

Local Jobs Plan

**North Eastern Melbourne**

**Victoria**

**July 2021**

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The Department of Education, Skills and Employment acknowledges the traditional owners and custodians of the Kulin Nation lands where we work and travel through. We pay our respects to their people, cultures, and their 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 (ERs).

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

* 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 ER’s Employment Facilitator, develop and update a Local Jobs Plan for their ER 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 plan identifies the direction and key priorities for the North Eastern Melbourne ER, with a focus on creating employment opportunities, actively upskilling or reskilling local job seekers and meeting local employer demands.

The Local Jobs Plan will be reviewed following establishment of the North Eastern Melbourne Local Jobs and SkillsTaskforce, and as required to include emerging priorities and address the current needs of the ER, or at least every 6 months.

# Local Jobs Program Key Priorities: North Eastern Melbourne ER

1. Maximise the benefits of existing Australian, Victorian and Local Government programs to create pathways to employment in growth and major employing industries, particularly in Health Care and Social Assistance, Construction and Retail Trade, including through apprenticeships, traineeships.
2. Broker opportunities for employment and skill development to target the economic recovery of peri-urban areas in the ER, with a particular focus on tourism and primary industries.
3. Develop strategies to upskill and/or reskill job seekers to meet the growing labour market needs in major infrastructure and construction projects, including supporting Victoria’s Big Build strategy.
4. Reduce barriers to participation and employment, and generate opportunities for skill development for mature age people, people from Culturally and Linguistically Diverse (CALD) backgrounds, Youth, people with a disability and Aboriginal and Torres Strait Islander peoples, aligned to local employer and industry needs.
5. Facilitate and support the transition of displaced workers via reskilling and upskilling aligned to local industry needs, including pathways to self-employment.

North Eastern Melbourne ER Overview

The North Eastern Melbourne ER incorporates two separate ABS SA4 locations of Melbourne North East and Melbourne Outer East. The ER contains 11 Local Government Areas (LGAs) of the Cities of Banyule, Darebin, Knox, Manningham, Maroondah, Whitehorse, Whittlesea, and the Shires of Mitchell, Murrindindi, Nillumbik, and Yarra Ranges.

The ER is diverse, covering suburban and industrial precincts, peri-urban and rural communities. The western and southern parts of the ER have higher concentrations of population and industry density, compared to the other parts of the ER. The main urban areas are the suburbs surrounding Preston, Thomastown, Epping, Heidelberg, Greensborough, Eltham, Nunawading, Ringwood, Wantirna South, Lilydale, Croydon North and Bayswater.

Over at least the last decade, the North Eastern Melbourne ER has experienced gradual population movements, particularly notable in the western parts of the ER, with substantial growth in Mernda, South Morang, Whittlesea, and Wallan. Population increases in the western parts of the ER have been due (in part) to government investments and infrastructure projects (such as the expansion of the Epping train line to Mernda and the further development of the Metropolitan Melbourne Ring Road project), lifestyle changes and affordable housing. This growth contributes to the need for jobs growth and infrastructure in this area. Additionally, peri-urban areas within the shires of Nillumbik, Murrindindi, and parts of Yarra Ranges, offer significant tourism and harvest labour opportunities, necessitating the need to draw on additional labour supply from surrounding ERERs to meet labour demands.

# North Eastern Melbourne Employment ER Boundary Map



*Source:- Labour Market Information Portal-mapbox*

Key challenges in North Eastern Melbourne

The ER is serviced by the four primary arterial rail lines of Belgrave, Lilydale, Hurstbridge and Mernda, which all radiate outwards from the Melbourne CBD. Other major transport routes include EastLink, the Hume Freeway and the Metropolitan Melbourne Ring Road. These transport corridors link the ER to other metropolitan areas, facilitating movement of commuters and freight. Transport issues, however, exist for those who are outside of the main transport hubs who rely on public transport, which is particularly evident in peri-urban and rural areas with dispersed populations.

According to the 2016 Socio-Economic Indexes for Areas (SEIFA)[[1]](#footnote-1), there are pockets of socio-economic disadvantage within the ER. The indexes show that 13 of the 76 SA2 areas in the ER experience levels of disadvantage and higher rates of unemployment.

