



# **Local Jobs Plan**

## **South Eastern Melbourne and Peninsula**

### **Victoria**

**December 2021**

# Contents

Preface .....	3
Local Jobs Program Key Priorities for the SEMP Region .....	3
SEMP Region overview .....	4
Key challenges in the SEMP Region .....	5
Local stakeholders and opportunities.....	6
Large employing industries and employers .....	8
Selected Major Projects .....	9
Labour Market Data .....	9
Attachment A – Labour Market Data Dashboard (November 2021).....	10

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.

Each Taskforce, 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 South Eastern Melbourne and Peninsula Employment Region (the SEMP region) identifies key priorities with a focus on creating employment opportunities, actively upskilling or reskilling local job seekers and meeting local employer demands.

The Local Jobs Plan also identifies the direction, strategies and actions of the LJP Employment Facilitator, Support Officer and Taskforce and will be reviewed approximately every 6 months.

## Local Jobs Program Key Priorities for the SEMP Region

1. Maximising the benefits of existing Australian Government, Victorian Government, local council and community driven employment and skills initiatives and funding to create pathways into major and growth industries within the Region.
2. Working with industry and employers to understand their workforce needs and develop industry-led training and employment initiatives to maximise opportunities and outcomes for local Job Seekers.
3. Generating opportunities for youth skill development aligned to local employer and industry needs, including through training, apprenticeships, traineeships, mentorship and improved soft skills development.
4. Maximising the extent to which local positions are filled by local job seekers in collaboration with employers, industry bodies and employment services providers.
5. Brokering employment and education opportunities for socially disadvantaged and

priority groups including Culturally and Linguistically Diverse (CALD) job seekers, mature age, young people, females, and Aboriginal and Torres Strait Islander peoples through collaboration with local community support services, employers, and training organisations.

6. Facilitating and supporting the transition of workers via reskilling and upskilling aligned to local skill needs and by promoting entrepreneurship.

## SEMP Region overview



The SEMP region covers an area of 2,775 square kilometres, commencing 14 kilometres from the city centre and extending across the Mornington Peninsula and rural areas to the outer south east. The SEMP region incorporates two separate Australian Bureau of Statistics (ABS) Statistical Area 4 level (SA4) locations of Melbourne - South East, and Mornington Peninsula.

The region includes 7 local government areas (LGAs) comprising the Cities of Kingston, Monash, Greater Dandenong, Casey and Frankston as well as the Cardinia and Mornington Peninsula Shires. The Kingston and Monash LGAs are not wholly confined by the boundary for the SEMP region, with the Kingston LGA largely falling in the neighbouring Inner Metropolitan Melbourne Employment Region, while the majority of the Monash LGA lies within the SEMP region.

Main urban centres include Oakleigh, Glen Waverley, Springvale, Dandenong, Narre Warren, Cranbourne, Pakenham, Frankston, Mornington, Rosebud and Hastings. The region has experienced significant population growth, particularly in the Cranbourne, Pakenham, and Mornington and Rosebud areas.

Key metropolitan train lines servicing this area include the Pakenham, Cranbourne and Frankston lines from the Melbourne CBD. The Stony Point Line starts in Frankston and runs through Hastings to the western side of Western Port. The Gippsland country rail service runs along the Pakenham line. Bus services are more frequent around the South East and Frankston areas. In the Mornington Peninsula, public buses connect Frankston to Portsea along the Nepean Highway, however services are less frequent and do not provide access to the Peninsula hinterland.

# Key challenges in the SEMP Region

There is considerable labour market diversity within the SEMP region.

While there is some commonality of challenges across the entire region, each of the SA4 areas also face specific locational challenges, highlighting the need to tailor local solutions to particular geographic areas and natural labour markets.

There are significant pockets of disadvantage within the region. According to the 2016 Socio-Economic Indexes for Areas (SEIFA) Index of Relative Socio-Economic Disadvantage, 12 of the 61 SA2 areas in the region experience significant levels of disadvantage. Suburbs with higher levels of disadvantage include Doveton, Frankston North, Hampton Park, Hallam, Cranbourne, Cranbourne West, Hastings, Springvale, Springvale South, Noble Park West, Rosebud West and Koo Wee Rup.

