



**Australian Government**  

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**Department of Employment**

Overview of the  
Geelong labour market

5 November 2015

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Branch Manager

Labour Market Research and Analysis Branch

## Slide 2: Map of Geelong

# Geelong SA4



### Notes

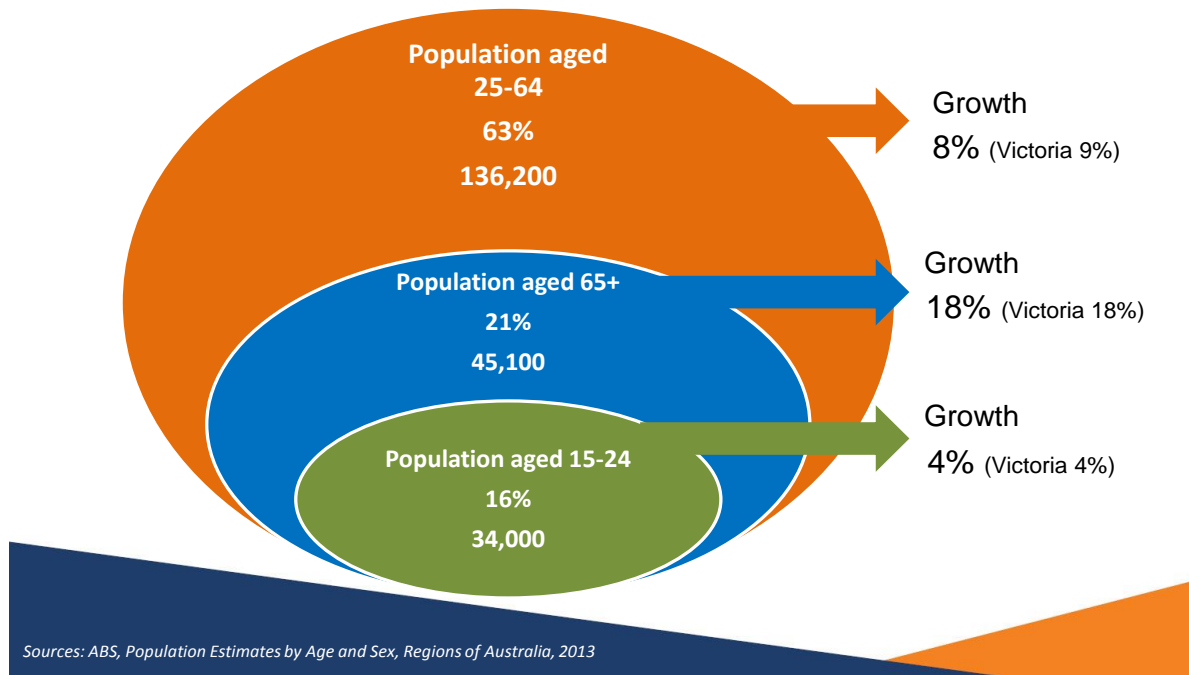
- Geelong throughout the presentation equates to the Geelong SA4
- Barwon throughout the presentation equates to the Geelong SA4 plus Colac-Otway LGA