Small Area Labour Markets data (SALM) as at May 2021[[2]](#footnote-2), shows that the unemployment rate for the North Eastern Melbourne ER was 6.4 per cent (compared to 4.8 percent for Victoria and 5.1 per cent for Australia). Higher levels of unemployment are concentrated within the Whittlesea, Knox, Yarra Ranges and Darebin LGAs. Additionally, a number of localities within the ER recorded significantly higher unemployment rates for the same period, such as Thomastown (12.2 per cent), Epping South (12.6 per cent), Lalor (12.4 per cent), and Heidelberg West (11.3 per cent)[[3]](#footnote-3).

The North Eastern Melbourne ER has also experienced a steady decline in Labour Force Participation Rates over the last 2 years.[[4]](#footnote-4) The ER’s Labour Force Participation Rate declined from 66.9 per cent in May 2020 to 64.4 per cent in May 2021, compared to the Inner Metropolitan Melbourne ER with the highest Participation Rate in metropolitan Melbourne ERs of 69.6 per cent and 70.1 per cent respectively for the same period.[[5]](#footnote-5)

The jobactive caseload in the North Eastern Melbourne ER includes job seekers who may be more likely to exhibit labour market disadvantage. As at 30 June 2021, Employment Services Caseload data[[6]](#footnote-6) shows that a large proportion of the jobactive caseload includes job seekers who are Culturally and Linguistically Diverse (CALD), Mature Age (50 years or more of age), people with disability, Youth and Parents.

Disadvantaged job seekers are more likely to experience extensive periods of unemployment, creating an additional barrier to employment. Employment services caseload data as at 30 June 2021, show that many job seekers experience extensive periods of unemployment ranging from 12 months to 60 months or longer.

While all LGAs within the North Eastern Melbourne ER experience high levels of longer-term unemployment (as a proportion of the jobactive caseload), there are higher concentrations of long-term unemployment within the large Yarra Ranges Shire.

Targeted location-based solutions that mitigate labour market disadvantage (including longer durations of unemployment) could support either direct employment or pathways to employment for disadvantaged job seekers in the ER.

**Mature age Job seekers**

Employment Services Caseload data as at 30 June 2021, shows that 27.7 per cent of job seekers in the North Eastern Melbourne ER are mature age (50 years of age or more). The data shows mature age job seekers are represented on jobactive caseloads across the entire ER, the lowest being the Darebin

LGA where 24.7 per cent of job seekers are mature age, to higher levels of mature age job seekers represented within the LGAs of Murrindindi Shire (36.6 per cent) and the City of Manningham (35.1 per cent).

Mature age job seekers, who have recently engaged in the labour market bring with them extensive workplace skills, as well as valuable life skills and knowledge. However, there may be factors impeding their ability to re-enter employment (such as employer perceptions and transitioning into a competitive labour market). Mature age job seekers are highly represented in redundancies, or having been stood down, and may require upskilling or reskilling to transition into priority industry sectors. Additionally, for some mature age job seekers, the type of job that they were previously engaged in may no longer be available, necessitating a career change.

There are also mature age job seekers who do not have recent labour market experience. These job seekers are also likely to experience other labour market disadvantage, including long periods out of the workforce.

Mature age jobs seekers with little or no labour market currency will face different barrier to employment than recently unemployed mature age job seekers. Targeting of these specific needs of could increase opportunities for mature age job seekers. Transitioning mature age workers into growth industries, through existing government programs designed to up-skill or re-skill them (such as the Career Transition Assistance (CTA) Program, Restart Wage Subsidies or Local Jobs Program activities) could support sustainable employment. For some mature age job seekers may be well suited to self-employment opportunities and could be supported through programs such as the New Enterprise Incentive Scheme (NEIS).

