



Geelong Priority Employment Area

The Geelong Priority Employment Area (PEA) is made up of the Greater Geelong Local Government Area (LGA).

The Greater Geelong LGA is made up of the following Statistical Local Areas: Bellarine - Inner Corio - Inner Geelong Geelong West Greater Geelong (C) - Pt B Greater Geelong (C) - Pt C Newtown South Barwon - Inner

*The Geelong PEA comprises 55 per cent of the Barwon-Western District LFR.

Indicator	Geelong PEA	Victoria
Unemployment rate	6.5%	5.7%
Working Age Participation rate (15- 64 years old)	74.8%	75.6%
Teenage full-time unemployment ratio	5.0%	3.4%
Proportion of 25-34 year olds completed Year 12	72%	79%
Income support recipients (15-64 years old)	21%	17%
Proportion of disengaged youth (20-24 years old)	13%	11%

Snapshot of the Region

Source: ABS, Census of Population and Housing, 2011 and 2006; ABS Labour Force Survey, July 2013; DEEWR, Small Area Labour Markets, March Quarter 2013; DEEWR, Administrative data, June 2013; Estimated Resident Population, 2011

Labour market conditions are generally more subdued in the PEA than compared with the State.

Indicators of disadvantage are also generally higher in the PEA than the State.

Region	Adult Population (15+)	Growth 2006 to 2011 (15+)	Proportion of Adult Population 65 +	Median Age 2011
Bellarine – Inner SLA	20,405	6%	21%	40
Corio – Inner SLA	47,233	4%	19%	38
Geelong SLA	10,325	3%	17%	38
Geelong West SLA	12,034	2%	16%	37
South Barwon – Inner SLA	44,305	8%	21%	39
Greater Geelong (C) - Pt B SLA	31,116	10%	25%	44
Geelong PEA	176,007	6%	20%	39
Australia	18,111,460	9%	17%	37

Population Profile

Source: Estimated Residential Population, 2011 and 2006; ABS, Census of Population and Housing, 2011

Overall, the adult population in the Geelong PEA grew by 6 per cent from 2006 to 2011, smaller than Australia (9 per cent).

The proportion of the adult population aged 65 years and older in the Geelong PEA (20 per cent) is larger than Australia (17 per cent).



Age Distribution

Source: Estimated Residential Population, 1991-2011

This graph shows the age distributions of the Geelong PEA from 1991 – 2006. The age distribution of the PEA shows a movement towards the older age brackets, suggesting an ageing population.



Migration over 5 years - Working Age Population (15-64)

Source: ABS Census of Population and Housing, 2011 and 2006

In the five years to the 2011 Census, 30,200 people (16 per cent of the population) of all ages have moved to the Geelong PEA

The majority of people came from the following localities:

Region	People to the PEA	% of people who moved
Melbourne Metro	- 9,500	(32%)
Overseas	- 5,800	(19%)
Surf Coast	- 1,600	(5%)
Queensland	- 1,600	(5%)
New South Wales	- 1,500	(5%)



Consistently higher unemployment rate...

Source: DEEWR Small Area Labour Markets, March Quarter 2012 (Smoothed), ABS Labour Force, Australia and Victoria, March 2013

The unemployment rate for the Geelong PEA has been increasing since December 2008. The rate troughed at 3.8 per cent in December 2008 and has continued to be volatile since.

And variation across the PEA					
Region	March 2013	Participation Rate 2011			
Bellarine - Inner	6.8%	75.6%			
Corio - Inner	9.9%	70.2%			
Geelong	7.1%	77.9%			
Geelong West	6.0%	80.1%			
South Barwon - Inner	4.3%	78.2%			
Greater Geelong (C) - Pt B	5.3%	74.8%			
Geelong PEA	6.5%	74.8%			
Victoria	5.7%* 75.6%				
	*July 2013, Seasonally Adjusted Source: DEEWR Small Area Labour Markets, March Quarter 20 (Smoothed), 6202.0 Labour Force, Victoria, July 2013 (Seasonally Adjuste ABS, Census of Population and Housing, 20				

...And variation across the PEA

Source: DEEWR Small Area Labour Markets, March Quarter 2013 (Smoothed), 6202.0 Labour Force, Victoria, July 2013 (Seasonally Adjusted), ABS, Census of Population and Housing, 2011

In March 2013 the unemployment rate in the Geelong PEA was 6.5 per cent.

