

**Local Jobs Plan**

**Mid North**

**SA**

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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.

# The Local Jobs Program

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 Mid North 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.

# Key employment and training priorities

1. Maximise opportunities for local jobs to be filled by local job seekers, ensuring job seekers are adequately skilled and supported to take up employment opportunities including traineeships and apprenticeships.
2. Maximise opportunities for partnerships between Local, State and Federal governments to create pathways into growth and emerging industries and prepare for future of work changes.
3. Support young job seekers to gain employment, addressing specific barriers to employment in the region, such as licences and transportation and other non-vocational barriers.
4. Support older job seekers including support for reskilling and changing industries.
5. Support employers and industry in upskilling existing employees to increase capacity and to open opportunities for entry-level jobs for jobseekers.
6. Support the development of local organisations to increase their capability to respond to current and emerging employment, skills and workforce needs of the region.

This image is the Mid North SA Region Snapshot which displays a range of information including population estimates, Projected Investment Project Pipeline information, highest employing industries, and key challenges.

For any enquiries related to this Snapshot, please contact Lisa Brock (Employment Facilitator) at lisa@usgemployment.com.au.

# Employment Region overview

The Mid North SA Employment Region stretches from the top of Gawler and the bottom of the Yorke Peninsula up north beyond Peterborough; then into the remote areas adjacent to Broken Hill. Closer to Adelaide it includes Light, Barossa, Clare and Wakefield. The coastal areas include conservation areas as well as key recreation and tourist attractions. Port Pirie is the major regional urban area. The total area of the Region is approximately 37,700 km².



The Mid North SA has five distinct sub regions: Adelaide Plains, Barossa Valley, Mid North/Clare Valley, Port Pirie and the Yorke Peninsula. There are 13 Local Councils and two Regional Development Boards operating within the region. Local Council include Clare and Gilbert Valleys Council, Barunga West Council, Copper Coast Council, District Council of Orroroo Carrieton, District Council of Peterborough, Northern Areas Council, Port Pirie Regional Council, Regional Council of Goyder, Wakefield Regional Council, Yorke Peninsula Council, Adelaide Plains Council, Light Regional Council, and Barossa Council.

According to the ABS Resident Population Profiles for 2020, there were 114,501 people living in Mid North SA (6.5 per cent of the SA’S total population). Within the sub regions (SA3s) the breakdown of the 2020 population was 37,832 people in Barossa, 23,033 in Lower North, 27,560 in Mid North and 26,435 in Yorke Peninsula. The Yorke Peninsula has an older population profile than the other three regions (with more people aged 65+), while the other regions have age profiles more typical of regional SA, with typically the lowest proportion of the population being younger working aged people, particularly in the 20 to 30-year-old age ranges.

There were 67,100 people of working age in in Barossa Yorke Mid North in March 2021. The unemployment rate (5.1 per cent) was lower than South Australia (5.8) at the same time. There was a lower participation rate in the region (59.2 per cent) compared to South Australia (63.3).

Considerable labour market disparity exists within the region. Small Area Labour Markets (at SA2s) at December quarter 2020 (latest available data), indicate the unemployment rate in Mid North SA ranged from 2.9 per cent in Tanunda, to 10.9 per cent in Port Pirie. The lower unemployment rates geographically align with the wine regions of the Barossa and Clare though to Jamestown. The wine regions are characterised by a high proportion of self-employed and small businesses, coupled with low disadvantage. Jamestown and Peterborough have lower populations and higher proportions of people not in the workforce. The higher unemployment rates were in the urban areas of Port Pirie and Wallaroo (Kadina and Moonta were slightly lower than Wallaroo). For Port Pirie this reflects the higher youth unemployment rate, coupled with being the location of key social and health services in the region.

There are over 80 schools in the region. Within these schools 80 per cent were government and 20 per cent were non-government schools. Of these, 25 offered secondary schooling as standalone high schools, area schools or in a R-12 setting. At the 2016 Census, there were approximately 6,200 secondary school students in the region. Selected secondary schools offer Vocational Education and Training (VET) in Schools as part of the school curriculum.