Pockets of disadvantage are also reflected in higher rates of unemployment. The most recent Small Area Labour Market data for the September Quarter 2021 showed that a number of Local Government Areas (LGAs); Greater Dandenong (8.5 per cent), Casey (6.8 per cent), Cardinia (6.0 per cent), and Frankston (6.2 per cent)<sup>1</sup>; recorded significantly higher unemployment rates compared to the entire SEMP region (5.7 per cent<sup>2</sup>).

The levels of higher education attainment vary across the region. In the Mornington Peninsula LGA there are lower rates of Year 12 completion (13.8 per cent) and higher levels of Certificate III completions (15.5 per cent) compared to the 6 other LGA's and Victorian averages. Greater Dandenong LGA has a high Year 12 completion rate (20.7 per cent) but lower level of certificates or Diploma or above completion rates (9.0 per cent Certificate level III and 8.6 per cent Diploma and Advanced Diploma level), while Kingston and Monash have a higher than Victorian average completion rate for Bachelor Degree or above level (25.3 per cent and 34.8 per cent respectively)<sup>3</sup>

People from CALD backgrounds represent 35.4 per cent of the employment services caseload<sup>4</sup>. The CALD population is higher in the South East Melbourne SA4 area and is particularly notable in Dandenong where 65 per cent of the population speaks a language other than English at home. Key employment challenges for this cohort include lack of recognition of previous skills and qualifications, language barriers, cultural differences, trauma among refugees, lower rates of car ownership limiting opportunities for jobs that are inaccessible by public transport, and a lack of confidence in approaching the employment market.

As at November 2021, youth unemployment in the SEMP region was 17.8 per cent<sup>5</sup>, which is higher than the national average and more than double the rate of unemployment for the general population in the region, at 5.7 per cent. Historically, young people experience more difficulty transitioning from education to employment, which impacts on their aspiration, confidence, mental health and motivation to engage in further education or look for work. Young people are more likely to be engaged in temporary and insecure work. There is also a skills gap between the

---

<sup>1</sup> SALM Smoothed LGA Data files (ASGS 2021)\_ September quarter 2021

<sup>2</sup> ABS Labour Force Survey November 2021

<sup>3</sup> ABS Census data Quick stats 2016

<sup>4</sup> South Eastern Melbourne and Peninsula Employment Services Caseload data 30 November 2021

<sup>5</sup> South Eastern Melbourne and Peninsula Employment Services Caseload data 30 November 2021

jobs available in the local labour market and the skills and experience young people have to offer.

There is a higher representation of Aboriginal and Torres Strait Islander peoples in the SEMP region, in particular the Westernport pocket. Engagement with local Indigenous community groups remains key to developing strategies that increase engagement in training and employment aligned to local opportunities.

A skills mismatch is contributing to recruitment difficulties and skills shortages for employers in various sectors, including the Manufacturing, Construction, Food and Fibre and Health Care and Social Assistance industries.<sup>6</sup> Some of the challenges identified include high employer expectations of candidates' skills and experience, increasing entry-level skill requirements due to new technologies, and a lack of general employability skills among job seekers. It remains important to collaborate with employers and industry to address the skills mismatch, including through training, upskilling, reskilling, apprenticeships and traineeships.

An ageing population is affecting demand in the health care and social assistance sector, particularly in aged care, disability and community services. According to Census data, the SEMP region has an ageing population profile, particularly notable in the Mornington Peninsula with 20.3 per cent<sup>7</sup> of the population aged 65+ years, compared to 13.3 per cent for the SEMP region. Upskilling and reskilling local job seekers for opportunities in this sector will help connect local labour supply with employer demand as growth in the sector continues.

Transport in the Peninsula area is an ongoing challenge with only one train line running from Stony Point to Frankston Station, however this is only accessible on the east side of the Peninsula area and has no access to the west. Buses service the west area of the Peninsula along 2 main lines but run less frequently than other major growth areas across the SEMP region. With no access to public transport in the hinterland, movement between east and west of the Peninsular involves lengthy indirect connections via the Frankston transport hub. Planned infrastructure from now until 2025 for continued road works, removal of level crossings and road upgrades across Frankston, Cranbourne and Pakenham suburbs also bring major disruption to the public transport service in these areas.