Slide 3: Adult Population

## Adult Population

215,300

*Growth 2008-2013 - 9% (Victoria 10%)*

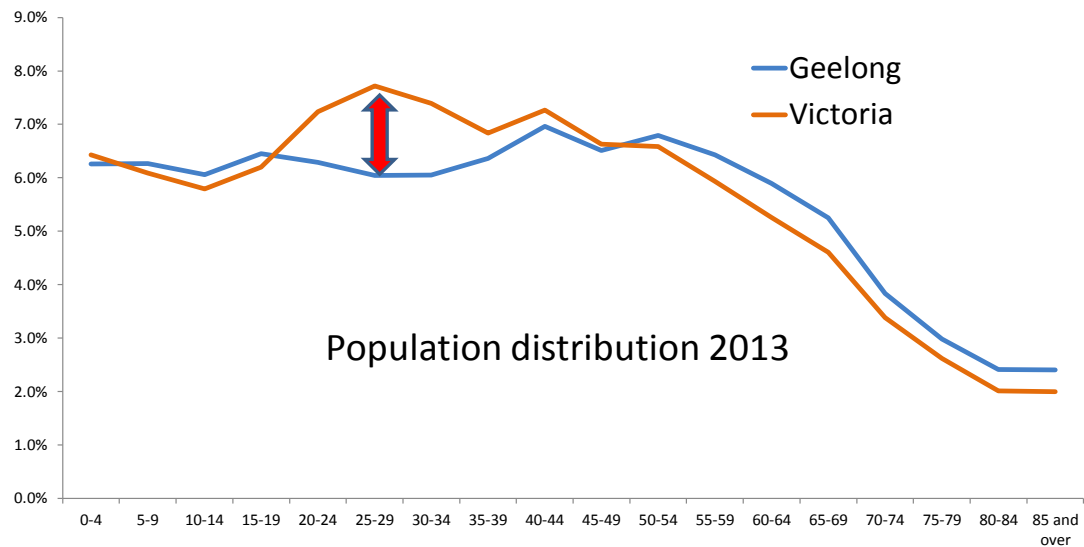


### Notes

Source: ABS, Population Estimates by Age and Sex, Regions of Australia, 2013

Slide 4: A smaller proportion of adults aged 25-34 in Geelong

## A smaller proportion of adults aged 25-34 in Geelong



Sources: ABS, Population Estimates by Age and Sex, Regions of Australia, 2013

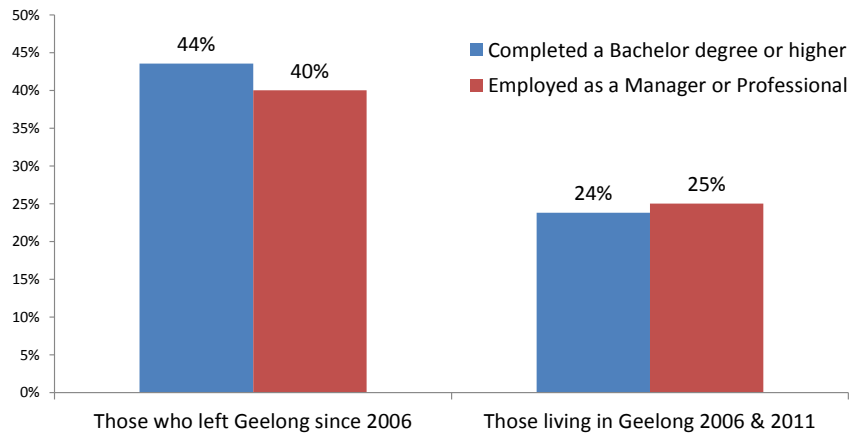
### Notes

Source: ABS, Population Estimates by Age and Sex, Regions of Australia, 2013

## Slide 5: Why are young adults leaving?

# Why are young adults leaving?

Persons aged 25 to 34 years in 2011



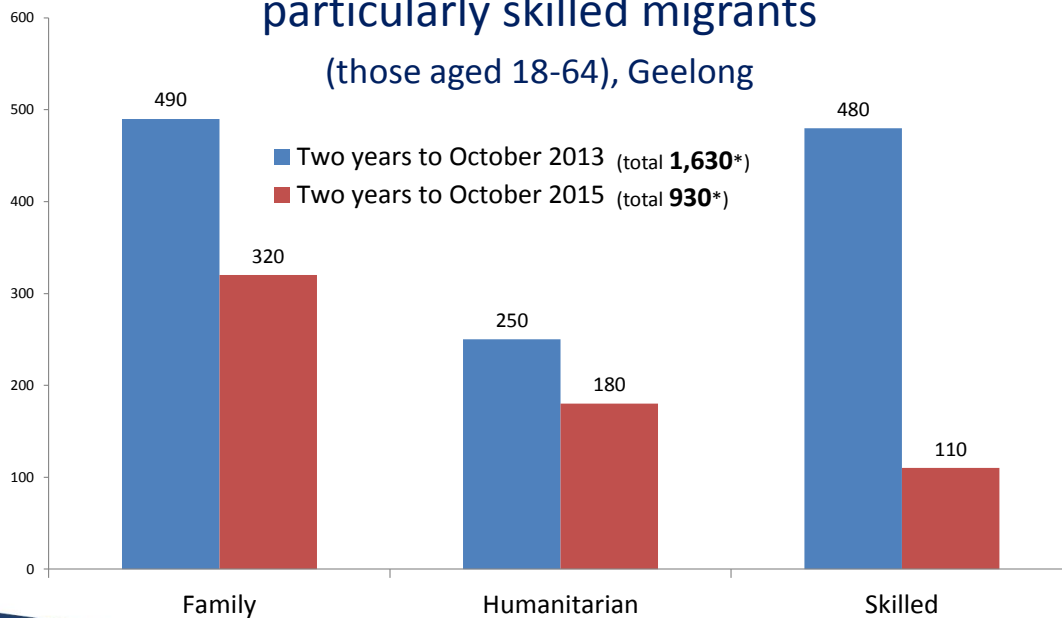
Source: ABS, Census of Population and Housing, 2011

### Notes

Source: ABS, Census of Population and Housing, 2011

Slide 6: Number of overseas migrants falling, particularly skilled migrants

### Number of overseas migrants falling particularly skilled migrants (those aged 18-64), Geelong



\* Totals include those on unknown migration stream

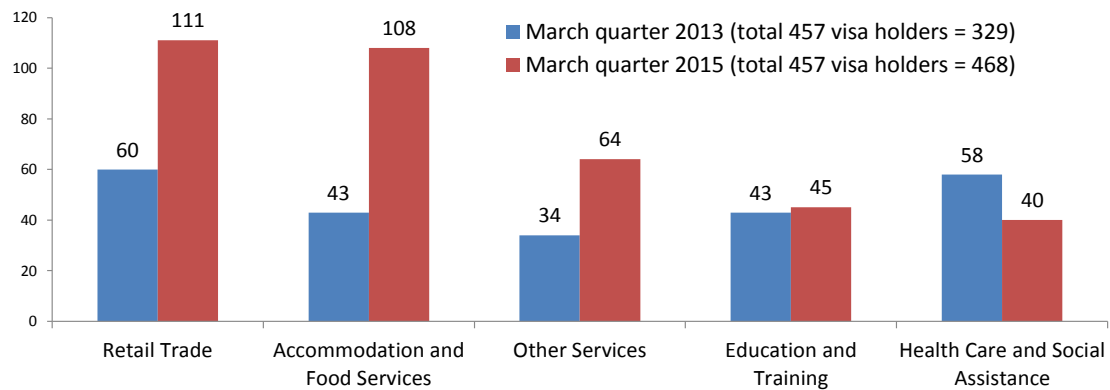
Source: Department of Immigration and Border Protection, <http://www.immi.gov.au/settlement and Citizenship. Settlement reporting, October 2015>

#### Notes

Source: Department of Immigration and Border Protection, <http://www.immi.gov.au/settlement and Citizenship. Settlement reporting, October 2015>

Slide 7: Recent growth in 457 visa workers largely restricted to Retail and Hospitality

## Recent growth in 457 visa workers largely restricted to Retail and Hospitality Barwon\*



**\*Barwon Statistical Division**

The Barwon SD comprises the Geelong SA4 and the Colac-Otway LGA

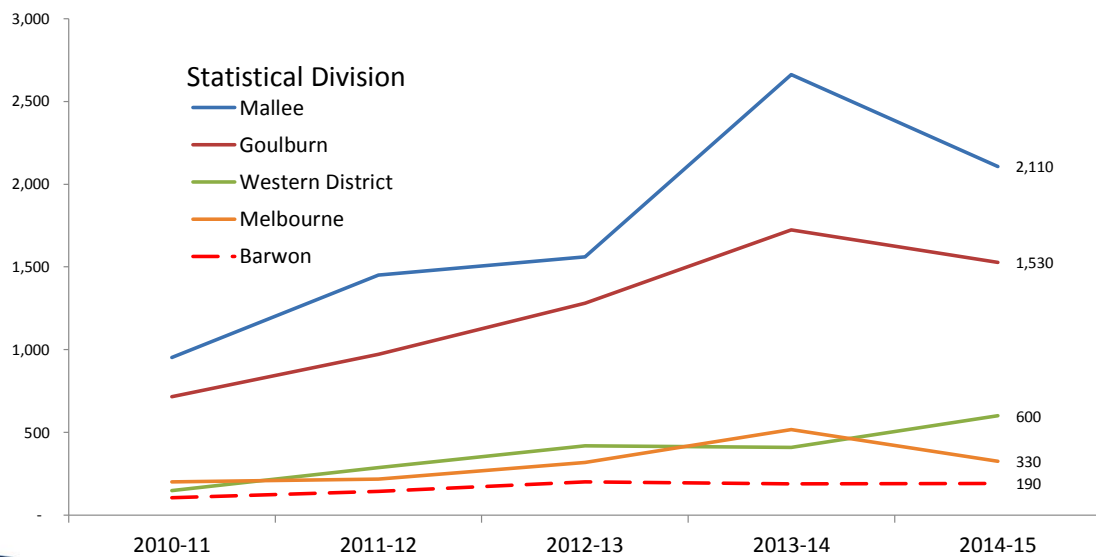
Source: Department of Immigration and Border Protection, Subclass 457 Visa Grants Quarterly, March 2013 and 2015

### Notes

Source: Department of Immigration and Border Protection, Subclass 457 Visa Grants Quarterly, March 2013 and 2015

Slide 8: 417 (working holiday) visa extensions granted by employer location

## 417 (working holiday) visa extensions granted by employer location



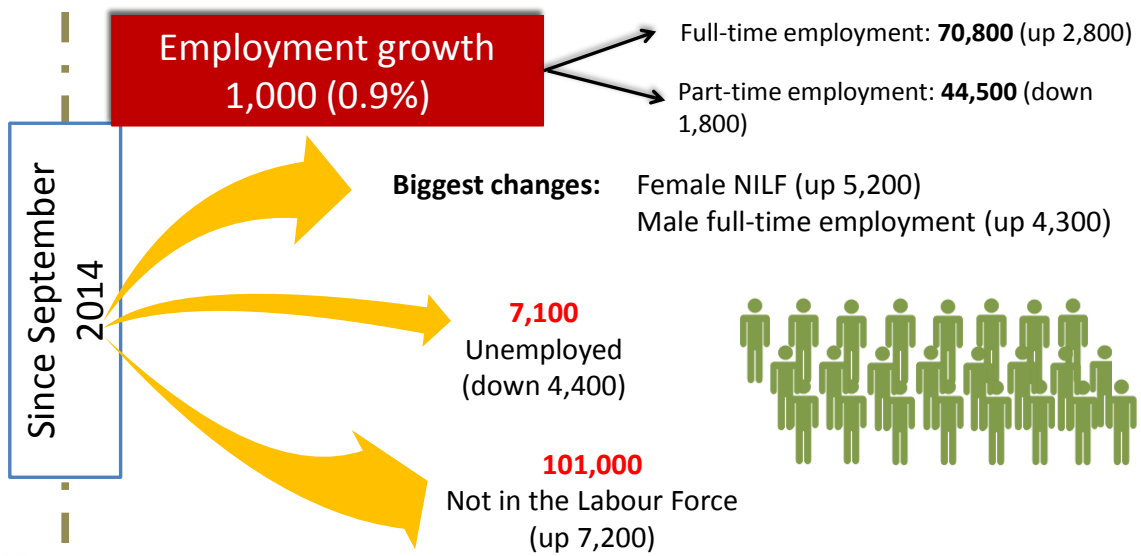
Source: Department of Immigration and Border Protection, 2015 (BE8684.01)