Within the Geelong PEA, the Corio – Inner SLA had the highest unemployment rate (9.9 per cent). Unemployment in South Barwon – Inner was low (4.3 per cent).

The Corio – Inner SLA also had the lowest labour force participation rate (70.2 per cent). The highest labour force participation rate was in the Geelong West SLA.

Large proportion of income support recipients in some parts						
Region	Proportion of the WAP in receipt of benefit (June 2013)	% change for all benefit recipients (June 2012 to June 2013)	Proportion of the WAP in receipt of unemployment benefit (June 2013)	% change for all unemployment benefit recipients (June 2012 to June 2013)		
Bellarine - Inner	23%	5%	7%	28%		
Corio - Inner	27%	-1%	9%	18%		
Geelong	22%	5%	7%	23%		
Geelong West	20%	1%	6%	23%		
Geelong PEA	21%	1%	7%	20%		
Victoria	17%	2%	5%	25%		
Source: DEEWR, Administrative data, June 2013 and June 201. Estimated Resident Population, 2011						

Large proportion of income support recipients in some parts

Source: DEEWR, Administrative data, June 2013 and June 2012; Estimated Resident Population, 2011

In June 2013, 21 per cent of the Working Age Population (WAP) were in receipt of an income support benefit in the Geelong PEA. This was larger when compared with Victoria (17 per cent). In the Corio – Inner SLA more than a quarter (27 per cent) of the WAP was in receipt of an income support payment.

Overall, the proportion of the WAP in the PEA in receipt of an income support payment increased by 1 per cent in the year to June 2013.

Some 7 per cent of the Geelong PEA WAP were in receipt of an unemployment benefit, higher than the state (5 per cent).

Long duration of unemployment					
		inemployed s or more)	Average duration		
Region	Percent of all unemployed		of unemployment (weeks)		
Barwon-Western District LFR	2,700	20.1%	41		
Victoria	29,400	17.0%	33		
Australia	125,900	18.7%	37		
	Source: ABS Labour Force, July 2013 (12 month averag				

Long duration of unemployment

Source: ABS Labour Force, July 2013 (12 month average)

Long-term unemployed are those who have been unemployed and looking for work for at least 52 weeks.

The Barwon-Western District LFR reported a larger proportion of long-term unemployed persons (20.1 per cent) when compared with Victoria and Australia (17.0 per cent and 18.7 per cent respectively).

The average duration of unemployment in the Barwon-Western District LFR was 41 weeks, significantly less compared with the state (33 weeks) and national averages (37 weeks).

*The Geelong PEA comprises 55 per cent of the Barwon-Western District LFR.

Calculated using Adult Population (15+).



Vacancies declining

Source: DEEWR, Internet Vacancies Index, July 2013

The following graph shows the number of vacancies in the Geelong and Surf Coast region.

Since late 2010 vacancies in Geelong have continued to be volatile with an overall downward trend.

This decline in vacancies is consistent with Australia.

*Geelong and Surf Coast – made up of the Geelong ESA and Hampden ESA



Largest employing Industries – Working Age Population (15-64)

Source: Source: ABS, Census of Population and Housing, 2011

In Geelong PEA the Health Care and Social Assistance industry is the largest employing industry. This was followed by the Retail and Manufacturing Industry

• Calculated by Place of Usual Residence



Employment growth for largest industries - Geelong PEA

Source: ABS, Census of Population and Housing, 2011 and 2006

This graph shows the percentage change in the number of people employed in the largest industries, in the Geelong PEA, over the period 2006 to 2011. Much of the growth in employment in the PEA was concentrated in the Health Care and Social Assistance and Construction Industries.

Manufacturing decreased by 13 per cent over the period 2006 – 2011.

Overall, employment in the Geelong PEA grew by 10 per cent over the period 2006 – 2011, compared with 10 per cent for Australia.