The SEMP region continues to be heavily impacted by COVID-19 on a number of levels. Employers continue to be challenged by the disruption to supply chains however more specifically the impact on labour supply. With the requirement for employers to comply with Victorian Health regulations, many are dealing with increased staff shortages and challenges without the ability to access alternate labour pools.

## Local stakeholders and opportunities

The SEMP region is home to various stakeholder networks that work with employers, industry and community stakeholders to promote business and economic development and to implement employment and education related initiatives. These include:

- South East Business Networks (SEBN)
- South East Melbourne Manufacturers Alliance (SEMMA)
- Greater Dandenong Regional Employment Taskforce

---

<sup>6</sup> Victorian Skills Commissioner, Regional Skills Demand Snapshot – South East Melbourne, July 2019

<sup>7</sup> ABS Census data Quick stats 2016

- South East Local Learning and Employment Network (SELLEN)
- Frankston Mornington Peninsula Learning and Employment Network (FMPLLEN)
- South East Melbourne Integrated Transport Group (SEMITG)
- Frankston and Mornington Peninsula Community Investment Committee
- Frankston Job Seeker Alliance

Given the range of existing local partnerships in place, leveraging these networks continues to be a priority.

Metropolitan partnerships are a mechanism for local communities to engage with the Victorian government through a range of key stakeholders and LGAs. The Greater South East Melbourne (GSEM) Metropolitan Partnership includes Kingston City Council, Frankston City Council, Mornington Peninsula Shire Council, Greater Dandenong City Council, Cardinia Shire Council, Monash City Council and City of Casey Council.

There are a range of Australian Government employment programs within the Department of Education, Skills and Employment (DESE) portfolio that are delivered by employment services providers in the SEMP region. Eight providers deliver jobactive services: AMES, Jobfind, Job Prospects, MatchWorks, MAX Employment, Sarina Russo Job Access, Skills Plus and WISE Employment.

Other DESE employment services in the region include ParentsNext, Transition to Work , New Enterprise Incentive Scheme, Career Transition Assistance, Employability Skills Training, Entrepreneurship Facilitator Services and Australian Apprenticeship Support Network.

The operation of the Employment Service Providers Stakeholder Group, which is chaired by the Employment Facilitator, seeks to bring these providers together to encourage a united approach to service provision and coordinated response to regional opportunities.

Additional Australian Government programs delivered by other Commonwealth agencies include Vocational Training and Employment Centre, DES - Disability Management Service, DES - Employment Support Service, National Disability Insurance Scheme and more.

The region is serviced by 4 Australian Apprenticeship Support Network providers including Apprenticeships Support Australia, MAS National, MEGT and Sarina Russo Apprenticeship Services. Group training organisations provide traineeship and apprenticeship employment and support across the region

Working in alignment with the Australian government employment services, the Victorian government employment programs include:

- Jobs Victoria Employment Services (replaced JVEN)
- Skills and Jobs Centre, Chisholm Institute Dandenong
- Working for Victoria
- Jobs Victoria On-line Digital Platform
- Jobs Victoria Career Counselling Service
- Jobs Advocates
- Community Traineeship Program
- Working for Victoria Youth Employment Program
- Youth Employment Scheme; and
- Victorian Social Enterprise Strategy.

Education providers include Chisholm TAFE, Deakin University, Monash University, Federation University, over 50 Learn Local providers, 3 Local Learning and Employment Networks and numerous registered training organisations with industry specific vocational training focuses. Mental health services are delivered by various organisations in the region, such as Monash Health, Peninsula Health and Headspace.

The Victorian Chamber of Commerce is an important stakeholder in the SEMP region with 5 major industry sectors represented by members.

A number of labour hire and private recruitment companies also operate in the region, with employment opportunities in the construction, manufacturing, warehousing, logistics, retail, hospitality, health, freight and transport sectors.