### Notes

Source: Department of Immigration and Border Protection, 2015 (BE8684.01)



# Geelong labour market



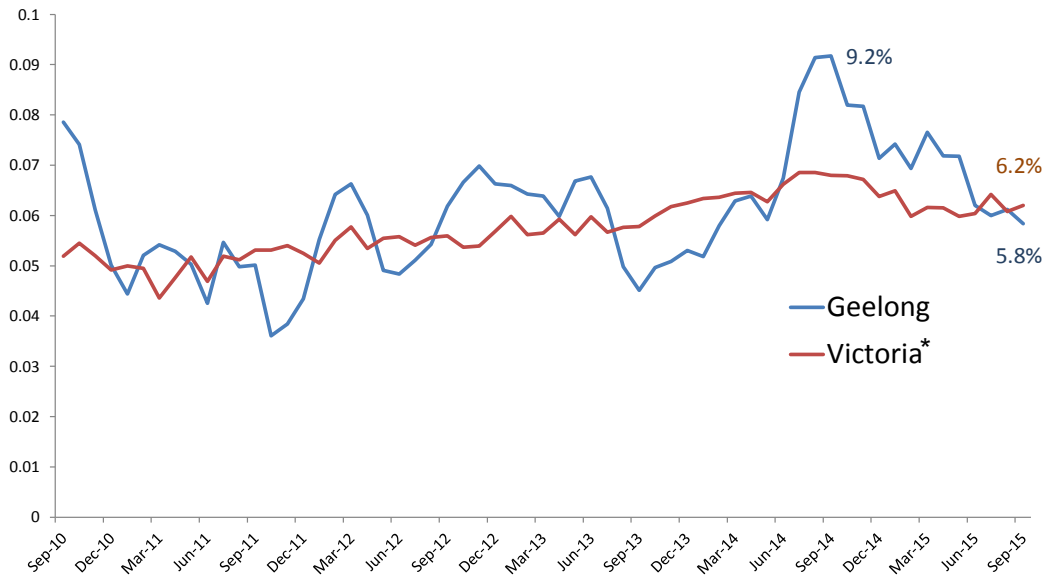
Source: ABS, Labour Force Survey, September 2015  
(3 month averages of original data)

## Notes

Source: ABS, Labour Force Survey, September 2015 (3 month averages of original data)

Slide 10: Unemployment rate has fallen below state average

## Unemployment rate has fallen below state average



\* Seasonally adjusted

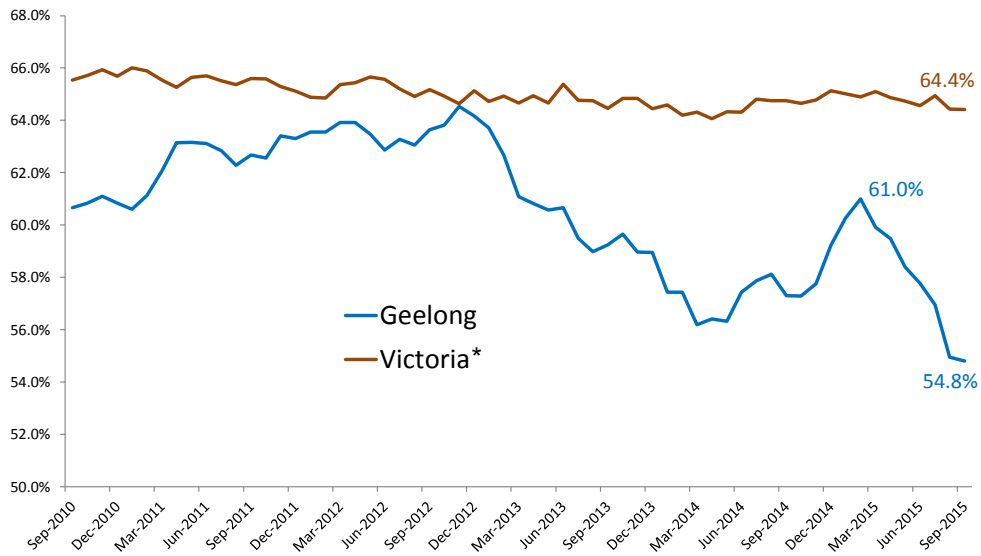
Source: ABS, Labour Force Survey, September 2015 (3 month averages and Seasonally adjusted)

### Notes

Source: ABS, Labour Force Survey, September 2015 (3 month averages for Geelong and Seasonally adjusted for Victoria)

Slide 11: ...but participation is also falling

## ...but participation is also falling



\* Seasonally adjusted

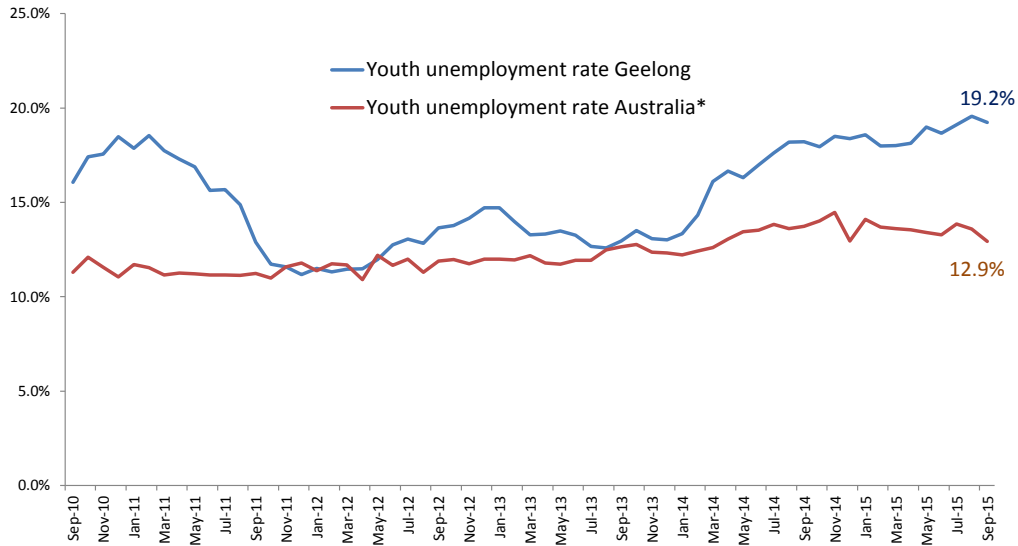
Source: ABS, Labour Force Survey, September 2015 (3 month averages and seasonally adjusted)

### Notes

Source: ABS, Labour Force Survey, September 2015 (3 month averages for Geelong and Seasonally adjusted for Victoria)