There was a total of 8,230 VET program enrolments in the Mid North SA Region in 2019. Sixty per cent of enrolments were from the Mid North and Barossa sub region. From 2016 to 2019 program enrolments declined by 26 per cent. For subject categories, the most frequently studied category in VET was health, with the second being Engineering and related technologies.

## Adelaide Plains

The Adelaide Plains borders Gawler and the Barossa Valley and contains the LGAs of Light and Adelaide Plains. It is within the Regional Development Area (RDA) of Barossa Gawler Light Adelaide Plains. Both Councils contain urban areas bordering Gawler and people travel to Gawler for work, shopping and community services.

Key industries include agriculture (horticulture and grains), transport, construction and energy. Rezoning of land for residential development on the fringes of Adelaide has occurred in the region to meet demand for new housing. There are some interface activities with tourism with the proximity to the Barossa Valley in particular. The wind farms around Snowtown are a significant green energy generator for SA and these wind turbines are a prominent feature for the landscape.

## Barossa Valley

The Barossa Valley is located about 60 km north from the Adelaide GPO. The main towns are Nuriootpa, Lyndoch, Tanunda, Angaston, Williamstown and Lyndoch. The Local Council is The Barossa Council and the RDA Region is Barossa Gawler Light Adelaide Plains.

Key industries for the Barossa are agriculture (viticulture), wine and tourism. Accommodation, cellar door experiences and food are key focus economic activities. During COVID-19 lock downs in 2020, the closure of cellar doors and other tourist activities had major impacts on the region.

There is a lack of affordable and diverse types of housing in the Barossa region. This is a barrier for people wanting to work and live in the area. The outer northern suburbs of Gawler are within a commuting distance to the Barossa for workers with private transport.

## Mid North/Clare Valley

The Mid North/Clare Valley region is a geographically broad region which starts in the Clare Valley and reaches north to remote areas of SA. The councils for this region are Clare and Gilbert Valleys, Goyder, Northern Areas, Orroroo/Carrieton and Peterborough. This region also includes the regional towns of Burra, Jamestown, Peterborough and Gladstone.

Key industries in the Mid North/Clare Valley region are farming, wine/viticulture and tourism. The Clare Valley contains wine and tourism destinations, with associated employment. The Clare and Gilbert Valleys’ Economic Development Plan flags an increasing interest in niche food production and processing. Jamestown is the location of the world’s largest solar battery and is the major town servicing surrounding rural populations.

## Port Pirie

Port Pire region contains the urban areas of Port Pirie and surrounding rural areas. The council is Port Pirie Regional Council. Port Pirie is the major urban area in the Employment Region (population of around 14,000 people in 2020) and the area has the rural towns of Crystal Brook, Redhill, Koolunga, Wandearah, Mundoora, Napperby and Warnertown. Port Pirie is in the RDA of Yorke and Mid North.

Key industries for Port Pirie and surrounding areas are health care and social assistance, farming, manufacturing and energy. Historically a major employer in Port Pirie has been lead smelters which were for the processing of lead and zinc sourced from Broken Hill. The smelter has been recently diversified by its current owner (Nystar) into a multi metals recovery plant. It currently employs over 700 people. Port Pirie is also a major service centre for the broader region particularly in the areas of retail, health and social services.

## Yorke Peninsula

The Yorke Peninsula is 111 km from Adelaide and is located between the Spencer Gulf and the Gulf St Vincent. The Peninsula has approximately 700 km of coastline and contains the four councils of Wakefield, Barunga West, Copper Coast and Yorke Peninsula. The major towns are Balaklava, Brinkworth, Blyth, Kadina, Moonta, Wallaroo, Minlaton, Ardrossan and Yorketown.

