Dashboard provides key indicators for the labour market by Employment Region and is updated monthly.

	Employment			Unemployment			Unemployment rate		Participation rate		Youth unemployment rate	
	Jun-22 ('000)	Mar-20 ('000)	Change (%)	Jun-22 ('000)	Mar-20 ('000)	Change (%)	Jun-22 (%)	Mar-20 (%)	Jun-22 (%)	Mar-20 (%)	Jun-22 (%)	Mar-20 (%)
Barwon	170.2	152.1	11.9	3.5	5.8	-40.5	2.0	3.7	66.1	61.5	6.6	8.1
Victoria	3,544.5	3,443.5	2.9	116.6	187.5	-37.8	3.2	5.2	67.1	66.4	10.3	10.7
Australia	13,599.3	13,002.2	4.6	493.9	719.4	-31.3	3.5	5.2	66.8	65.9	7.9	11.6

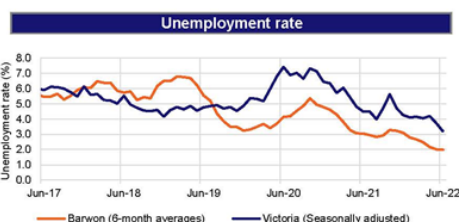
Source: ABS, Labour Force Survey, June-22. Employment Region data are 6-month averages of original estimates, except for the youth unemployment rate, which is a 12-month average of original estimates. State youth unemployment rates are 12-month averages of original estimates. Remaining data are seasonally adjusted.



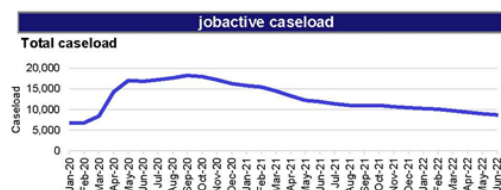
Source: ABS, Labour Force Survey, Jun-22



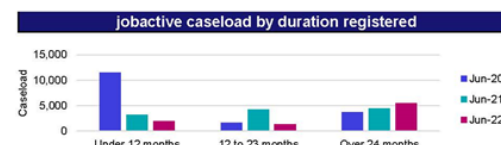
Source: ABS, Labour Force Survey, Detailed, four quarter averages, May-22 quarter



Source: ABS, Labour Force Survey, June-22



	Barwon	Victoria
Caseload - Feb 2020	6,802	138,586
Caseload - June 2022	8,706	179,401
Change from Feb 2020 to June 2022	↑ 28%	↑ 29%



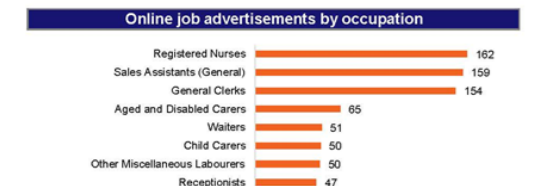
Source: Department of Education, Skills and Employment, caseload data, June-22

Local Government Area (LGA)	Mar-22	Mar-21
Greater Geelong	3.0	4.6
Golden Plains	1.9	3.5
Surf Coast	1.4	3.0
Queenscliffe	1.3	3.1

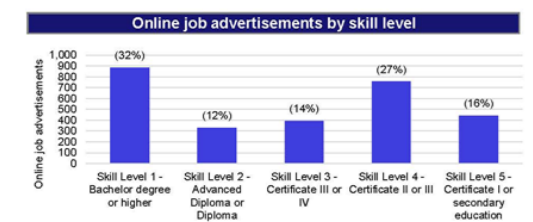
For more insights, access SALM data via imp.gov.au. Source: National Skills Commission, Small Area Labour Markets, four quarter averages, Mar-22 quarter



Source: National Skills Commission, Internet Vacancy Index, seasonally adjusted, Jun-22



Source: National Skills Commission, Internet Vacancy Index, 3 month average of original data, Jun-22



Source: National Skills Commission, Internet Vacancy Index, seasonally adjusted, Jun-22

Note: Data are not readily available for all sources by Employment Region. ABS Labour Force Survey data are based on the Geelong SA4. The Internet Vacancy Index (IVI) is apportioned to Employment Regions using an SA2 based concordance. For more information, refer to the LMD - data sources and quality document on labourmarketinsights.gov.au. jobactive caseload reports at the Employment Region level and includes participants receiving both digital and provider servicing (it excludes other programs, such as ParentsNext or Transition to Work (TTW)). For caseload data, the Employment Region is based on (1) the location of the provider for jobactive provider serviced participants; (2) where the participant resides for Online Employment Services (OES) participants; (3) the NEST Employment Regions of Adelaide South or Mid North Coast for NEST participants. jobactive caseload by duration registered is based on the participant's time registered in employment services. Caseload data are based on current methodology which has been retrospectively applied to historical jobactive caseload data. As such, the data may not align with earlier figures. For any enquiries related to the data in this dashboard, please contact EmploymentPathwaysAnalysis@skillscommission.gov.au.