**CALD and Refugee job seekers**

Employment Services Caseload data as at 30 June 2021, shows that job seekers from CALD backgrounds represented 26.3 per cent of the ER’s jobactive caseload. In addition, the jobactive caseload data shows that approximately 5.2 per cent of job seekers are also Refugees. The proportion of the ER’s CALD job seekers on jobactive caseloads, ranges from 3.8 per cent in Murrindindi Shire to 40.8 per cent in the City of Whitehorse. Generally, CALD and Refugee job seekers may be faced with additional challenges in securing work. This can be due to low language, literacy, and numeracy skills, limited Australian labour market experience, a lack of qualifications, or a lack of overseas skills recognition.

Recognising the skills and abilities of CALD and Refugee job seekers to target employment or employment pathways, could improve labour market participation for these job seekers. Maximising the range of existing government programs and supports to upskill job seekers may also provide pathways to transition into employment.

**People with disability**

The Employment Services Caseload data as at 30 June 2021, shows that 21.6 per cent of job seekers on the jobactive caseload have a disability. Across the ER, the percentage of people with disability

who are on jobactive caseloads, varies from 17.6 per cent in the City of Manningham LGA, to 29 per cent in Murrindindi Shire.

Despite the range of skills, expertise, and qualifications that people with disability bring to employment, some people with a disability experience challenges in securing and sustaining employment and are more likely to be unemployed or underemployed. Challenges faced by people with disability can include discrimination, lack of employer awareness or an appropriate workplace culture, and a lack of appropriate workplace adjustments or supports.

Accessing a range of financial supports such as wage subsidies and other employment supports (for those registered with jobactive providers) could reduce the labour market barriers for people with disability. This could include Employment Assistance Fund or engagement with key stakeholders such as the National Disability Recruitment Coordinator.

**Youth**

As at 30 June 2021, 6,743 young people under 25 years of age were engaged in the ER’s employment services programs.[[7]](#footnote-7) Of these, 5,601 job seekers were represented on jobactive caseloads (15.9 per cent) while 969 youth were engaged with Transition to Work services and 173 young parents were engaged with the ParentsNext program.

The combined impact of COVID-19 on face-to-face services as well as the disruption to education and training (making it more difficult to attend or meet course outcomes) has contributed to youth disengagement in the Employment ER. While young parents may have experienced a lack of opportunity to engage with services, including vocational or non-vocational supports.

Young people also face competition in the labour market from experienced adult (or more skilled) job seekers. Further, young people are more likely to be engaged in casual or insecure work, and are highly represented in the hospitality, tourism, and retail sectors, which have been significantly impacted by COVID-19.

Connecting youth to employers could play an important role in driving down both youth unemployment and disengagement in employment in the ER. A focus on skills for in-demand sectors, as well as brokering employment opportunities (such as through apprenticeships and traineeships) could support sustainable employment prospects for youth.

**Aboriginal and Torres Strait Islander peoples**

The North Eastern Melbourne ER has the highest number of job seekers on Employment Services Caseloads who identify as Aboriginal or Torres Strait Islander peoples compared to other metropolitan Melbourne ERs.[[8]](#footnote-8) Between March 2021 and June 2021, the overall jobactive caseload in the North Eastern Melbourne ER had decreased by 9,657 job seekers overall. However, there has not been a corresponding decrease in the representation of Aboriginal and Torres Strait Islander peoples on the

caseload. As at June 2021, jobactive caseload data shows that 2.5 per cent of job seekers identify as Aboriginal or Torres Strait Islander peoples, compared to 2.2 percent in March 2021[[9]](#footnote-9).

The majority of Aboriginal and Torres Strait Islander peoples job seekers on jobactive caseloads in the ER are located within the City of Darebin (4.9 per cent), Murrindindi Shire (4.6 per cent) and Mitchell Shire (3.8 per cent), which are also greater than the Victorian average of approximately 0.8 per cent Aboriginal and Torres Strait Islander peoples.