Changing Structure of the Labour Market

Source: ABS Census of Population and Housing, 2001 and 2011 (place of enumeration)

Adult population (15+ years)



Much of the manufacturing industry in decline... Employment Growth - Five years to 2011, Geelong PEA

Source: ABS, Census of Population and Housing, 2011 and 2006

This graph shows the decline of the manufacturing industry in the Geelong PEA at the 3 digit level.

The largest decline was seen in Motor Vehicle and Motor Vehicle Part Manufacturing, with 935 fewer employed in that industry.

Although a large proportion of the manufacturing industry is in decline, there are still areas within the industry that have shown growth. The largest growth was seen in Cement, Lime, Plaster and Concrete Product Manufacturing which employed 94 more people in the five years to 2011.



...But Strong Growth in the Health Care and Social Assistance Industry Employment Growth - Five years to 2011, Geelong PEA

Source: ABS, Census of Population and Housing, 2011 and 2006

This graph shows the increase in the health care and social assistance industry in the Geelong PEA at the 3 digit level.

Employment growth in the Geelong from 2006 to 2011 Census has been strong for the Health Care and Social Assistance Industry.

This was led by Employment growth in Hospitals (855) and Other Social Assistance Services (655).



Strong growth in Community and Personal Service Workers

Source: ABS, Census of Population and Housing, 2011 and 2006

This graph shows the percentage change in the number of people employed in selected occupations in the Geelong from 2006 Census to 2011 Census. Much of the growth in employment in the PEA was concentrated in the Community and Personal Service Workers. However employment in the Labourers occupation group decreased for Machinery Operators and Drivers.

Many families are jobless					
Region	Number of jobless families*	Proportion of all families that are jobless	Proportion of couple families that are jobless	Proportion of lone parent families that are jobless	
Corio – Inner	1,300	23%	8%	54%	
Geelong PEA	2,800	14%	4%	44%	
Victoria	66,700	13%	5%	43%	
*Families with children aged less than 15 years					
		Source: /	ABS, Census of Populat	ion and Housing, 201.	

Many families are jobless

Source: ABS, Census of Population and Housing, 2011

Some 14 per cent of families with children in the Geelong PEA did not have an employed parent, larger than the figures for Victoria (13 per cent). The proportion of lone parents in the PEA who did not have an employed parent (44 per cent) was on a par with Victoria (43 per cent).

The Corio – Inner SLA had a large proportion of families with children under 15 years of age who were not employed (23 per cent) and a larger proportion of lone parent families with children under 15 years of age who were not employed (54 per cent).

Т	Teenagers facing labour market challenges					S
		Teena	ge full-time unempl (15-19 years)	loyment	Teenage full-time unemployment to population	
	Region	Persons	Persons Teenage full-time unemployment Annual change rate			
	Barwon-Western District LFR	1,500	28.8%	0.6%	5.0%	
	Victoria	12,300	25.8%	-3.7%	3.4%	
	Australia	62,400	24.9%	1.0%	4.2%	
			Source: ABS L	abour Force data, July	/ 2013 (12 month avera	age)

Teenagers facing labour market challenges

Source: ABS Labour Force data, July 2013 (12 month average)

Due to their lack of skills and experience, teenagers in the full-time labour market can be particularly vulnerable during a labour market downturn.

The teenage full-time unemployment rate is the proportion of those aged 15 to 19 years, participating full-time in the labour market, who are unemployed.

As at June 2013, the teenage full-time unemployment rate for the Barwon-Western District LFR was 28.8 per cent higher than the state (25.8 per cent) and national (24.9 per cent) averages.

As at June 2013, the teenage full-time unemployment to teenage population ratio in the Barwon-Western District LFR (5.0 per cent) was higher than both national (4.2 per cent) and state (3.4 per cent).

*The Geelong PEA comprises 55 per cent of the Barwon-Western District LFR.



Young people disengaged in Corio SLA

Source: ABS, Census of Population and Housing, 2011

At the time of the 2011 Census, 13 per cent of young adults (persons aged 20 to 24 years) in the Geelong PEA were neither working or studying. This figure is notably higher when compared with Victoria (11 per cent), but on a par with Australia (13 per cent).

For young adult males in the PEA, 5 per cent were not in the labour force and not studying and 6 per cent were unemployed and not studying. For young adult females in the PEA ,10 per cent were not in the labour force and not studying and a further 4 per cent were unemployed and not studying.

