

Slide 1



**The Central Victoria PEA region includes the Local Government Areas (LGAs) of:**

- Ararat (RC)
- Ballarat (C)
- Central Goldfields (S)
- Greater Bendigo (C)
- Hepburn (S)
- Moorabool (S)
- Mount Alexander (S)
- Northern Grampians (S)
- Pyrenees (S)

**The Ballarat area includes the Local Government Areas (LGAs) of:**


- Ararat (RC)
- Ballarat (C)
- Northern Grampians (S)
- Hepburn (S)
- Moorabool (S)
- Pyrenees (S)

*The Ballarat area covers 83% of the Central Highlands-Wimmera Labour Force Region (LFR) based on 2010 Working Age Population Estimated Resident Population.*

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**A steady but easing labour market.**  
Central Victoria PEA

- The adult population (15+) has grown by 6.1% between 2006 and 2011 (currently 243,860), lower compared with the State (9.0%).
- The unemployment rate fell by 0.4 percentage points over the year to stand at 5.5% in September 2012 but has historically remained above the State and Australia.
- At the time of the 2011 Census, the participation rate was 73.5%.



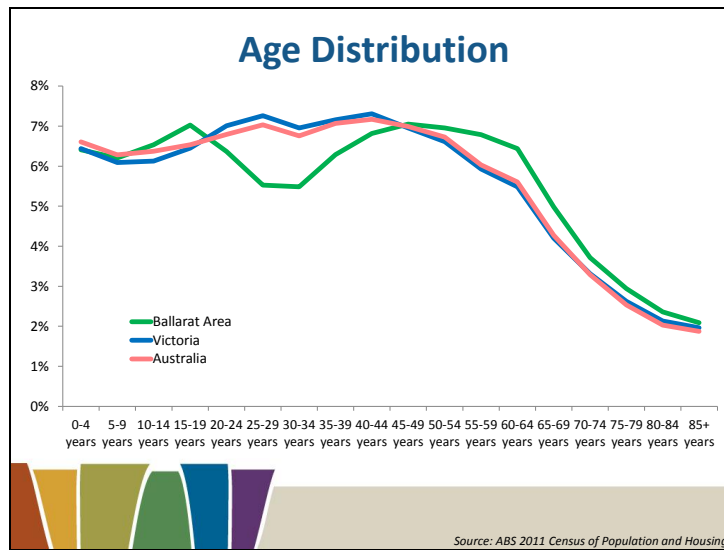
Source : ABS Estimated Resident Population, 2006 and 2011; ABS Census of Population and Housing, 2011

### **Easing labour market conditions:**

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

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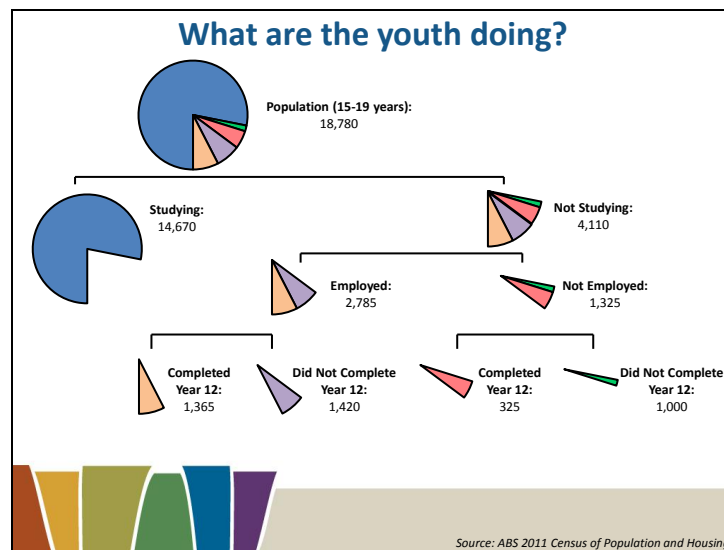


**Age Distribution — Central Victoria PEA**

*Source: ABS 2011 Census of Population and Housing*

The age distribution of the Ballarat Area population shows a markedly smaller proportion of the population is made up of people aged between 20 and 39 years, when compared with the Victorian and Australian age distributions. Similar demographic patterns exist for other regional areas and are due in part to young adults moving to major urban centres such as Melbourne.