## Slide 12: Youth unemployment is high and increasing

### Youth unemployment is high and increasing (15-24 years)



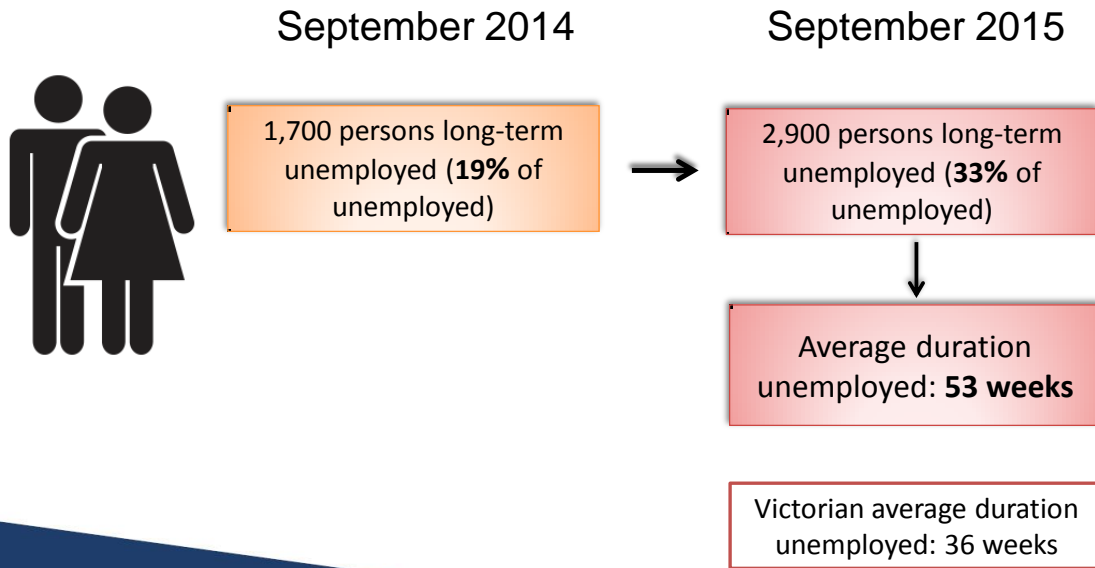
\*Seasonally Adjusted

Source: ABS, Labour Force Survey, September 2015 (12 month averages and seasonally adjusted)

### Notes

Source: ABS, Labour Force Survey, September 2015 (3 month averages for Geelong and Seasonally adjusted for Victoria)

## Long-term unemployment on the rise Geelong



Source: ABS, Labour Force Survey, September 2015 (12 month averages of original data)

### Notes

Source: ABS, Labour Force Survey, September 2015 (12 month averages of original data)

## Slide 14: Pockets of significant disadvantage-Corio-Norlane SA2

### Pockets of significant disadvantage Corio-Norlane SA2



**35% (920)** of  
**families are**  
**jobless**  
(Victoria 13%)



**Unemployment Rate\***

**21.7%**  
(up 5.6 %pts  
since June 2014)  
Victoria 6.2%



**Only 65%** of those  
aged 25-34 have  
**completed Year 12**  
**or non-school qualification**  
(Victoria 88%)



**21%** of **working age population**  
(Corio-Inner) on **income support**  
(Victoria 16%)

Source: ABS, Census of Population and Housing, 2011; Department of Employment, Small Area Labour Markets, June 2015; ABS, Labour Force Survey, September 2015, Seasonally adjusted; Centrelink Administrative Data - Department of Human Services Administrative Data (Department of Social Services Extract), September 2015; ABS Estimated Resident Population, 2013

#### Notes

Source: ABS, Census of Population and Housing, 2011; Department of Employment, Small Area Labour Markets, June 2015; ABS, Labour Force Survey, September 2015, Seasonally adjusted; Centrelink Administrative Data - Department of Human Services Administrative Data (Department of Social Services Extract), September 2015; ABS Estimated Resident Population, 2013

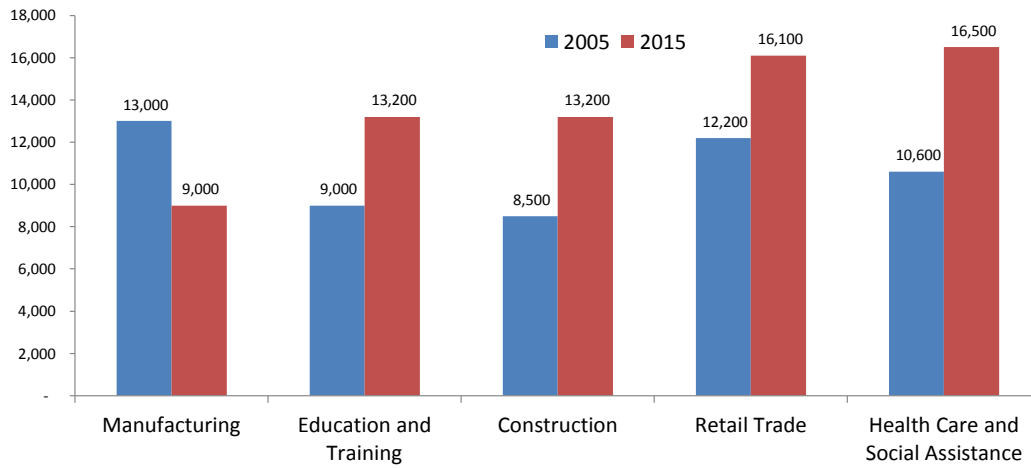
Slide 15: Where are the jobs?

# Where are the jobs?



Slide 16: Manufacturing only major industry to decline in last ten years

## Manufacturing only major industry to decline in last ten years Geelong



All Industries - 118,500  
(2005: 103,500)

Source: ABS, Labour Force data, August Quarter 2015 (4 quarter averages)

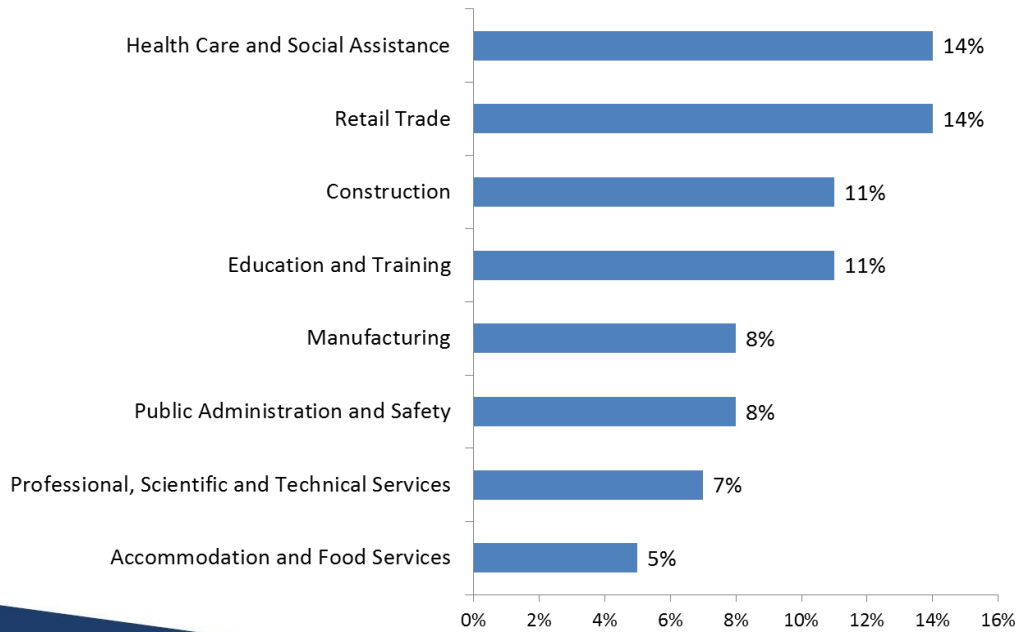
### Notes

Source: ABS, Labour Force data, August Quarter 2015 (4 quarter averages)