Although as a whole young people in the PEA appear to be engaged, there are still pockets of disengagement, in particular the Corio – Inner SLA. For young adult males in the PEA, 8 per cent were not in the labour force and not studying and 9 per cent were unemployed and not studying. For young adult females in the PEA 16 per cent were not in the labour force and not studying and a further 6 per cent were unemployed and not studying.

Educational attainment improving, but still below the State					
Region	Completed Yr 12		Attained Advanced	Attained	
Region	2011	2006	Diploma, Diploma or Certificate III & IV	Bachelor Degree or Higher	
Bellarine - Inner	64%	54%	42%	18%	
Corio - Inner	63%	55%	33%	19%	
Geelong	80%	72%	29%	44%	
Geelong West	82%	75%	33%	41%	
South Barwon - Inner	79%	72%	35%	36%	
Greater Geelong (C) - Pt B	72%	65%	39%	29%	
Geelong PEA	72%	64%	35%	30%	
Victoria	79%	73%	29%	32%	
*Table refers to persons aged	*Table refers to persons aged 25-34 years				
	Source: ABS, Census of Population and Housing, 202				

Educational attainment improving, but still below the State

Source: ABS, Census of Population and Housing, 2011

Job seekers who have not completed Year 12 and have limited experience in the workforce are likely to lack many basic employability skills that employers value and look for in applicants, particularly for lower skilled vacancies and entry level positions such as apprenticeships and traineeships.

At the time of the 2011 Census, the proportion of 25 to 34 year olds in the Geelong PEA who had completed Year 12 or equivalent was 72 per cent, smaller than Victoria (79 per cent).

30 per cent of 25-34 year olds in the Geelong PEA had attained a Bachelor Degree or Higher, lower than Victoria (32 per cent). However, the proportion of people in the PEA who attained an Advanced Diploma, Diploma, or Certificate III and IV level (35 per cent) was larger than Victoria (29 per cent).



Educational Attainment and Labour Market Outcomes

Source: ABS, Census of Population and Housing, 2011

There is a strong relationship between educational attainment and employment outcomes. For those aged 25 to 34 years in the Geelong PEA, there were high unemployment rates for those who had completed Certificate I & II but had not completed Year 12 (15.9 per cent) and those who did not complete Year 12 without any further post school qualification (13.7 per cent).

Unemployment rates are considerably lower for those who have completed a tertiary education at the Bachelor degree, Advanced Diploma and Diploma Level. It should also be noted that employment outcomes are better for those who have attained Certificate Levels III or IV. This emphasises the importance of post school education in ensuring success in gaining employment.

Lit	Literacy and Numeracy an issue in some areas						
	Region	Proportion of Yea school students w minimum sta	vho did not meet				
		Reading	Numeracy				
	Corio – Inner	17%	10%				
	Bellarine – Inner	10%	3%				
	Victoria	5%	3%				
	*The table refers to a selected school in each region						
			Source: MySchool web	osite, 2012			

Literacy and Numeracy an issue in some areas

Source: MySchool website, Figures for Victoria represent proportions of all Year 9 students who did not meet minimum standards for literacy and numeracy.

This slide shows the proportion of Year 9 students at selected government high schools in the Corio – Inner SLA and the Bellarine – Inner SLA who did not meet minimum standards for literacy and numeracy in 2012, compared with the proportions of Year 9 students who did not meet minimum standards for literacy and numeracy in Victoria.

While the selected government schools' data is not necessarily representative of all Year 9 students in the PEA, it demonstrates that there are at least pockets of disadvantage within the PEA.



Large skilled migrant intake - Settlers aged 18 - 64 years over the past 5 years

Source: Department of Immigratiohttp://www.immi.gov.au/settlementn and Citizenship. Settlement reporting:, 04 July 2008 to 04 July 2013

In the past 5 years nearly 3,000 migrants have settled in the Geelong PEA.

Of those migrants around one third settled in the Corio – Inner SLA. Over 80 per cent of the Humanitarian migrants who settled in the Geelong PEA, settled in the Corio – Inner SLA.