As at 30 June 2021, 128 young job seekers under the age of 25 years (13.2 percent) in the ER who were engaged in the Transition to Work program in the ER and 69 Parents engaged in the ParentsNext program (4.7 per cent) identified as Aboriginal and Torres Strait Islander peoples.[[10]](#footnote-10)

Across the ER, there are several Aboriginal and Torres Strait Islander peoples partnerships in place at local government level, such as the Aboriginal and Torres Strait Islander Advisory Committees in the Cities of Banyule and Darebin, and Maggolee in Murrindindi Shire. Further, relationships with Elders and community level services (such as the Aboriginal and Counselling service within the City of Knox) may support employment and pathways to employment for Aboriginal and Torres Strait Islander peoples in a culturally appropriate manner.

Impacts of COVID-19

The North Eastern Melbourne ER jobactive caseload increased significantly from 31 March 2020 to 30 June 2021[[11]](#footnote-11), directly reflecting the impacts of COVID-19 on job seekers within the ER.

In the North Eastern Melbourne ER, 19,127 job seekers registered with jobactive services as at 31 March 2020. This number had increased to 60,412 job seekers (an increase of approximately 215 percent) as at 30 September 2020. While current caseloads remain significantly higher than at 31 March 2020, there has been a steady decrease in job seeker caseload numbers, indicating improved labour market conditions. This downward trend is consistent with caseload data at 30 June 2021, when 35,570 job seekers were registered on the jobactive caseload (a decrease of 24,842 job seekers who were registered as at 30 September 2020).

Construction, retail trade, manufacturing, accommodation, and food services industries saw notable impacts from COVID-19, as well as economic stresses on small to medium businesses which are highly represented across the ER. Further, the peri-urban fringe and rural areas experienced harvest labour shortages and reductions in economic benefit usually derived from a significant domestic and international tourism economy (such as the Yarra valley, the Dandenong Ranges and Lake Eildon).

Due to the impacts of COVID-19, the ER experienced insecure employment and reductions in working hours across many industries, including hotels and accommodation, hospitality, retail, and manufacturing. This is consistent with the experiences across Victoria. Females and youth (who represent 51.9 per cent and 15.9 per cent of jobactive caseloads in the ER)[[12]](#footnote-12) are highly represented in the hospitality and retail sectors and are more likely to be impacted by casual and insecure work.[[13]](#footnote-13) Further, disruptions to education and engagement (particularly for young people) was also noted across the ER, particularly during periods of lockdown, where face to face servicing was unavailable.

Given the significant impacts of COVID-19, the Australian[[14]](#footnote-14) and Victorian[[15]](#footnote-15) Governments initiated a range of budget measures to support recovery. In addition, across the ER, several Local Councils introduced measures to mitigate some of the challenges that COVID-19 presented at a local level. These range from Community Support Grants to Community and Local Business Resilience and Recovery Packages. Strong relationships with Key local stakeholders in the ER would be beneficial to supporting recovery.

Major Employing Industries

Health Care and Social Assistance, Construction, Retail Trade, Manufacturing, Education and Training, and Professional, Scientific and Technical Services are the top six employing Industries in the North Eastern Melbourne ER.[[16]](#footnote-16) These industries offer a range of employment opportunities across all skill and educational levels. Health Care and Social Assistance, Construction, Retail Trade, and Manufacturing in particular offer good potential for entry level roles, and traineeships and apprenticeships, which are well suited to job seekers on employment services caseloads.

The Health Care and Social Assistance industry is the largest employing industry in the North Eastern Melbourne ER with 75,000 persons employed, and an anticipated growth of 17.3 per cent to May 2024.[[17]](#footnote-17) This growth is supported by continued Commonwealth and State investment in public health care. An increasing demand for childcare, the impacts of an ageing population, and ongoing demand generated by the National Disability Insurance Scheme also contribute to this strong projected growth. Employment within this industry has been relatively resilient to the impacts of COVID-19.[[18]](#footnote-18)

Major employers within the Health Care and Social Assistance industry include Austin Health, the Northern Hospital and a range of disability and aged care services and facilities across the ER.

Following several years of subdued growth, employment in construction has increased over the last few years. This is against a backdrop of a strong rise in building approvals and historically low interest rates, both of which are likely to continue to support growth in the industry.  Government stimulus measures such as the Australian Government’s Home Builder initiative, will continue to support the expected substantial growth in this sector over the next three years.