## Large employing industries and employers

The SEMP region has a diverse labour market profile, spanning professional and knowledge industry precincts, manufacturing and transport hubs, heavy industry, tourism and recreational services, and regional horticulture and rural grazing areas. There remains considerable difference in employer profile size with the Peninsular largely made up of small employers whereby the South East has a higher concentration of medium to large employers.

The Health Care and Social Assistance industry continues to grow strongly, adding 27,000 jobs in the SEMP region over the last 5 years.<sup>8</sup> Some large employers in this industry include Peninsula Health, Monash Health and a wide variety of aged and disability care providers.

Some of the employers delivering major construction projects in the SEMP region include John Holland, Multiple, Downer, CPB Contractors, Fulton Hogan, ADCO Constructions and Johns Lyng Group. This sector provides a variety of skill development opportunities, including upskilling and reskilling through training, apprenticeship and traineeships.

Selected Food and Fibre industry businesses include Yakult, Gippsland Dairy, Tip Top, Spuds 'R' Us, Prestige Foods and Sicluna's Wholesale.

The SEMP region is home to a large manufacturing employer base which includes both large (Jayco, Bombardier, Bluescope), medium and small manufacturers covering a wide range of products. The transport and logistics sector remains a large and increasing employer with major organisations including Bunnings Warehouse, Australia Post, Coles, Woolworths and Amazon.

Other major employers in the SEMP region include local councils, Monash University, Deakin University, Federation University and Chisholm TAFE.

---

<sup>8</sup> National Skills Commission, Employment Region Industry profile, November 2021



## Selected Major Projects

The SEMP region has a large pipeline of major projects which present employment and skill-building opportunities for local job seekers. Major projects currently being undertaken include track duplication and level crossing removals for the Cranbourne Line upgrade, the Monash Freeway and South Gippsland Highway upgrades and new school building and upgrade projects.

Other projects in the pipeline include the upgrade of the Frankston Hospital, the electrification of Frankston line to Baxter, the construction of the Officer Town Centre Precinct in Cardinia Shire, the upgrade of Hall Rd and Western Port Highway roundabouts, the Dandenong Central Business District revitalisation, redevelopment of Cardinia Cultural Centre and the duplication of rail tracks between Dandenong and Cranbourne.

## Labour Market Data

The most recently available Labour Market Data Dashboard in Attachment A below provides a range of insights into local labour market conditions for the SEMP Region. Additional labour market information at the Employment Region level can also be found on the [Labour Market Information Portal](#) and the [National Skills Commission](#) website.

# Attachment A – Labour Market Data Dashboard (November 2021)



South Eastern Melbourne and Peninsula  
Employment Region  
Victoria

## Labour Market Data Dashboard

Data current as at 23 December 2021

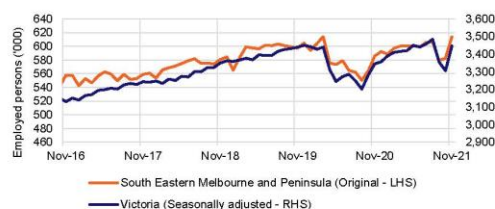
Refer to source notes for data reference periods

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	
	Nov-21 ('000)	Mar-20 ('000)	Change (%)	Nov-21 ('000)	Mar-20 ('000)	Change (%)	Nov-21 (%)	Mar-20 (%)	Nov-21 (%)	Mar-20 (%)	Nov-21 (%)	Mar-20 (%)
South Eastern Melbourne and Peninsula	614.2	614.1	0.0	35.0	34.9	0.4	5.4	5.4	68.1	67.5	13.8	11.5
Victoria	3,446.6	3,439.9	0.2	171.4	187.7	-8.7	4.7	5.2	66.8	66.3	11.5	12.3
Australia	13,177.3	12,995.5	1.4	636.7	723.2	-12.0	4.6	5.3	66.1	65.9	10.9	11.6

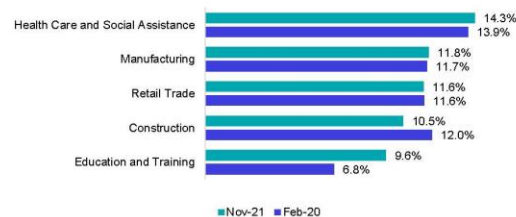
Source: ABS, Labour Force Survey, Nov-21. Employment Region data are original estimates, except for the youth unemployment rate, which is a 12-month average of original estimates. State youth unemployment rates are original estimates. Remaining data are seasonally adjusted.