Slide 17: Health and Retail dominate employment

## Health and Retail dominate employment Geelong



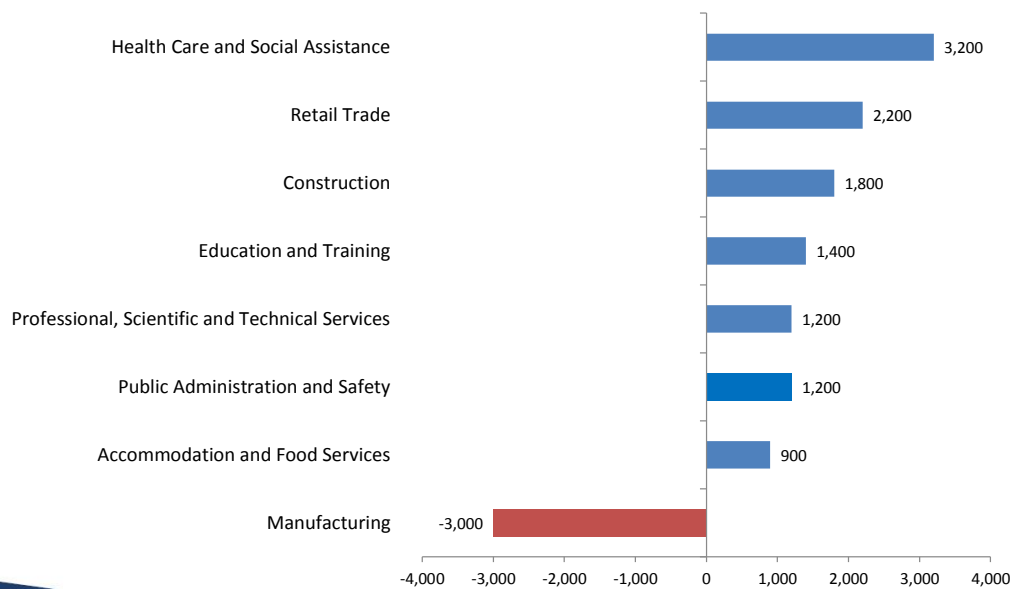
Source: ABS, Labour Force data, August Quarter 2015 (4 quarter averages)

### Notes

Source: ABS, Labour Force data, August Quarter 2015 (4 quarter averages)

Slide 18: ...and this is set to continue

## ....and this is set to continue (change 5 years to November 2019) Geelong



Source: Department of Employment, Industry Employment Projections, five years to November 2019

### Notes

Source: Department of Employment, Industry Employment Projections, five years to November 2019

## Transitioning workers what could they be faced with....



- Lower wages
- Needing more than one job
- Working at different or lower skill level
- Working in a different location
- Reskilling or upskilling through training



Slide 20: Many have already successfully transitioned

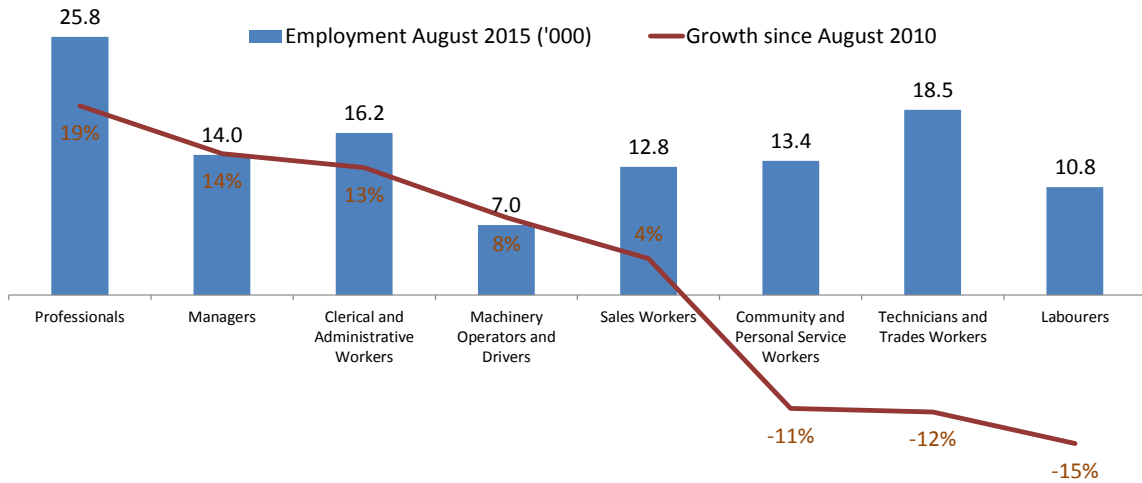
## Many have already successfully transitioned e.g. automotive workers



- Warehousing and Storepersons
- Truck and Bus Drivers
- Food Manufacturing Workers
- Painters and Carpet Layers
- Aged and Disabled Carers
- Motor Vehicle Salespersons

Slide 21: Employment and growth favouring Professionals

## Employment and growth favouring Professionals Geelong



Source: ABS, Labour Force data, August Quarter 2015 (4 quarter averages)

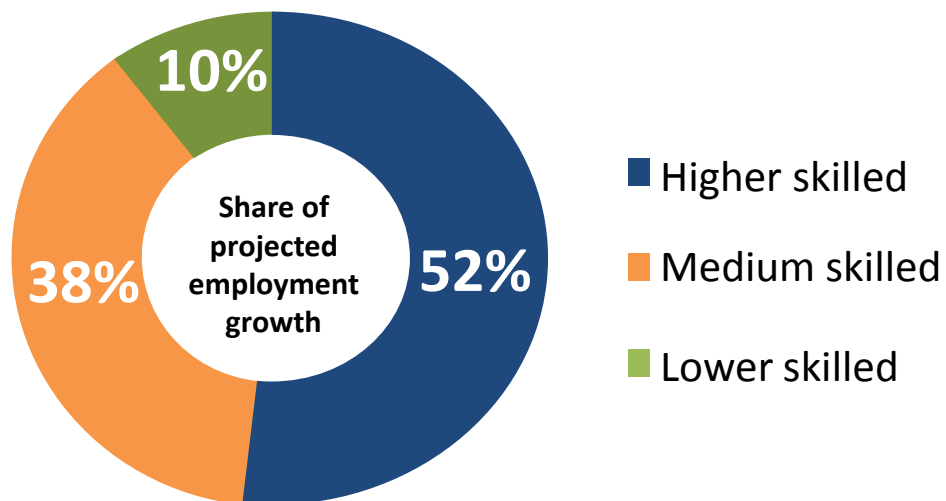
### Notes

Source: ABS, Labour Force data, August Quarter 2015 (4 quarter averages)

Slide 22: Shift towards higher skilled jobs to continue

## Shift towards higher skilled jobs to continue

Projected national employment growth, five years to November 2019



Source: Department of Employment, Employment Projections, five years to November 2019

### Notes

Source: Department of Employment, Employment Projections, five years to November 2019

Slide 23: Transformation to a more diverse services and high technology economy

## Transformation to a more diverse services and high technology economy

- ❑ Establishing a \$14 million Advanced Manufacturing Growth Centre in Geelong
- ❑ Commonwealth investment in the Geelong Region Innovation and Investment Fund
- ❑ Geelong Employment Facilitator and funding to establish the Job Connections Office and Future Jobs Taskforce
- ❑ Growth Fund (\$155 million) to support regions, including Geelong, affected by the closure of the car manufacturing industry

