

Local Jobs Plan Ballarat Employment Region

Victoria

October 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.

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 interim Local Jobs Plan for the Ballarat 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.

Local Jobs Program Key Priorities: Ballarat Employment Region

- Maximise the benefits of existing Australian, Victorian, and local government programs, to create pathways into major industries, particularly manufacturing, health care and social assistance, construction, retail trade and education and training.
- Maximise the extent to which local job seekers are skilled to meet the needs of **major** projects, **including large infrastructure projects and redevelopment works.**
- Generate opportunities for skill development aligned to local employer and industry needs, including manufacturing, transport, food and fibre and the re-invigoration of the visitor economy and tourism.
- Broker opportunities for **youth skill development and employment,** including apprenticeships and traineeships, across all sectors such as trades in the construction and manufacturing sectors.
- Broker opportunities for entry into **ICT and call centre roles** through a taster program leading to traineeships or planned employment.
- Develop strategies to enhance the **access of job seekers** (particularly youth) to employment and training opportunities, including aligning local transport solutions as well as broader job seeker needs.

- Engage with, support, and skill disadvantaged job seekers, in particular **youth**, **mature age and culturally and linguistically diverse cohorts**, **as well as reskilling transitioning workers** to align to local skill needs.
- Boost employment and training in priority areas among the **Aboriginal and Torres Strait Islander** population in collaboration with existing local organisations to support ongoing Closing the Gap targets.

A description to address some of the key priorities, the strategies and a list of key stakeholders can be found at **Attachment A.**

Ballarat Employment Region overview

The Ballarat Employment Region includes six local government authorities; the two main population centres are Ballarat and Maryborough.

The health care and social assistance industry sector accounts for approximately 19 per cent of the total employment and is the region's largest employer. The upgrade of the Ballarat Hospital is contributing to the sectors continuing advancement with a projected employment growth for the 5-year period to May 2024. The second largest employing sector in the Ballarat ER is the retail industry, also with significant projected growth by May 2024.

The manufacturing industry sector makes the greatest contribution to economic output in the region and is also the third largest employing sector in the Ballarat ER. There are existing and emerging clusters in automotive, industrial machinery, food processing, furniture production, textile, and clothing sectors within the region. While there are a few small-medium sized niche enterprises, most of the employment is generated by the major operators, such as Mars Wrigley Confectionery, Haymes Paints and McCain Foods (Aust) Pty Ltd.

The City of Ballarat is the third largest regional city in Victoria, located in the Central Highlands region, approximately 110 kilometres west of Melbourne. Ballarat is predominantly a residential area but also has substantial industrial, commercial, and rural areas. The retail, information technology, health and education sectors are growing. Our fastest growing jobs sector is construction. Ballarat is fast transitioning to a local service centre role for the wider region, with other population-driven service increases (such as a noticeable 13% increase in employment levels in construction).

The proximity of Ballarat to Melbourne, and the improved reliability of public transport systems, has increased the number of people commuting to take up employment. More recently, we have seen a noticeable change in the numbers of people moving to Ballarat from Melbourne for lifestyle reasons, bringing skills, experience, and business ideas with them. It has also given rise to Ballarat as a centralised hub for transport industries and centralised corporate services. Ballarat is in a key strategic position at the centre of some of Victoria's most important freight, tourist, and transport routes. Four major highways radiate from Ballarat connecting it to industrial centres such as Melbourne, Adelaide, Geelong, and Portland. As the major commercial centre in Western Victoria and being close to metropolitan Melbourne, Ballarat is ideally positioned to support business and industry growth.

The Central Goldfields Shire is located at the geographical centre of Victoria, the Shire is within a one hour drive from the regional cities of Ballarat and Bendigo and just two hours' drive from Melbourne. Maryborough is the Shire's major business centre and is a health and retail centre for surrounding towns including Castlemaine, St Arnaud, Avoca, Talbot, Carisbrook, and Dunolly.

Maryborough specialises in food manufacturing and has significant land available which presents an opportunity for the sector to grow further. Agriculture is also an important industry in supporting business and contributing to the supply-chain networks for food manufacturing, transport, and distribution.