The key industries include agriculture (broad acre cropping), tourism, mining and social services. In Wakefield there is a pork processing business which is a major source of employment. For agriculture there is low worker requirements for large capital outlays. Overall, the region has an older population compared to the other sub regions of the Mid North SA. Some of this can be attributed to the ‘sea change’, but it is also indicative of people staying in the region to ‘age in place’. There are a range of aged care providers in Kadina, Wallaroo and Moonta in particular.

Tourism is a key industry for the Yorke Peninsula which made it particularly vulnerable to the COVID-19 lock downs. The lock downs not only prevented tourists travelling to the region but also prevented people who owned ‘holiday homes’ accessing their properties from Adelaide. These people would have spent money locally in retail and hospitality businesses.

# Key challenges in Mid North Employment Region

Access to private and public transport is a major issue across the region. There are very few public transport networks in regional SA. Where public/community transport exists in towns, it does not have the flexibility to meet the needs for people working or studying. There are community buses serving select needs of the community in the urban areas such as Port Pirie.

Private transport becomes particularly important to the workforce where a high proportion of people travel 30+ km to get to work. Data from the ABS 2016 indicates that people in the Mid North region tend to live further from their place of work when compared with SA as a whole. Motor vehicles (cars, trucks and motorbikes) are the main method of travel to work in the region. The supervised driving time (75 hours of driving experience) and the cost has been identified as a barrier to employment. The cost to undertake the required hours with driving instructors is significant. There is also a limited number of driving instructors and they also have backlog of learner drivers because of COVID-19 restrictions in 2020.

The workforce for the region overall is facing the challenges of older populations, lower workforce participation rates and a mismatch of skills for the jobs available. There is a widespread issue of transport. Another issue common to all the sub regions is the increased casualisation and part time nature of jobs. For agriculture there has been an increase in contracting out of farm activities which increases the casualisation of agricultural employment.

There are skilled labour shortages in construction and other trades in the region. Exacerbating this issue is the changing VET sector, including changes to Government funded courses, delivery methods and a lack of qualified trainers with industry currency. Construction and skilled trade related jobs require qualifications or training that are not suitable for online delivery. In some cases, achievement of a qualification, course, ticket or licence is not sufficient to transition job seekers into employment, with industry exposure and experience often a pre-requisite, highlighting the need for more simulated work training environments and industry exposure initiatives. Gaining a critical mass to deliver training in the region has historically created challenges in the scope of training offered, and the ability to attract Registered Training Organisations from outside of the region.

The move to put VET and other courses online during and post the COVID-19 lock downs in 2020 has been difficult for students without access to the internet or appropriate computer technology to facilitate online learning. There is also a lack of localised support for external study, such as learning support and support for work placements and industry connections. These challenges follow through to people wanting to access resources and courses available to jobseekers.

Employers often report that specific training and qualifications are not always essential for entry level roles, and that a greater emphasis is needed on supporting people to be job ready through better career guidance and education, increased exposure to local industry and job opportunities, and support to address non-vocational barriers that often impact people from gaining and sustaining employment.

Population growth is commonly identified by councils as a key driver to economic growth. People are attracted to areas by factors like affordable housing, the tree change/sea change lifestyles and employment opportunities. Both the Barossa and Clare have employment opportunities and amenities that attract people, but a lack of land for development and housing diversity reduces affordability. The towns in the region with the most affordable housing (e.g. Gladstone and Peterborough) have fewer employment options and people with the incomes to pay for a variety of services. Lack of childcare services in parts of the Mid North region (particularly outside of the major centres) are limiting opportunities for parents returning to work and impacting productivity of the local labour pool.

Wine regions are experiencing the challenges of lack of supply of seasonal workers and overseas tourists with the closure of international borders. The other challenge is the downturn in exports of wine to China. Boosts to counter the downturn in tourism have come from SA Government accommodation and ‘experience’ voucher schemes. The lack of diversity in the housing market, mentioned above, will continue to be a barrier for attracting people who might be suitable for viticulture work.