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### What are the youth doing?

Source: ABS 2011 Census of Population and Housing

At the time of the 2011 Census, there were 18,780 15-19 year olds in the Central Victoria PEA, of which 4,110 were not studying.

- Of the 4,110 who were not studying, those who did not complete year 12, whether they're employed or not employed, are vulnerable and may have difficulty entering the labour market

**Note:** Not stated records for FT/PT Student Status, Labour Force Status and Higher Year of School Completed have not been included.

**Teenage full-time unemployment an issue**

Region	Teenage full-time unemployment rate (15-19 years)		Full-time Unemployment to Population Ratio (December 2012)
	December 2011	December 2012	
Central Highlands-Wimmera LFR	36%	45%	7%
Victoria	25%	28%	4%
Australia	23%	24%	4%

At the time of the 2011 Census, 7 per cent of 15 to 19 year olds in the Ballarat Area were neither studying nor working, a figure reflecting the national average at that time.

Source: ABS Labour Force, January 2013 (12 month averages); ABS Census of Population and Housing, 2011

**Teenage Full-time Unemployment**

*Source: ABS Labour Force, January 2013 (12 month averages); ABS Census of Population and Housing, 2011*

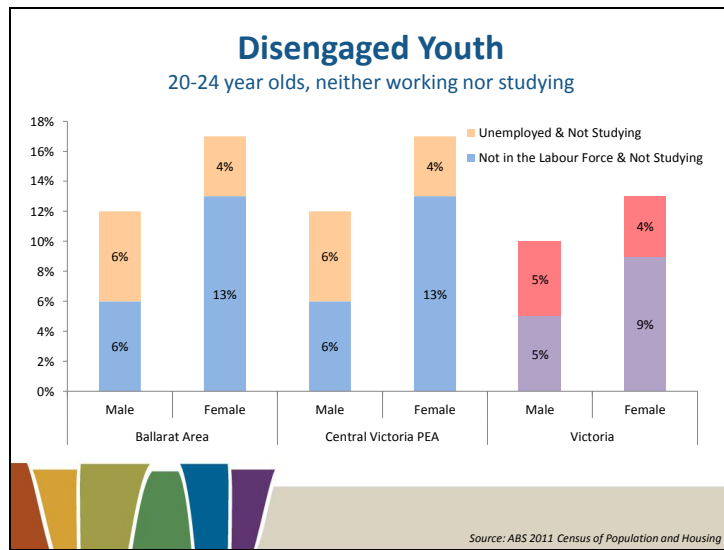
Due to their lack of skills and experience, teenagers participating in the full-time labour market can be particularly vulnerable during a labour market downturn.

In January 2013, the full-time unemployment rate for the Central Highlands-Wimmera LFR was 45 per cent, an increase of 9 per cent since the previous year. The full-time unemployment rate was significantly higher than both Victoria (28 per cent) and Australia (24 per cent).

Similarly, the teenage full-time unemployment to population ratio in the Central Highlands-Wimmera LFR (7 per cent) was higher than Victoria and Australia (both 4 per cent).

At the time of the 2011 Census, 7 per cent of 15 to 19 year olds in the Ballarat Area were neither studying nor working, a figure reflecting the national average at that time.