The Pyrenees Shire is located approximately 130km north west of Melbourne, is heavily dependent on primary industry and is renowned for its wool, viticulture, and forestry activity. Key areas of production include wool, cereal, hay crops and meat. Grape and wine production has recently expanded significantly. Gold, along with sand, gravel and slate all contribute to the economy.

The Hepburn Shire is located just over an hours' drive from Melbourne. The Shire's economic base is in agriculture, forestry, manufacturing, and tourism. Tourism is most popular around the Daylesford-Hepburn Springs mineral springs. Tourism, the arts, service industries, retail, education, and health and community services are growing rapidly.

The Moorabool Shire is a semi-rural municipality between Melbourne and Ballarat. The main towns in the Shire include Bacchus Marsh and Ballan. Approximately 40 per cent of residents work in Melbourne, and a significant number also work in Ballarat. The main industries include agriculture, dairy product manufacturing, construction material mining, beverage, and malt manufacturing.

The Golden Plains Shire is predominately rural, with many small townships servicing local communities between Ballarat and Geelong. The Shire is the fifth fastest growing municipality in regional Victoria, and many residents work in Ballarat or Geelong. The Shire's economic base is provided through agriculture, retailing, construction and manufacturing. Agriculture is responsible for \$144 million worth of output annually and employs 25.6 per cent of the Shire's workforce. The main industries include agriculture (wool and grain growing, intensive poultry and pig farming), construction and wine manufacturing.



Ballarat Employment Region Boundary Map

Source: Labour Market Information Portal-mapbox

Key challenges in Ballarat Employment Region

The six LGAs in the region have their own distinct demographics and challenges. Given this, local solutions will vary and may best be considered at the individual LGA level.

Considerable labour market disparity exists within the Ballarat Employment Region with unemployment rates ranging from 5.4 per cent in the Shire of Hepburn to 10.6 per cent in the Central Goldfields Shire (June 2021).

Public transport is not always available for job seekers, in particular the smaller LGAs of Golden Plains, Hepburn, Moorabool and Pyrenees. The accessibility of public transport should be considered when connecting people to jobs and training.

Mature Age

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

Across the region, mature aged job seekers (50 years and above) make up approximately 28.5 per cent of the job seekers registered (jobactive, Transition to Work and ParentsNext), with numbers increasing since March 2020.

Other industry sectors have also experienced job losses due to COVID-19, with workers being stood down, having hours reduced or being made redundant. **Transitioning workers**, largely aged 45 and over, will need to be reskilled and upskilled for opportunities in priority industry sectors.

Youth

As at August 2021, the youth unemployment rate in the Ballarat Employment Region was 10.5 per cent, an increase of .4 per cent compared to March 2020. Youth unemployment for the region remains high compared to the National and State rates and continues to present its challenges within the region.

The hospitality and retail sectors (plus beauty and fitness) were significantly impacted by COVID-19 restrictions, with businesses 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 the impacted sectors above, 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 these sectors as the economy recovers.

The National Skills Commission Internet Vacancy Index data April 2021, suggests Sales Assistants has the highest job advertisements by occupation. Connecting youth (and keeping them connected) to services and employers, such as retail, will play an important role in driving down youth unemployment and youth disengagement in the Ballarat Employment Region. This could also be obtained through focusing on jobs and skills in demand and brokering apprenticeship and traineeship opportunities for this cohort.

People with Disability (PwD)

A high proportion of job seekers registered in Australian Government employment services (jobactive, Transition to Work and ParentsNext) in the ER, approximately 27.6 per cent, identify as PwD. The PwD cohort in the ER has increased significantly, suggesting a growing need for support, including utilising the assistance of community support organisaions and maximising government programs in education, training and engagement activities to upskill or reskill these job seekers.

Aboriginal and Torres Strait Islander Peoples and Culturally and Linguistically Diverse (CALD)

The LGA of Ballarat is home to the largest population of Aboriginal and Torres Strait Islander and CALD job seekers in the ER. This area currently has strong Indigenous and Multicultural networks and collaborating with local Indigenous and Multicultural organisations will be key in developing strategies that increase engagement in training and employment aligned to local opportunities.