The casualisation of jobs in tourism, hospitality, disability and aged care presents a challenge to all parts of the region. Aged care and disability sector (via the NDIS) have seen a move to contract based and part time work. The associated costs of setting up provider networks has been a barrier for people wanting to coordinate work. In aged care, part time work has created situations where people need multiple jobs to meet their living expenses. , Hospitality and tourism have become viewed as a volatile industry due to the casualisation of jobs, and the COVID-19 lock downs in 2020. The fitness to work requirements can also be a barrier for people entering the workforce.

The region has a high rate of youth disengagement with people not working or studying. At the 2016 Census the proportion of youth in Mid North SA who were not studying or working was 10.6 per cent, higher than the proportion for all South Australia, at 7.7 percent. There is a lack of entry level industries for people leaving school. There are young people also experiencing homelessness and housing instability, with limited capacity to assist them with short term and public/community housing. Mental health, drug and alcohol related services are limited in the region.

## Impacts of COVID-19

Parts of the Mid North SA region were more impacted by the COVID-19 pandemic than others. Labour markets most impacted were those with a focus on tourism and hospitality. The Barossa was impacted by 40-person cluster of COVID-19 infections in March 2020.

In the Mid North SA region:

* The number of job seekers registered in Commonwealth employment services in the region grew by 75 per cent between March 2020 to August 2020.
* From August 2020 to May 2021 the number of job seekers registered in Commonwealth employment services in the region for Mid North declined by 20 per cent
* The most recent peak in the unemployment rate was in June 2021 with 6.9 per cent, the rate was lower at 4.9 per cent in April 2021 with a slight increase to 5.1 in May 2021
* Industry projections indicate a decline in the Manufacturing and Transport, Postal and Warehousing industries. Specifically, a decrease in demand for tourist accommodation and activities has impacted on Accommodation and Food Services.

# Local stakeholders and opportunities

The region has many significant strengths. The Barossa RDA has identified Health and Community Services and Education and Training as key opportunities for employment. For the Yorke and Mid North RDA, the identified opportunities are renewable energy, exporting of food and wine, and tourism. Primary production is a major employer across the region. This includes livestock keeping, grain crops, viticulture and fishing. In addition to these activities there is increasing activity and interest in value adding processing for food and diversifying meat processing.

The food and wine industries in the Barossa and Clare regions will continue to be a major tourist destination and exporter of produce out of the region. The loss of international tourists has been somewhat countered by SA tourists being unable to travel overseas. The closing and opening of state borders have also made some people wary of interstate travel.

Demand for employment in aged care and disability support services will grow as the population becomes older. The Yorke and Mid North RDA has identified training in aged care is a priority as skill shortages in the industry continue. The Barossa Valley has a contractor-based model for aged care work which differs from other parts of the region. The qualifications in aged care and disability services are somewhat compatible, with some employers accepting either qualification or only require a short amount of training to transition between the two sectors.

Demand for construction will continue with major infrastructure projects commencing and new housing required. The renewable energy market will require construction workers, and then maintenance and operation staff to a lesser extent once built. The upgrades to schools will continue to supply construction jobs and the Department of Education has processes in place for utilising local companies.

The manufacturing and food processing employers will continue to drive demand for workers in Port Pirie (Nystar and Pirie Meats) and Port Wakefield (Seven Points Pork).

## Selected Major Projects

The major projects in the Mid North SA region are focused on road infrastructure, upgrading of existing education facilities, energy and mining. The local government project priorities tend to be focused on road, playground/recreation and other community facility upgrades. The projects listed below are projects which will be major upgrades and new activities for the region. The school upgrades for secondary education has mostly been prompted by the addition of year seven into high school in SA public high schools from 2022.