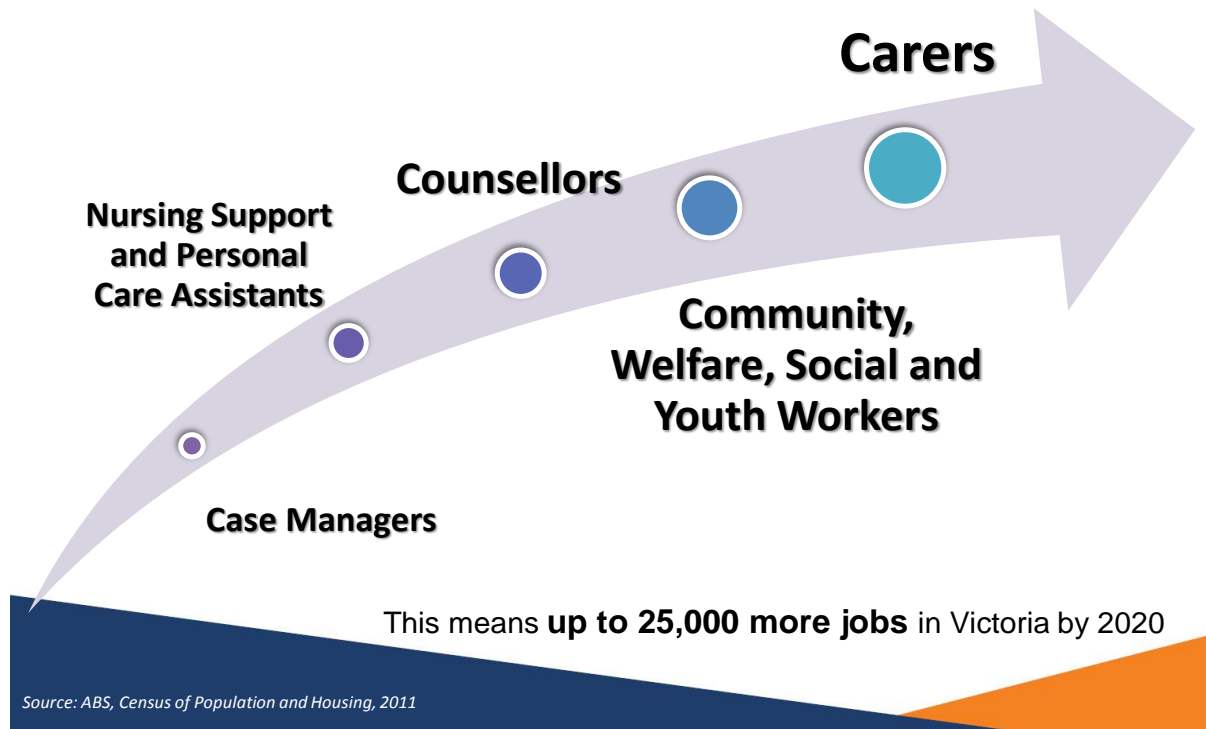
*Source: Australian Government*

### Notes

Source: Australian Government

Slide 24: ...and the disability sector will provide many job opportunities

## ...and the disability sector will provide many job opportunities



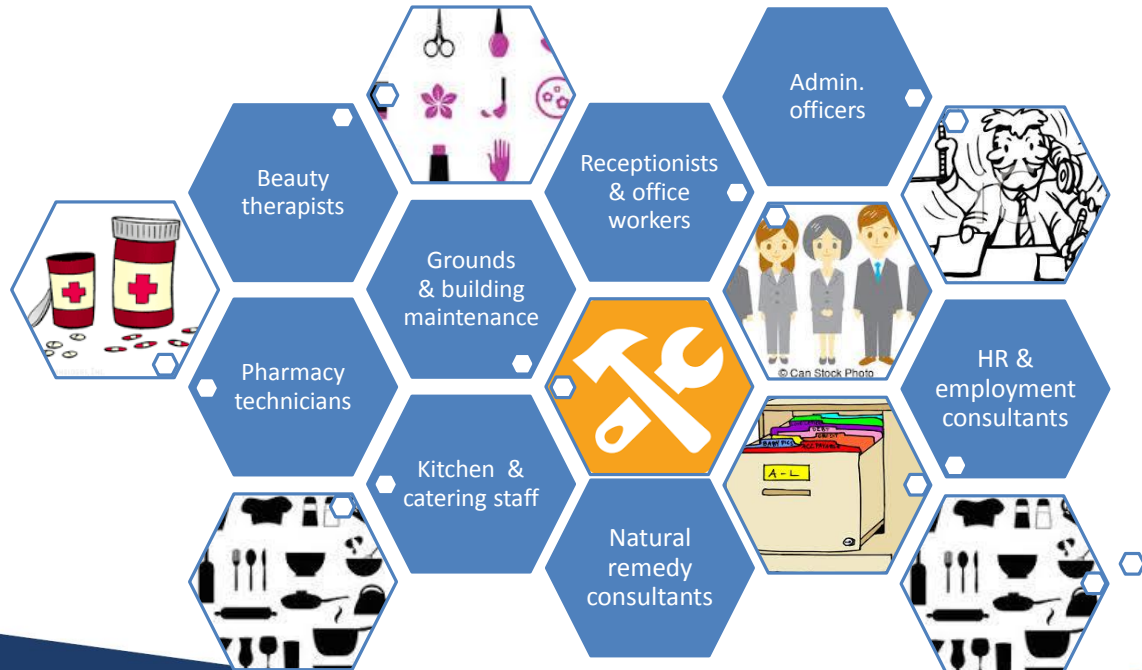
### Notes

Source: ABS, Census of Population and Housing, 2011



Slide 25: ...and it's more than clinical and caring staff

## ...and it's more than clinical and caring staff



Source: Community Services and Health Industry Skills Council, 2015 Data Insight Tool, <http://www.cshisc.com.au/learn/cshisc-environmental-scan/escan-2015/>

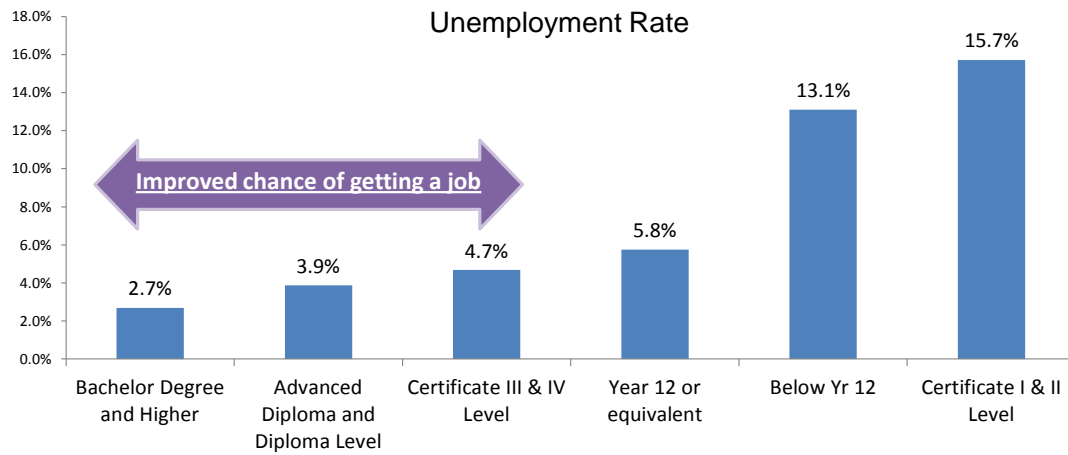
### Notes

Source: Community Services and Health Industry Skills Council, 2015 Data Insight Tool, <http://www.cshisc.com.au/learn/cshisc-environmental-scan/escan-2015/>