### Employed persons



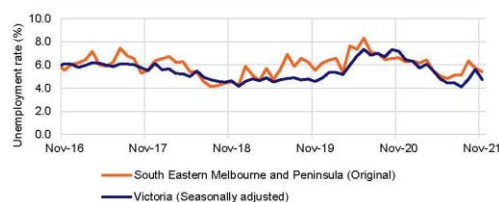
Source: ABS, Labour Force Survey, Nov-21

### Largest employing industries



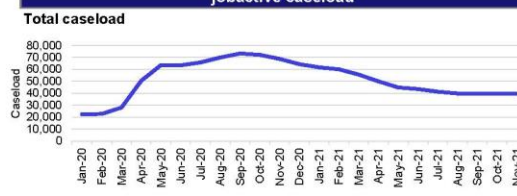
Source: ABS, Labour Force Survey, Detailed, four quarter averages, Nov-21 quarter

### Unemployment rate



Source: ABS, Labour Force Survey, Nov-21

### jobactive caseload



### Change in jobactive services caseload

	South Eastern Melbourne and Peninsula	Victoria
Caseload - Feb 2020	22,715	138,586
Caseload - Nov 2021	39,571	226,787
Change from Feb 2020 to Nov 2021	16,856	88,201
	74%	64%

### jobactive caseload by duration registered



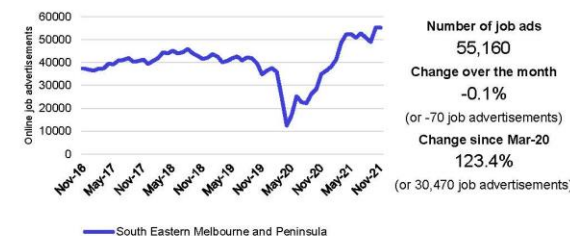
Source: Department of Education, Skills and Employment, caseload data, Nov-21

### LGAs with highest unemployment rates (%)

Local Government Area (LGA)	Sep-21	Sep-20
Greater Dandenong (C)	8.5	10.2
Casey (C)	6.8	7.7
Cardinia (S)	6.0	6.9
Frankston (C)	5.7	6.3
Kingston (C) (Vic.)	5.1	6.2

For more insights, access SALM data via [imp.gov.au](http://imp.gov.au). Source: National Skills Commission, Small Area Labour Markets, four quarter averages, Sep-21 quarter

### Online job advertisements



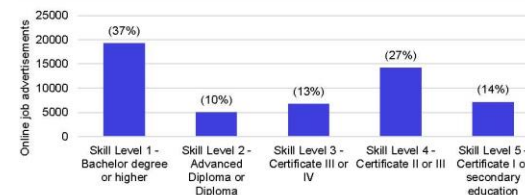
Source: National Skills Commission, Internet Vacancy Index, seasonally adjusted, Nov-21

### Online job advertisements by occupation



Source: National Skills Commission, Internet Vacancy Index, 3 month average of original data, Nov-21

### Online job advertisements by skill level



Source: National Skills Commission, Internet Vacancy Index, seasonally adjusted, Nov-21

Note: Data are not readily available for all sources by Employment Region. ABS Labour Force Survey data are based on the combined SA4s of Melbourne - South East; and Mornington Peninsula. The Internet Vacancy Index (IVI) uses a unique geographical approach. For this region, the IVI Melbourne region has been used. 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. PWD = people with disability and CALD = culturally and linguistically diverse persons. Caseload data are based on current methodology which has been retrospectively applied to historical jobactive caseload dates. 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](mailto:EmploymentPathwaysAnalysis@skillscommission.gov.au).