Impacts of COVID-19

The Ballarat region has experienced the negative impacts of the COVID-19 pandemic on local economies and employment. Whilst the number of COVID-19 cases in the region have remained low compared with those in Greater Melbourne and in other regional Victorian localities, COVID-19 restrictions have resulted in less movement of people, lost revenue for businesses and loss of, or reduced, employment.

Women and young people have been disproportionately affected by job losses in recent months, targeted training and development opportunities will assist individuals to develop and deepen skills that will make them more employable when businesses begin to hire again. Training will also increase the productive potential of the broader economy, which will help facilitate Victoria's economic recovery.

The COVID-19 pandemic has had a widespread impact on the **tourism and visitor economy**, and **retail** in Ballarat. These sectors rely largely on domestic and international visitors. Retail, hospitality, and accommodation businesses have been affected by the collapse in demand for services, particularly in tourist destinations such as Sovereign Hill, the wineries throughout the Pyrenees Shire and tourism opportunities across the Hepburn Shire. As outlined above, young people and women, who traditionally fill many of these roles, have been adversely affected with job insecurity.

In recognition of the impact of COVID-19 on the retail sector, the Central Goldfields Shire is developing a place-based program for retaining, growing, and attracting retail businesses in central Maryborough to support recovery and leverage off major renewal projects.

Domestic and international border restrictions have affected employers and workers in the transient and casual employment sector; for example, **agriculture and horticulture industry**, with fewer overseas seasonal workers available to meet local grower needs in the Pyrenees and Moorabool Shire. 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. The post-secondary **education sector** has also been severely disrupted – particularly around decreased international student arrivals affecting Federation University and Australian Catholic University.

Other industry sectors have also experienced job losses due to COVID-19, with workers being stood down, having hours reduced or being made redundant. **Transitioning workers**, largely aged 45 and over, will need to be reskilled and upskilled for opportunities in priority industry sectors

Some employers have experienced increased demand for workers, such as those in the health care and social assistance, call centres, cleaning, and transport and logistics.

The number of job seekers on the jobactive caseload has increased by 38 percent in the ER since February 2020. The Golden Plains Shire has experienced the largest increase (73 per cent) in the number of job seekers from combined jobactive, Transition to Work and ParentsNext caseloads.

In response to the impact of COVID-19 on the retail sector, the Central Goldfields Shire is developing a place-based program for retaining, growing, and attracting retail businesses in central Maryborough to support recovery and leverage off major renewal projects.

Local stakeholders and opportunities

Existing Regional Plans and Programs

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:

- Ballarat Strategy 2040 | City of Ballarat
- Ballarat Traveller Experience Plan, Events Strategy and Visitor Economy Strategy
- <u>Central Goldfields Shire Council 2020/2025 Economic Development Strategy</u>
- <u>Central Goldfields Shire Council Tourism & Events Strategy</u>
- <u>Strategic Plans Pyrenees Shire Council</u>
- Hepburn Together | Participate Hepburn
- Economic Development Information | Moorabool Shire Council
- <u>Regional Development Australia Regional Development Victoria (rdv.vic.gov.au)</u>
- Victorian Government Regional Economic Development Strategy
- Report to Infrastructure Victoria
- Australian Government <u>Regional Recovery Partnerships Fund</u>
- Australian Government <u>Building Better Regions Fund</u>

Large Employers

The primary employment industries across the employment region are Health Care and Social Assistance, Retail Trade and Personal Services, Manufacturing, Education and Training as well as Construction. The ABS Labour Force Survey, suggests Retail Trade has experienced substantial growth for the period from February 2020 to February 2021. Other sectors important to the region include Business and ICT.