**Table 1: Selected major projects in Mid North SA**

| **INDUSTRY** | **INITIATIVE** |
| --- | --- |
| Aquaculture – seaweed | At Point Pearce in the Yorke Peninsula the Narungga Nation Aboriginal Corporation has been given approval for commercial seaweed production. The seaweed is used for a livestock feed supplement which cuts methane production in cattle and sheep. |
| Construction – tourism | $42 million for the Wallaroo Shores Resort – this resort will offer 100 villas and new community facilities. It is anticipated to open in 2023. |
| Education – upgrades | Major school upgrades for  Kadina Memorial School - $4.18m  Clare High School - $5m  Balaklava High School - 4.34m  Kapunda High School - $15m  Moonta Area School - $4m  Nuriootpa Primary School - $7.5m  Nuriootpa High School - $4.4m |
| Energy– wind | Several proposed wind generation projects in the region  Solar River - $480 m and 400 construction jobs  Bungama Solar - 275 construction jobs  Crystal Brook Energy Farm - 200 construction jobs  Ceres Project Wind Farm - 500 construction and 50 ongoing jobs  Goyder Renewables Zone - 642 on-site jobs, mostly during construction |
| Food production | $72 million Pirie Meats multi-species export abattoir (215 ongoing jobs) |
| Infrastructure – Roads | Port Wakefield Overpass and Highway Duplication Project - $99.6 million from the Australian Government and $24.9 million from the South Australian Government |
| Infrastructure – Water | Barossa water infrastructure upgrade to standpipe, tank, pump, power and control system at Eden Valley and Moculta; and upgrades to standpipe infrastructure at Mount Pleasant. delivered by Council and funded through the Commonwealth Government’s Drought Communities Program. |
| Infrastructure – Gas | Gas pipeline – duplication of the gas pipeline from Whyte Yarcowie to Port Pirie |
| Mining – new mine | Yorke Peninsula – Hillside copper gold. Mining proposed would require 700 workers. Studies indicate that a mine producing 35,000 tonnes of copper and 24,000 ounces of gold per year, for 12 years, would cost $585 million to build, and employ 500-550 people during construction and 430 during operations. |

## Large Employers

The high profile large employers in the region are in the agricultural sector. There is a seasonal impact for these jobs, with employers requiring more workers that for vintage (December to March) and grain harvesting (September to December).

The ABS Count of Business within Local Government Areas in the Mid North SA region is outlined in the below table (Table 2). While large businesses may not be included for confidentiality reasons, the table is indicative of the number of small businesses in the council areas. There is a very high count of non-employing businesses in the Barossa, indicative of the small business nature of hospitality and boutique wine related activities.

**Table 2: Size of businesses in Mid North SA at June 2020**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **LGA** | **Non employing** | **1-19 Employees** | **20-199 Employees** | **200+ Employees** | **Total** |
| **Adelaide Plains (DC)** | 536 | 212 | 13 | 0 | 760 |
| **Barossa (DC)** | 1,494 | 723 | 53 | 0 | 2,271 |
| **Barunga West (DC)** | 204 | 98 | 3 | 0 | 302 |
| **Clare and Gilbert Valleys (DC)** | 833 | 488 | 28 | 0 | 1,347 |
| **Copper Coast (DC)** | 608 | 342 | 18 | 0 | 969 |
| **Goyder (DC)** | 361 | 191 | 7 | 0 | 561 |
| **Light (RegC)** | 900 | 448 | 28 | 0 | 1,382 |
| **Northern Areas (DC)** | 380 | 297 | 4 | 0 | 680 |
| **Orroroo/Carrieton (DC)** | 103 | 77 | 0 | 0 | 178 |
| **Peterborough (DC)** | 62 | 57 | 3 | 0 | 119 |
| **Port Pirie City and Dists (M)** | 573 | 369 | 20 | 0 | 964 |
| **Wakefield (DC)** | 477 | 227 | 6 | 0 | 712 |
| **Yorke Peninsula (DC)** | 826 | 476 | 14 | 0 | 1,313 |
| **Total** | 7,357 | 4,005 | 197 | 0 | 11,558 |

Source: ABS Counts of Australian Businesses, including Entries and Exits, June 2016 to June 2020. Note: for data confidentiality reasons, the business counts by LGA do not include businesses with 200+ employees.