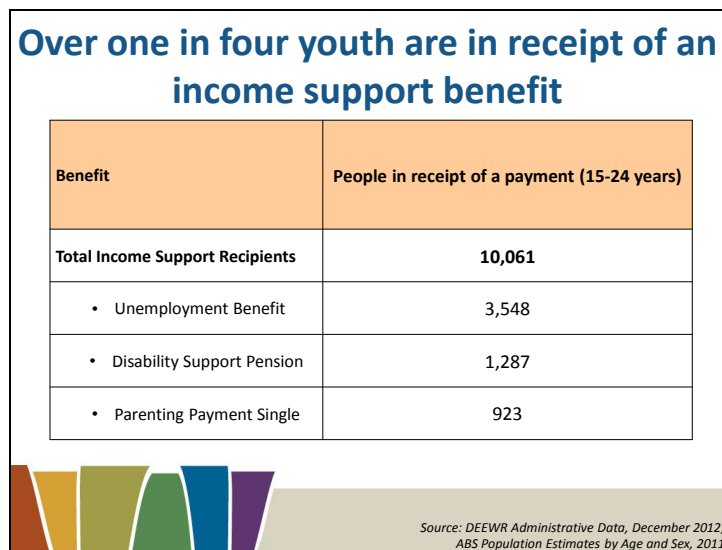
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**Disengaged Youth:**

Source: ABS 2011 Census of Population and Housing.

This chart shows persons aged 20-24 years who are neither working nor studying.



**Recipients of Income Support Payment**

Source: DEEWR administrative data, December 2012; ABS Population Estimates by Age and Sex, 2011

In December 2012, there were 10,061 people aged 15-24 in receipt of an income support payment (24 per cent of the population).

The most common payments were:

- Unemployment Benefit = Youth Allowance (Other) + New Start Allowance = 2,109 + 1,439
- Disability Support Pension = 1,287
- Parenting Payment Single Payment = 923

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<b>Educational Attainment</b> 20-24 years of age				
Region	Completed Yr 12		Attained:	
	2006	2011	Adv Dip, Dip or Cert III/IV	Bachelor Degree or higher
Ballarat LGA	74%	74%	27%	11%
Northern Grampians LGA	53%	56%	30%	7%
Central Victoria PEA	68%	70%	28%	10%
Victoria	78%	80%	25%	17%
Australia	73%	75%	25%	15%

Source: ABS 2011 and 2006 Census of Population and Housing

**Educational Attainment:**

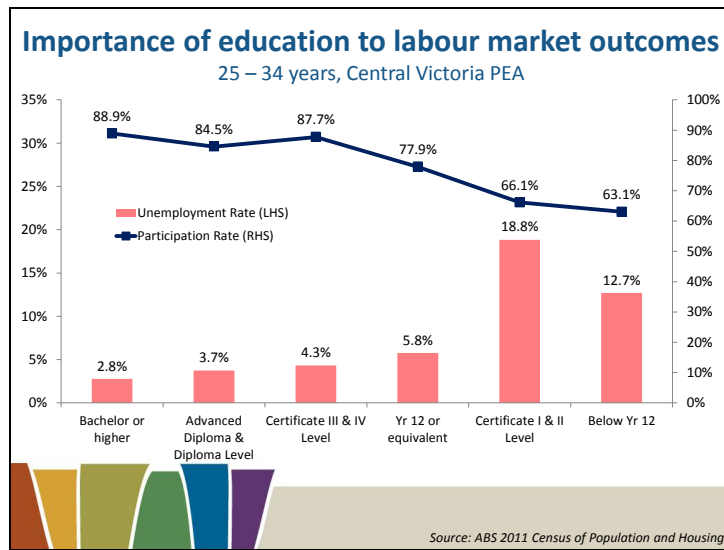
Source: ABS 2011 and 2006 Census of Population and Housing

Year 12 completion rates for people aged 20-24 years old are considerably lower in the Central Victoria PEA (70 per cent) compared with both Victoria (80 per cent) and Australia (75 per cent). However, results vary across the PEA, with 74 per cent of 20-24 year olds in the Ballarat LGA having a Year 12 Certificate compared with 57 per cent for those in the Northern Grampians LGA.

While a relatively high proportion of people aged 25-34 have obtained an Adv. Dip/Cert III/IV, a low proportion have obtained a bachelor degree or higher.