Slide 26: Educational attainment and labour market outcomes

## Educational attainment and labour market outcomes Geelong

Persons aged 25-34 years



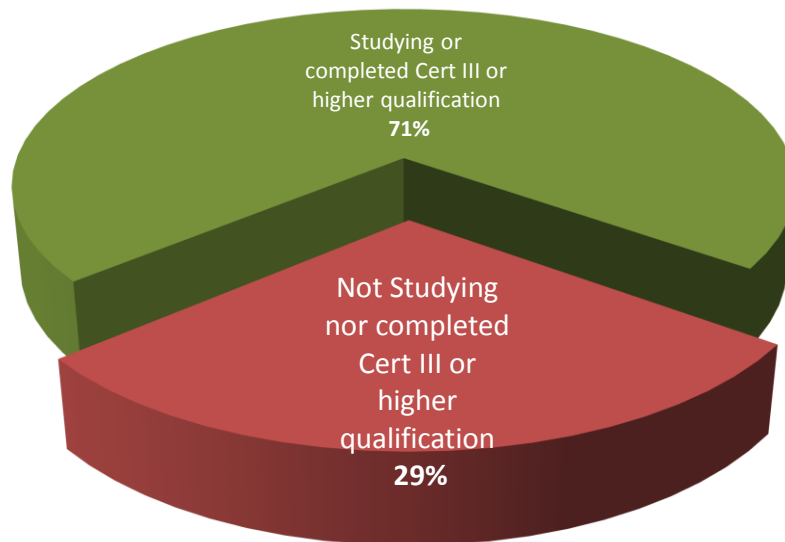
Source: ABS, Census of Population and Housing, 2011

### Notes

Source: ABS, Census of Population and Housing, 2011

Slide 27: One third of youth in Geelong are not studying nor have completed a Certificate III or higher

## One third of youth\* in Geelong are not studying and have not completed a Certificate III or higher



\*29% of those aged 18-24 years in Geelong (26% for Victoria)

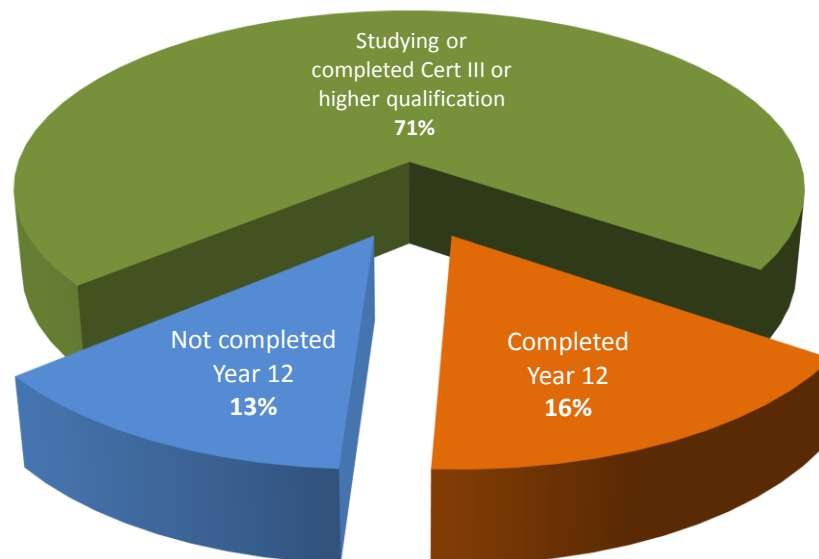
Source: ABS, Census of Population and Housing, 2011

### Notes

Source: ABS, Census of Population and Housing, 2011

Slide 28: One third of youth in Geelong are not studying nor have completed a Certificate III or higher

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\*29% of those aged 18-24 years in Geelong (26% for Victoria)

Source: ABS, Census of Population and Housing, 2011

### Notes

Source: ABS, Census of Population and Housing, 2011

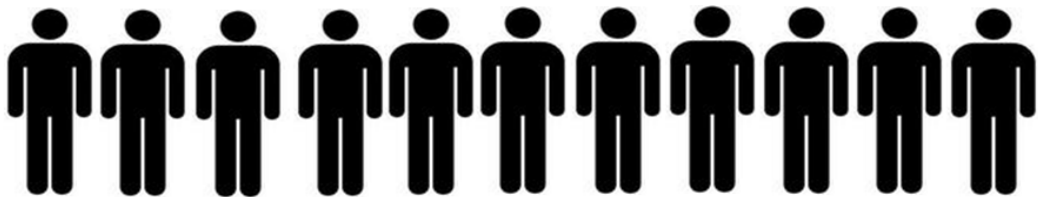
Slide 29: What are employers telling us?

# What are employers telling us?



Slide 30: Competition for jobs is high with an average of **eleven** people applying for each vacancy....

Competition for jobs is high  
with an average of **eleven** people applying for each  
vacancy....



*Source: Department of Employment, Survey of Employers' Recruitment Experiences, Geelong, July 2015*

### Notes

Source: Department of Employment, Survey of Employers' Recruitment Experiences, Geelong, July 2015

Slide 31: ...only an average of two were invited for an interview

...only an average of two were invited for an interview



### Why people didn't get an interview

- Lack of relevant experience
- Soft skills
- Insufficient qualifications or training
- Poor application

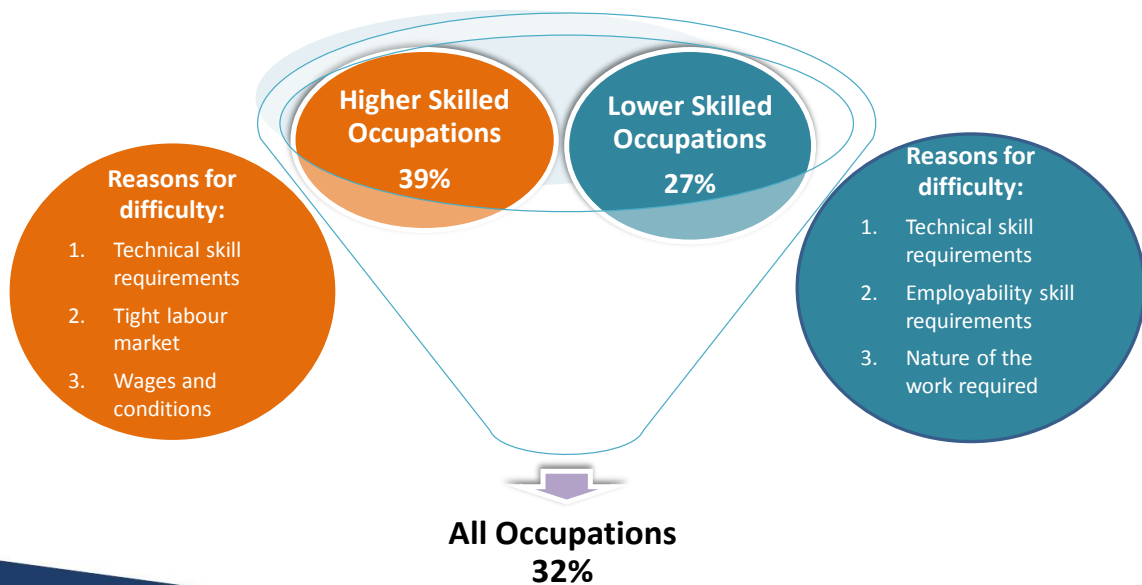
*Source: Department of Employment, Survey of Employers' Recruitment Experiences, Geelong, July 2015*

### Notes

Source: Department of Employment, Survey of Employers' Recruitment Experiences, Geelong, July 2015

Slide 32: But one third of employers experience difficulty recruiting  
% who had difficulty when recruiting for.....