Opportunities for employment openings for unemployed as well as skilled workers recently displaced by COVID-19 include, but are not limited to:

- Health Ballarat Health Services, Aged Care providers and NDIS service providers
- Retail Trade/Personal Services Hospitality and Tourism, Hair, Beauty and Spas.
- **Manufacturing/Construction** MaxiTrans Australia Pty Ltd, FMP Group, McCains Foods, Mars Chocolate and Master Foods, Haymes Paints and Alstom
- Education and Training Federation University, Australian Catholic University
- Business and ICT IBM Australia

Other major industry contributors across the region come from a range of employers including McPherson's Printing, True Foods, Edlyn Foods, Capilano Honey, Barker Trailers, Sutton Tools, Alstom, Central Highlands Water and associated councils across the relevant LGAs.

Selected Major Projects/Initiatives

Vital infrastructure and transport upgrades are underway in Ballarat and surrounding areas to position the region for future population growth and investment opportunities. These projects will provide essential infrastructure, connections and services to support the city's growing population as well as deliver on the City of Ballarat's Making Ballarat Central – The CBD Action Plan 2017–2021 and the Central Goldfields Ecomonic Development Strategy and the Tourism and Events Stategy.

- <u>Strategic Planning Projects | City of Ballarat</u>
- Ballarat Station Precinct Redevelopment
- <u>Central Goldfields Shire Priority Projects Plan Central Goldfields Shire Council</u>
- <u>Maryborough Railway Station Activation project</u>
- <u>Central Goldfields Art Gallery redevelopment</u>
- Opportunities Pyrenees, Ararat and Northern Grampians Pyrenees Shire Council
- Strategic Planning Projects Hepburn Shire Council
- Moorabuild projects and works | Moorabool Shire Council
- Major Projects | Golden Plains Shire Council

The **Investment Fast Track Fund** will help 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.

Current and emerging projects will provide opportunities for skill development and employment to meet the needs of the labour market.

Major Tourism and business investments at the iconic **Maryborough Railway Station** will see a further \$2mil investment at the recently relocated Visitor Information Centre and an expansion of the Coworking space to support start-up enterprises. The \$100mil expansion of the **Maryborough Hospital** will commence in 2022 and will create new services and greater job opportunities across a broader range of occupations.

The Employment Region hosts a wide range of employer organisations and peak bodies that will present opportunities for engagement to broker skill development and employment initiatives. These include the Committee for Ballarat, Commerce Ballarat and GROW Ballarat.

Peak bodies representing a number of retail, accommodation and hospitality businesses such as the Australian Retailers Association, Australian Hotels Association, and the Victorian Hotels and Hospitality are key bodies to engage with to broker opportunities, given the impacts of COVID-19 in those sectors.

Industry consultation, has identified a major challenge for our retail, accommodation and hospitality businesses is access to a skilled workforce. Another large employer in the employment region is health and community service industries. These two industries have struggled to attract suitably qualified staff, particularily entry level roles.

Targeted activities in the local jobs plan will prepare our current jobseeker caseloads for employment opportunities in this sector, potentially with a focus on our Aboriginal and Torres Strait Islander Peoples and Culturally and Linguistically Diverse (CALD), Youth, People with Disablity (PwD) and mature age jobseekers.

Upskilling opportunities will be created for jobseekers in both the pre-accredited and accredited training spaces, as well as providing our industry partners with pathways to create substainable employment options, through initiatives such traineeships and Jobs Victoria priority funding.

The State Government's commitment to the **Central Goldfields Shire** has seen recent investments in the areas of health, education, and law and order, together with assistance to economic development activities initiated by Council. The Shire is currently experiencing significant growth with key infrastructure projects and residential developments reaching fruition. There is work being done on opportunities to transform the Maryborough Railways Station Precinct to become a local and visitor hub with lots of tourism, commercial, transport and community uses. Additionally, there is a \$100mil expansion of the Maryborough Hospital to commence in 2022.

This will create new services and increased job opportunities across a broad range of occupations. With a large range of major construction programs across the ER, a focus on building a workforce will need to occur. This could be an opportunity for our existing Mature Aged and Youth jobseekers.