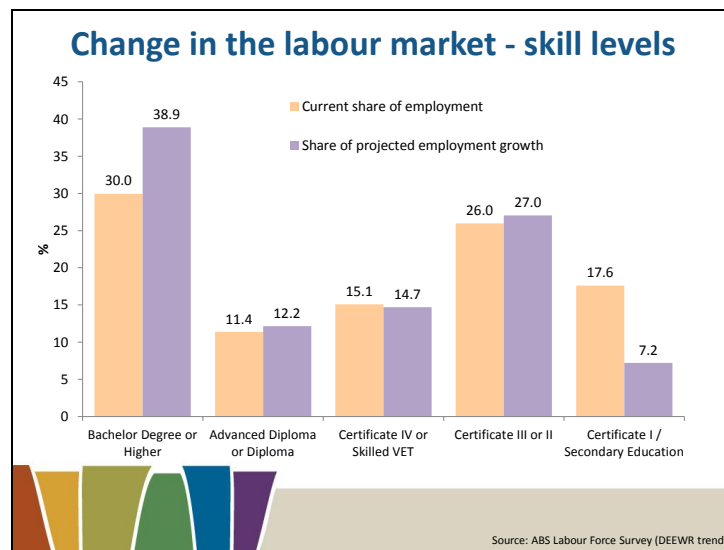
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**Educational Attainment and Labour Market Outcomes:**

*Source: ABS 2011 Census of Population and Housing*

This slide illustrates the correlation between education and labour market outcomes in the Central Victoria PEA, with higher labour force participation rates and lower unemployment rates for those with higher levels of educational attainment. This reflects the pattern seen across Australia and demonstrates the importance of continuing education to help job seekers obtain employment and participate in the labour market.



**Change in the labour market – skill levels:**

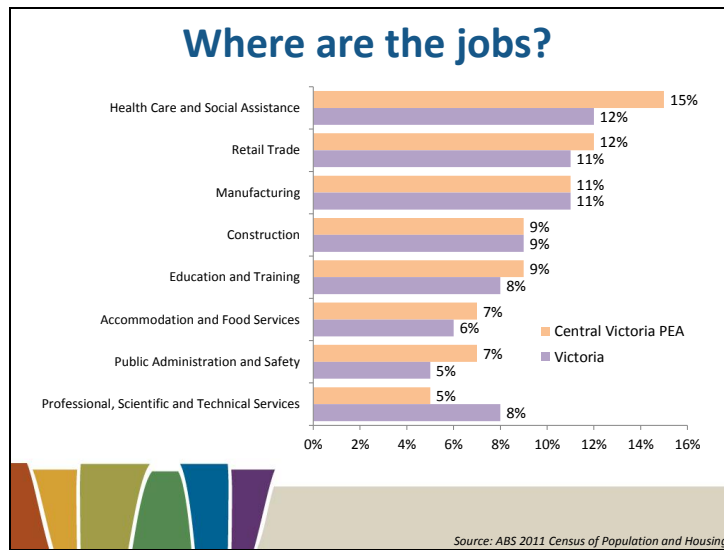
Source: ABS Labour Force Survey (DEEWR trend)

Growth in Professionals and Technicians and Trades Workers is reflected in projected growth by skill level – where the strongest growth is expected for higher skill levels.

The highest skill level – corresponding to a Bachelor Degree or higher level qualification – is projected to account for a disproportionate share of national employment growth over the coming five years (**38.9** per cent of growth compared with its **30.0** per cent share of employment). In contrast, there is much more subdued growth (only **7.2** per cent of the total) at the lowest skill level, corresponding to compulsory secondary education or Certificate I.

Employment in the key technical and trade group at Skill Level 3, corresponding to a Certificate IV or a formal apprenticeship, fared quite badly over the past five years as it was particularly hard-hit by the GFC-related downturn in Australia in 2008-09 and its subsequent impacts on the domestic economy. Nevertheless, DEEWR is expecting employment growth for this group to return to more normal levels over the coming five years, with growth of **121,800** workers projected to 2016-17, equivalent to a **14.7** per cent share of total growth compared with its **15.1** per cent share of employment.

(Note: Data for this chart are from the 2012 DEEWR national projections to 2016-17. Skill level attributions are made for those occupations fully coded to four digit level and employment numbers are weighted so that the aggregate agrees with projected total employment.)