## But one third of employers experience difficulty recruiting % who had difficulty when recruiting for.....



Source: Department of Employment, Survey of Employers' Recruitment Experiences, Geelong, July 2015

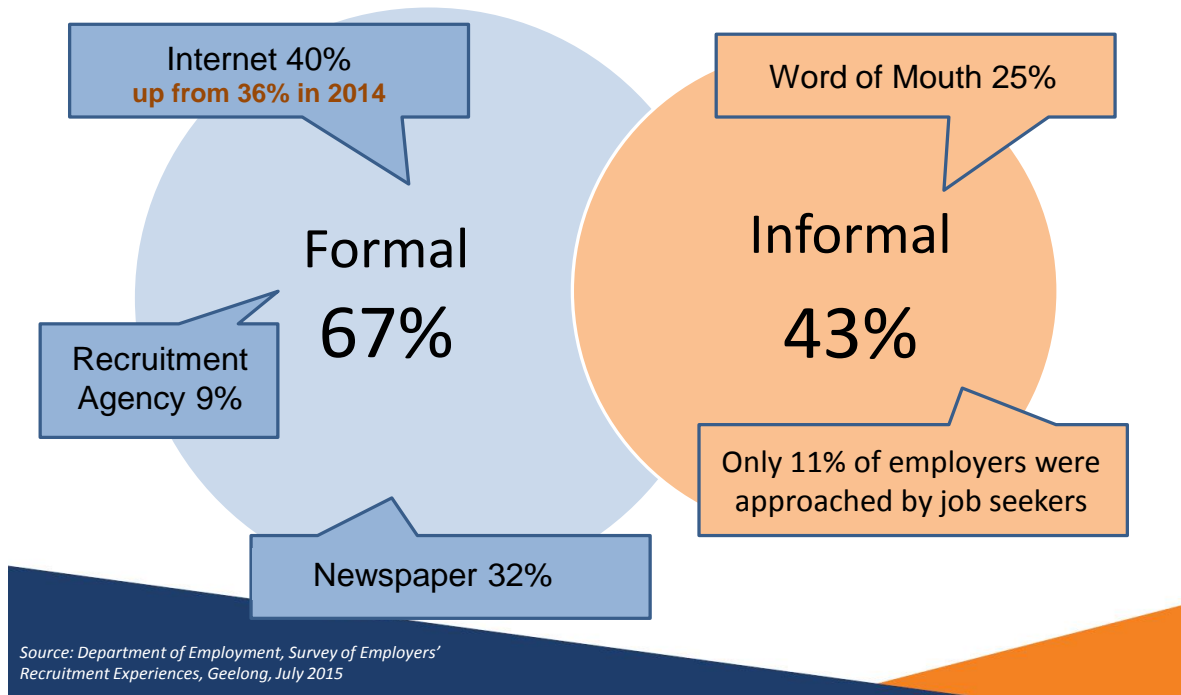
### Notes

Source: Department of Employment, Survey of Employers' Recruitment Experiences, Geelong, July 2015



Slide 33: Many employers use informal methods to recruit

## Many employers use informal methods to recruit



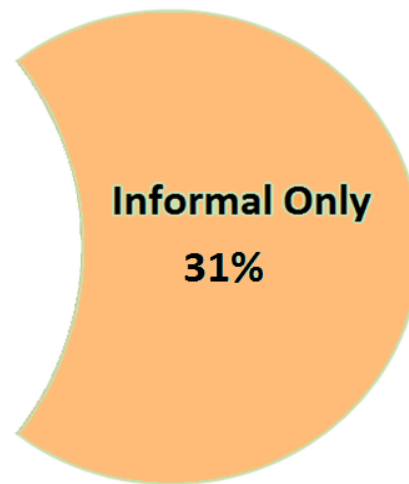
### Notes

Source: Department of Employment, Survey of Employers' Recruitment Experiences, Geelong, July 2015

Slide 34: Employers most commonly used informal methods only when recruiting for...

## Employers most commonly used informal methods only when recruiting for...

- Labourers
- Community and Personal Service Workers
- Machinery Operators and Drivers
- Sales Workers



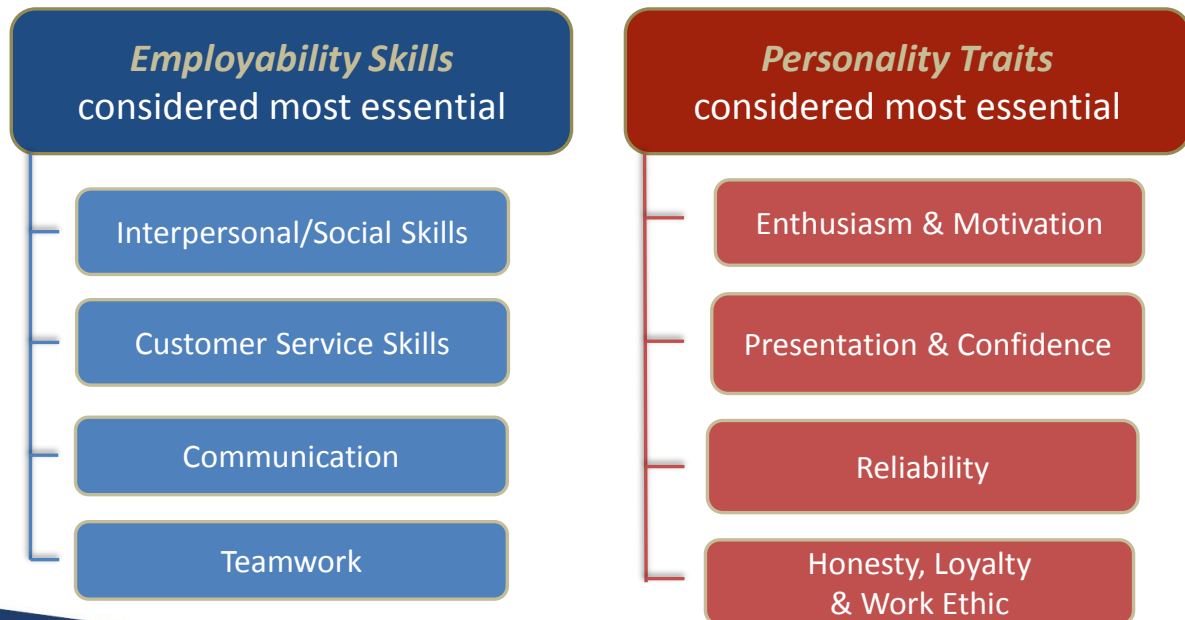
*Source: Department of Employment, Survey of Employers' Recruitment Experiences, Geelong, July 2015*

### Notes

Source: Department of Employment, Survey of Employers' Recruitment Experiences, Geelong, July 2015

## Build employability skills

Skills employers viewed as essential



Source: Department of Employment, Survey of Employers' Recruitment Experiences

### Notes

Source: Department of Employment, Survey of Employers' Recruitment Experiences

## Slide 36: What are the challenges for Geelong?

- High applicant numbers
  - Employ locally
- Disadvantaged groups – long-term unemployed, children in jobless families
- Youth – high unemployment and disengagement
- Manage the transition away from Manufacturing
  - How can redundant workers take advantage of local opportunities?
- Ensure job seekers build their employability skills and experience
- Target training and skills to meet the demand for future jobs

## Slide 37: Further information

[www.employment.gov.au/lmip](http://www.employment.gov.au/lmip)

[www.employment.gov.au/SkillShortages](http://www.employment.gov.au/SkillShortages)

[www.employment.gov.au/regionalreports](http://www.employment.gov.au/regionalreports)

[www.employment.gov.au/australianjobs](http://www.employment.gov.au/australianjobs)

[www.joboutlook.gov.au](http://www.joboutlook.gov.au)

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

A report on the survey findings for the Greater Geelong LGA is available on the regional reports section of the Department of Employment web site.

Thank you.



**Australian Government**  
**Department of Employment**

If you have any questions about the presentation please contact the Recruitment Analysis and Employer Surveys sections on [1800 059 439](tel:1800059439) or email [recruitmentsurveys@employment.gov.au](mailto:recruitmentsurveys@employment.gov.au)



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