There are four jobactive providers in the Employment Region who deliver employment services, these are **CatholicCare Victoria**, **MatchWorks**, **Asuria and WDEA Works**. Other programs include:

- Transition to Work (TtW) delivering intensive employment services to youth
- ParentsNext supporting parents to prepare and return to work
- New Business Assistance with NEIS providing self employment opportunities
- Entrepreneurship Facilitator to promote and encourage self-employment
- Career Transition Assistance to help mature aged people to build confidence and skills
- Employability Skills Training to provide intensive pre-employment tratining and help young people become job ready

Other Australian Government programs include Disability Employment Service Providers (DES), Australian Apprenticeship Support Networks (AASN) and the National Disability Insurance Scheme (NDIS).

There are two dual University/TAFE campuses, one Local Learning and Employment Network (LLEN) and three Neighbourhood House sites. There are also a number of supporting learn local providers who are key stakeholders for job seekers, including youth, to prepare to meet employer and in demand skills.

The Employment Region also has a number of not for profit organisations that can be connected with to offer a range of social supports to local job seekers. These include mental health, housing, and advocacy services. These services are also a major employer for the ER.

There are mulitiple Victorian Government providers who deliver Jobs Victoria Services. These include Jobs Victoria Advocates, Career Counsellors, JVES, jobactive, Mentors, and other specialist employment services. The Jobs Victoria Partners are located at <u>Find support in your local area | Jobs Victoria</u>

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

Priority 1

- Generate opportunities for skill development aligned to local employer and industry needs, including manufacturing, transport, food and fibre and the re-invigoration of the visitor economy and tourism.
- Broker opportunities for youth skill development and employment, including apprenticeships and traineeships.

Strategy

Delivery of Hop into Hospitality

This initiative equips participants with the skills and knowledge to gain employment in the Hospitality and Tourism sectors.

The pre-employment program (delivered by Qualify), supports people to become job ready and find the work that's right for them. Each participant is allocated a dedicated Employment Mentor who provides expert training and practical support tailored to prepare job seekers for work.

The program includes networking opportunities and job matching sessions with local Hospitality and Tourism employers looking to match job seekers to employer vacancies.

Stakeholders

Work with a range of stakeholders including:

- Qualify
- BGT
- CatholicCare
- Gforce
- Federation TAFE
- Ballarat Neighbourhood Centre
- Employers and networks such as The Mercure, Carboni's, Commerce Ballarat, Ballarat Regional Tourism, The Quest RACV, Oscars, Quest Ballarat and Parks Hotel

Priority 2

- Develop strategies to enhance the access of job seekers (particularly youth) to employment and training opportunities, including aligning local transport solutions as well as broader job seeker needs.
- Engage with, support, and skill disadvantaged job seekers, in particular youth, mature age and culturally and linguistically diverse cohorts, as well as reskilling transitioning workers to align to local skill needs.

Strategy

Create a carer workforce

This initiative equips participants with the skills and knowledge to gain employment in a range of roles in the carer and disability sector.

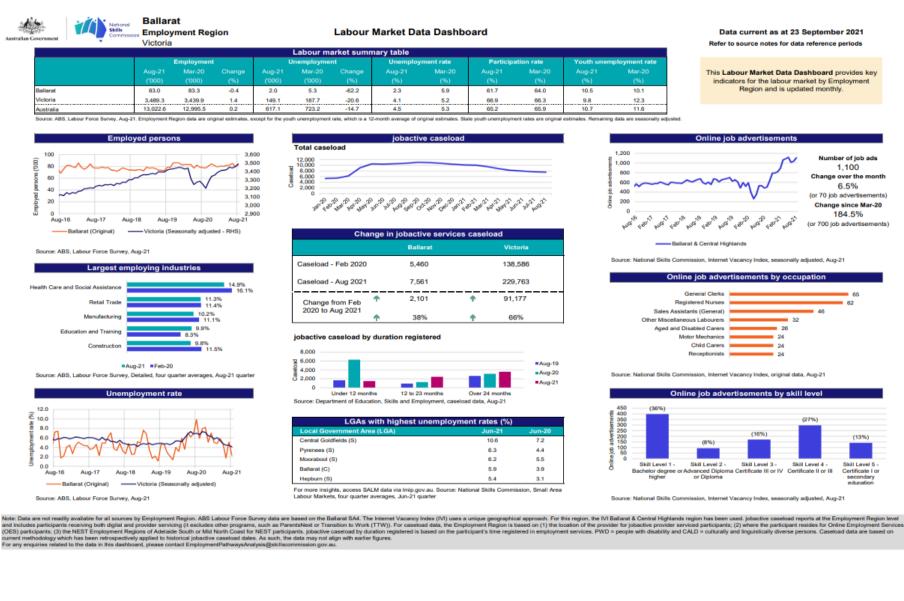
The delivery of the pre-employment program will be a combination of pre-accredited and accredited training designed to assist job seekers to gain the skills and experience to work across varied roles in the care sector, such as personal care, maintenance, cook/kitchen hands, business and housekeeping.