Notwithstanding the modest growth projected for the Manufacturing and Retail Trade Industries to May 2024, Employment by Industry data shows that these industries continue to be major employers in the ER, employing over 103,000 job seekers between them as at May 2021.

The Retail Trade industry has been heavily impacted by the COVID-19 pandemic; however, economic recovery will provide valuable opportunities for both displaced workers and new labour market entrants. The retail Industry is strongly represented across the urban parts of the ER, such as Northland, Eastland, and Knox shopping complexes, as well as suburban shopping precincts servicing the local communities. Retail opportunities also exist in warehousing environments such as Costco and the Melbourne Markets, both located in Epping. The peri-urban and rural areas have a high percentage of small business operating in retail while catering to the domestic and international tourism industry.

The Employment ER Data, Employment by Industry May 2021, shows that the Manufacturing Industry in the North Eastern Melbourne ER employed over 46,000 persons as at May 2021, mostly on a full-time basis. While the occupational profile of the industry predominately caters for skilled occupations (such as Managers and Professionals, Technicians and Trades workers), there is still scope within the Industry for experienced or entry level Labourers, Sales and Clerical Workers, Machinery Operators and Drivers. Within the ER, over 79,000 people were employed as Clerical and Administrative workers (14.7 per cent of the ER’s employment distribution), over 43,000 (8 per cent) were employed in sales, over 37,000 (7 per cent) were employed as Labourers and over 28,000 workers (5.2 per cent) were employed as Machinery Operators and Drivers.[[19]](#footnote-19) This indicates that these occupations continue to offer employment opportunities for job seekers.

The Department’s ER Data (Employment by Industry - May 2021), shows that the Education and Training sector supports employment for over 52,000 workers in the North Eastern Melbourne ER as at May 2021. According to the Department’s Employment ER data (Employment Projections to May 2024), this industry is predicted to continue to increase by 17.5 per cent to May 2024. At a national level, while the industry employs a high proportion of professional and tertiary qualified staff, lower skilled positions such as General Clerks and Education Aides are amongst the top 10 employing occupations in the industry. Also, according to May 2021 labour force data, Clerical and Administrative Workers was the third highest ranked occupation in the North Eastern Melbourne ER.

Opportunities for skilled and entry level employment in the ER can be found through Latrobe University, Melbourne Polytechnic, Swinburne University and RMIT University as well as a variety of

private and public early education facilities, primary and secondary schools, and a large number of Registered Training Organisations (RTOs).

Selected Major Projects

Major infrastructure projects underway in the ER include the $15.6 billion North East Link road transport project that will connect the Metropolitan Ring Road to the Eastern Freeway at Bulleen Road. There are various initiatives under Victoria’s Big Build strategy and through existing funding. These include upgrades to the Hurstbridge Railway corridor, Yan Yean Road, Plenty Road and O’Hearns Road. Upgrades could present opportunities for qualified or experienced job seekers as well as skills development opportunities in North Eastern Melbourne ER.

In addition to major works, local capital works projects are specific to each LGA, and potentially represent opportunities for local job seekers and businesses. Capital works projects include both minor and major upgrades to existing infrastructure as well as new builds, such as the $28.57 million land and building upgrades in the City of Whitehorse.

Local Stakeholders and Opportunities

There are 11 LGAs within the North Eastern Melbourne ER, each contributing significant resources and knowledge to the ER. Given the wide demographics of the ER, engagement at the local government level could ensure that targeted local place-based supports are well represented across the entire ER.

Metropolitan Partnerships are a mechanism for local communities to engage with the Victorian State Government through a range of key stakeholders and senior representatives at LGA level. Two Metropolitan Partnerships operate in the ER, i.e. the Eastern Metropolitan Melbourne Partnership and the Northern Metropolitan Melbourne Partnership. The Eastern Melbourne Partnership includes representation from Manningham City Council, Maroondah City Council, Knox City Council, Yarra Ranges Shire Council, and Whitehorse City Council. The Northern Melbourne Metropolitan Partnership includes representation from Banyule City Council, Darebin City Council, Mitchell Shire Council, Nillumbik Shire Council, and Whittlesea City Council.