**Employment by Industry:**

*Source: ABS 2011 Census of Population and Housing*

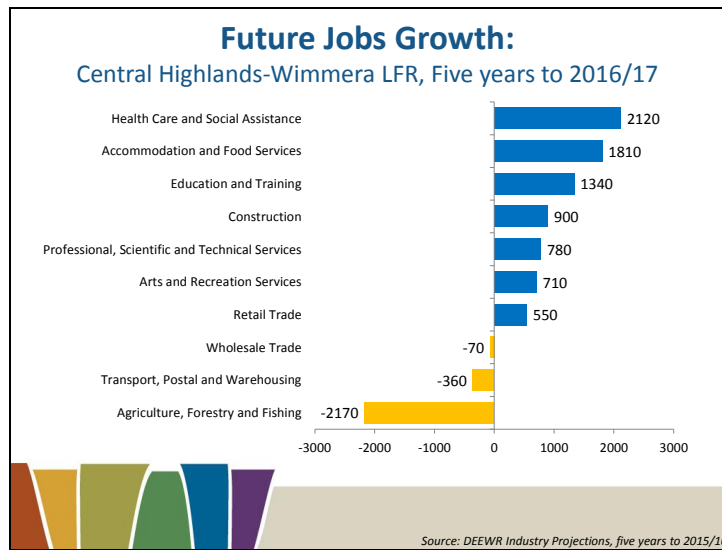
Employment in the Central Victoria PEA was highest in the Health Care and Social Assistance (15% of all employed), Retail Trade (12%) and Manufacturing (11%) industries.



**Fastest growing occupations in the fastest growing industries – Five Years to 2011:**

*Source: ABS 2011 Census of Population and Housing*

This chart shows fast growing occupations in the fastest growing industries in the Central Victoria PEA. It also shows that opportunities exist for applicants across all skill levels.



**Projected Employment Growth by Industry – Central Highlands-Wimmera LFR**

Source: DEEWR Industry Projections, five years to 2016/17

In the next five years to 2016/17, the Health Care and Social Assistance industry is expected to see the largest employment growth (approx. 2120 people) in the Central Highlands-Wimmera LFR.


Employment is expected to decline in the Agriculture, Forestry and Fishing (2170 people), Transport, Postal and Warehousing (360 people) and Wholesale Trade (70 people) industries.

Despite the recent job cuts in the Manufacturing industry, the projected employment growth is expected to be positive over the five years to 2016/17 (230 people).

### Why don't Job seekers get a job?

Common reasons job applicants were unsuitable were:

- Insufficient technical skills or experience (66%)
- Lack of employability skills and personal characteristics (37%)
- Not available to work hours required (13%)
- Poor interview skills / written application (12%)



Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012

**Reasons applicants are unsuitable:**

*Source: DEEWR, Survey of Employers' Recruitment Experiences, October 2012*

Common reasons job applicants were unsuitable were:

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**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

**Pathways to Employment:**  
**Apprenticeships and Traineeships**

More than 1 in 3 (35%) businesses employed at least one apprentice or trainee:

- 28% of these businesses experienced challenges employing an apprentice or trainee
- The most commonly reported challenges were a lack of general work readiness (50%) and a lack of soft skills (45%)



Source: DEEWR, Survey of Employers' Recruitment Experiences, Central Victoria PEA, October 2012

**Basic Employability Skills**

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Over one in three (35%) businesses employed at least one Apprentice of Trainee:


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### Conclusion

- The labour market is steady but has eased in the past year
  - The unemployment rate has decreased recently but has historically remained above Victoria
- Issues affecting young people in the region
  - Teenage unemployment, lower educational attainment levels, reliance on income support payments and disengagement
- Where are the opportunities?
  - Growth industries: Health Care and Social Assistance, Construction, Accommodation and Food Services
  - Growth occupations: Aged and Disabled Carers, Plumbers, Kitchenhands
  - Opportunities across all skill levels
- How do you take advantage of these opportunities?
  - Important skills – technical skills, employability skills
  - Education
  - Apprenticeships
- Collaboration with key stakeholders



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Australian Government  
Department of Education, Employment and Workplace Relations

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