Migrants experience weaker labour market outcomes						
SLA % OTMESC Unemployment Rate Participation Rate						
Bellarine - Inner	6%	6.2%	67.3%			
Corio - Inner	15%	8.8%	58.8%			
Geelong	11%	10.1%	69.2%			
Geelong West	9%	10.6%	68.7%			
South Barwon - Inner	9%	7.4%	67.8%			
Greater Geelong (C) - Pt B	4%	6.6%	62.7%			
Geelong PEA	9%	8.1%	62.9%			
Victoria	23%	7.9%	68.4%			
Source: ABS, Census of Population and Housing, 201						

Migrants experience weaker labour market outcomes

Source: ABS, Census of Population and Housing, 2011

9 per cent of the Geelong PEA working age population is OTMESC, lower compared with Victoria (23 per cent).

Residents who identified as OTMESC usually experience weaker labour market outcomes. The OTMESC population in the Geelong PEA experienced a high unemployment rate (8.1 per cent) and low participation rate (62.0 per cent).



Migrant Underutilisation- For Persons with a Bachelor Degree or higher

Source: ABS, Census of Population and Housing, 2011

Overall, 27 per cent of the working age OTMESC population in the Geelong PEA had obtained a Bachelor Degree or higher qualification. This compares with 19 per cent for the MESC population.

There was a lower level of labour market participation for highly qualified OTMESC persons compared with the MESC population in the Geelong PEA. For both males and females, a larger proportion of the OTMESC population with a Bachelor Degree or higher were either not in the labour force, unemployed or employed in a low skilled occupation.



Travel outside of the PEA for work / Travel to the PEA for work

Source: ABS, 2011 Census of Population and Housing

Living in the PEA and travelling outside for work:

At the time of the 2011 Census, around 80,600 employed people of working age (15-64 years) were residing in Geelong PEA.

Of those people, 81 per cent (65,300 people) worked in the PEA.

The remaining 19 per cent (15,400 people) travelled outside of the PEA for work.

The largest proportions travelled to:

Melbourne Metro (11,100 people or 72 per cent of people travelling outside the PEA for work)

Wyndham LGA (2,000 people or 13 per cent of people travelling outside the PEA for work)

Surf Coast LGA (1,600 per cent or 11 per cent of people travelling outside the PEA for work)

Living outside the PEA and travelling to the PEA for work:

At the time of the 2011 Census, 76,900 people were employed in the Geelong PEA.

Of those people working in the PEA, 85 per cent (65,300 people) lived in the PEA and the remaining 15 per cent (11,600 people) lived outside the PEA and travelled to the PEA to work.

The largest proportions travelled from:

Surf Coast LGA (4,100 people or 36 per cent of people travelling to the PEA for work) Melbourne Metro (3,600 people or 31 per cent of people travelling to the PEA for work) Golden Plains LGA (2,400 people or 20 per cent of people travelling to the PEA for work)



Basic Employability Skills

Source: DEEWR, Survey of Employers' Recruitment Experiences, All regions surveyed in the 12 months to December 2010

Most importance placed on:

- 30 per cent personal traits and qualities only
- 28 per cent technical skills only
- 41 per cent both equally important

Personal traits and qualities applicants lacked:

- Enthusiasm
- Motivation
- Communication
- Confidence
- Teamwork



Conclusion

Labour market subdued

- High unemployment rate and lower levels of labour force participation
- Declining Manufacturing Industry

Challenges

- Ageing population/demographic change
- Disengaged young people, low education levels, migrant underutilisation, income support recipients and jobless families
- Continued diversification of industries

Opportunities

- Strong employment growth in the Health Care and Social Assistance and Construction Industries
- Strong occupation growth for Community and Personal Service workers
- Employment opportunities in accommodation and food services through tourism

Job seekers need to be job ready

- Employability skills, positive attitudes
- Education and Training
- Literacy/numeracy, English proficiency

Collaboration with key stakeholders



Further Information

More information on labour market conditions and other research on small areas can be found on these web sites:

- www.deewr.gov.au/RegionalReports
- www.deewr.gov.au/LMIP
- www.deewr.gov.au/SkillShortages
- www.deewr.gov.au/australianjobs
- www.joboutlook.gov.au

Thank you.



If you have any questions about the presentation please contact the Regional Surveys Section or Recruitment Analysis Section on:

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