The program includes networking opportunities and job matching sessions with local aged and residential facilities, disability and NDIS employers, and childcare centres.

Stakeholders

- Qualify
- BGT
- CatholicCare
- Gforce
- Federation TAFE
- Various employers from the care sector Aged and Residential Care, Disability, NDIS providers and Childcare Centres.

Attachment B – Labour Market Data Dashboard (September 2021)



Attachment C – Ballarat Caseload Cohorts (31 August 2021)

| | jobactive (including OES, NEST) ² | | | Transition to Work (TtW) | ParentsNext (PN) ³ | Unique Participants in JA, TtW or PN | | |
|--|--|---------|----------|--------------------------------|----------------------------------|---|-------|--|
| Participant Characteristics ⁵ | Provider | Digital | JA Total | TtW Total | PN Total | No. | % | Change this Month (%) ⁸ |
| Total Caseload | 6,408 | 1,146 | 7,554 | 325 | 346 | 8,206 | N/A | -0.6 |
| Indigenous | 303 | 26 | 329 | 49 | 31 | 406 | 4.9% | 3.1 |
| Culturally and Linguistically Diverse (CALD) | 259 | 57 | 316 | <20 | <20 | 323 | 3.9% | N/A |
| People with Disability (PwD) | 1,883 | 239 | 2,122 | 83 | 69 | 2,267 | 27.6% | -0.8 |
| Refugees | 31 | <20 | n.p. | <20 | <20 | 35 | 0.4% | N/A |
| Youth (aged under 25) | 1,005 | 218 | 1,223 | 318 | 66 | 1,593 | 19.4% | -2.0 |
| Mature (aged 50+) | 2,039 | 296 | 2,335 | N/A | <20 | 2,339 | 28.5% | -1.1 |
| Parents | 1,216 | 118 | 1,334 | <20 | 346 | 1,684 | 20.5% | 3.9 |
| Less than 12 months | 822 | 663 | 1,485 | 117 | 90 | 1,684 | 20.5% | - 10.4 |
| 12 months + | 5,586 | 483 | 6,069 | 208 | 256 | 6,522 | 79.5% | 2.4 |

Attachment D – Ballarat Caseload Numbers by LGA (31 August 2021) *Based upon where the job seeker resides

| | Unique Participants in JA, TtW or PN | | | | | | |
|-----------------------------|--------------------------------------|------------|------------|---------------------------------------|--|--|--|
| Local Government Area (LGA) | 29/02/2020 | 30/09/2020 | 31/08/2021 | Change this Month (%) ⁸ | | | |
| Ararat (RC) | <20 | <20 | <20 | N/A | | | |
| Ballarat (C) | 4,057 | 7,680 | 5,359 | -0.4 | | | |
| Central Goldfields (S) | 824 | 1,309 | 1,024 | -1.2 | | | |
| Golden Plains (S) | 232 | 522 | 319 | -3.3 | | | |
| Hepburn (S) | 506 | 1,175 | 715 | 1.6 | | | |
| Loddon (S) | <20 | 27 | <20 | N/A | | | |
| Moorabool (S) | 273 | 661 | 401 | -1.0 | | | |
| Not Stated | 34 | 50 | 27 | -6.9 | | | |
| Pyrenees (S) | 278 | 468 | 338 | -2.0 | | | |