The ER has a wide range of partnerships that operate across the ER at both a strategic and local place-based level. These include, but are not limited to:

* Melbourne East Regional Economic Development Group
* Regional Development Australia
* Peri Urban group of Rural Councils
* Eastern Melbourne Group of Councils
* Eastern Transport coalition
* NORTH Link
* North Eastern Business Networking Groups (such as Lower Plenty)
* The National Aboriginal and Torres Strait Islander peoples Australians Agency (NIAA)
* Aboriginal and Torres Strait Islander peoples Committees.

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 ER. Six providers deliver jobactive services in the ER: AMES Australia, Job Prospects, MatchWorks, MAX Employment, Sarina Russo Job Access and The Salvation Army Employment Plus.

Other DESE employment services in the ER include ParentsNext, Transition to Work (TtW), New Enterprise Incentive Scheme (NEIS), Career Transition Assistance (CTA), Employability Skills Training (EST), Entrepreneurship Facilitator Services, and the Australian Apprenticeship Support Network (AASN).

Additional Australian Government programs delivered by other Australian government agencies include Vocational Training and Employment Centre (VTEC), DES - Disability Management Service (DES DMS), DES - Employment Support Service (DES ESS), and the National Disability Insurance Scheme (NDIS).

There are also a number of Victoria State Government training and employment programs supporting job seekers and employers in the ER. These include the Jobs Victoria Employment Services Network (JVEN), Jobs Victoria Advocates, and Skills and Jobs Centres.

The ER is home to a wide variety of education providers that cater to all levels of training needs, from entry level training, trade training and higher education. Training and education providers include; Melbourne Polytechnic, Swinburne University and RMIT University, TAFEs, a Learn Local Employment Network (LLEN) and schools. A number of RTOs Registered Training Organisations (RTOs) also operate across the ER, including some who deliver industry specific vocational training.



1. Australian Bureau of Statistics -Socio-Economic Indexes for Areas (SEIFA) [↑](#footnote-ref-1)
2. Labour Market Information Portal Unemployment Rate, Participation Rate & Employment Rate Time Series (SA4) May 2021 [↑](#footnote-ref-2)
3. National Skills Commission, Small Area Labour Markets, March quarter 2021. [↑](#footnote-ref-3)
4. Labour Market Information Portal Unemployment Rate, Participation Rate & Employment Rate Time Series May 2021 [↑](#footnote-ref-4)
5. Australian Bureau of Statistics (ABS), SA4 Employment ERs – Time Series, May 2021 [↑](#footnote-ref-5)
6. Employment Services Caseload data as at 30 June 2021 [↑](#footnote-ref-6)
7. Employment Services Caseload data as at 30 June 2021 [↑](#footnote-ref-7)
8. (Labour Market Information Portal Employmment Region Summary data 30 June 2021) [↑](#footnote-ref-8)
9. Labour Market Information Portal jobactive caseload by selected cohort time series [↑](#footnote-ref-9)
10. Employment Services Caseload data as at 30 June 2021 [↑](#footnote-ref-10)
11. Labour Market Information Portal -jobactive Caseload by Selected Cohorts Time Series [↑](#footnote-ref-11)
12. Labour Market Information Portal- jobactive and TtW Provider Caseload by Selected Cohorts [↑](#footnote-ref-12)
13. Labour Market Information Portal Employment by Occupation May 2021 [↑](#footnote-ref-13)
14. Government of Australia Budget 2021-2022 [↑](#footnote-ref-14)
15. Budget papers 2021/22 Victorian State Budget papers [↑](#footnote-ref-15)
16. Employment Region Data, Employment by Industry- May 2021 [↑](#footnote-ref-16)
17. Labour Market Information Portal, Employment Region-Employment Projections to May 2024 [↑](#footnote-ref-17)
18. National Skills Commission, Industry Employment Outlook Five years to November 2025, 15 March 2021 [↑](#footnote-ref-18)
19. Labour Market Information Portal, Employment Region Data, Employment by Industry data May 2021 [↑](#footnote-ref-19)