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

**Priority 1:** Maximise opportunities for local jobs to be filled by local job seekers, ensuring job seekers are adequately skilled and supported to take up employment opportunities including traineeships and apprenticeships.

Strategies:

* 1. Ensure local employment initiatives include work readiness skills such as life skills, work hardening, work experience and work exposure activities
  2. Support for job seekers to tap into the ‘hidden’ jobs market, including increasing awareness of local employers, job opportunities and career pathways
  3. Support job seekers to identify their qualities and sell themselves to employers
  4. Focus on addressing non-vocational barriers to employment such as drug and alcohol, fitness for work, transport and childcare access
  5. Identify opportunities to engage with people not in the labour market and untapped labour potential within the region
  6. Initiatives that will encourage and motivate employers to prioritise employment of local people

**Priority 2:** Maximise opportunities for partnerships between Local, State and Federal governments to create pathways into growth and emerging industries and prepare for future of work changes.

Strategies:

* 1. Work alongside regional bodies such as Regional Development Australia and Local Government to support workforce needs of major projects and industry developments and maximise local employment
  2. Shared responsibility across Government, employers, and industry in addressing local workforce challenges, including a focus on socially responsible recruitment and procurement and co-designed regional responses
  3. Identify current and emerging occupations and skills in demand, to better align local training, education and employment initiatives with industry needs
  4. Proactive approach in providing intel and ideas to Government and other key organisations to address structural challenges impacting local workforce, employment and skilling outcomes

**Priority 3:** Support young job seekers to gain employment, addressing specific barriers to employment in the region, such as licences and transportation and other non-vocational barriers.

Strategies:

* 1. Explore non-traditional methods of engagement that align to the aspirations and interests of young people
  2. Support initiatives that seek to address under-employment in young people, and increase their ability to secure full-time employment
  3. Initiatives that improve access to quality career education and guidance
  4. Empower young people to have a voice and co-design solutions that help increase participation in learning and earning activities

**Priority 4:** Support older job seekers including support for reskilling and changing industries.

Strategies:

* 1. Identify barriers that prevent older workers from fully participating in the labour market and develop solutions that will address these barriers
  2. Increased access to adult and community education programs, including support to increase digital and technical capability
  3. Identify underutilised people within the community such as retired, semi-retired, underemployed and volunteers as a potential labour pool

**Priority 5:** Support employers and industry in upskilling existing employees to increase capacity and to open opportunities for entry-level jobs for jobseekers.

Strategies:

* 1. Education for employers on support available such as Government programs, services and funding and better local promotion of support for employers
  2. Development of bespoke opportunities in partnership with employers and industry that reflect the unique needs of employers and the region
  3. Develop leadership and mentoring capability in industry to better support entry level workers entering the workforce
  4. Sharing of personnel, resources, and specialists across the region/industry/employers for shared local benefit

**Priority 6:** Support the development of local organisations to increase their capability to respond to current and emerging employment, skills and workforce needs of the region.

Strategies:

* 1. Developing more qualified trainers in the region to increase access to quality, industry-relevant training
  2. Maximise the use of local training facilities and identify gaps in local training infrsatructure and delivery to ensure the region has access to high quality, locally based training
  3. Support for organisations to understand and access Government programs, services, and funding
  4. Support for small organisations and businesses with limited management and human resource capability, to ensure they can maximise their involvement in local workforce initiatives and solutions

# Attachment B – Labour Market Data Dashboard

This Labour Market Data Dashboard was published on 23 September 2021 and provides a summary of the key indicators for the Mid North SA labour market. 

The dashboards combine a range of data for each of the 51 Employment Regions, to provide an overview of local labour market conditions. Dashboards are also available for each state and territory, and at the national level. The data used include the Labour Force Survey, Employment Services Caseload, Internet Vacancy Index and Small Area Labour Markets.

For any enquiries related to this dashboard, please contact EmploymentPathwaysAnalysis@skillscommission.gov.au