



Australian Government

REGIONAL EMPLOYMENT PLAN

Northern and Western Adelaide Priority Employment Area

Local Employment Coordinator
Pippa Webb



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The document must be attributed as the Regional Employment Plan – Northern and Western Adelaide Priority Employment Area.

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REGIONAL EMPLOYMENT PLAN

Local Employment Coordinators have been appointed to 21 priority employment areas through the Priority Employment Area initiative. They will work closely with employers, employment services providers, local communities and all levels of government to help drive local solutions to labour market issues. This involves identifying opportunities, issues and helping to coordinate responses from businesses, government and other organisations to put in place strategies to help address them.

Local Employment Coordinators are also responsible for the development and implementation of a Regional Employment Plan that sets out their key goals and strategies to address unemployment, skills and labour issues for their priority employment area.

The Local Employment Coordinator for the Northern and Western Adelaide priority employment area is Ms Pippa Webb. Ms Webb has developed this Regional Employment Plan with support from an Employment Project Officer and an Advisory Committee made up of key local stakeholders who will work with her to implement the strategies set out in the plan.

The committee comprises key local stakeholders and includes:

- Dr Bev O'Brien, Office of Northern Connections
- Mr Charlie Condo, Boral
- Mr David Cockram, Maxima
- Ms Gail Sulicich, Regional Development Australia Adelaide Metropolitan and Executive Officer of Northern Futures
- Mr Chris Hannaford, City of Charles Sturt
- Mr Ian Curry, Australian Manufacturing Workers Union
- Mr Ja Turnbull, MEGT
- Mr Greg Ratsch, Economic Development Manager Salisbury Council
- Mr Kelvin Trimper, retired Delfin Education and Training Manager
- Ms Lauren Kimm, Group Training South Australia
- Mr Michael Boyce, PEERVEET Training
- Ms Pauline Koritsa, City of West Torrens
- Mr Phil Methofer, Business South Australia
- Mr Tim Hutchinson, Department of Further Education, Employment, Science and Technology
- Mr Brett Mayne, Department of Further Education, Employment, Science and Technology
- Mr Robert Harding, Housing Institute Australia
- Mr Rod Keane, chair Northern Futures
- Ms Sue Doyle, Adelaide Airport Corporation
- Ms Julie Kernick, Construction Industry Training Board
- Ms Leanne Hill, Department of Employment

The Department of Employment acknowledges the traditional custodians of the Northern and Western Adelaide priority employment area and their elders past and present recognising their continuing connection to country. This Regional Employment Plan strives to build and harness mutually respectful relationships and reflect community priorities in employment, skills and jobs development for the region.

The Local Employment Coordinator for the Northern and Western Adelaide priority employment area is Pippa Webb

Pippa can be contacted on 0430 738 887 or at pippa.webb@employment.gov.au

Pippa is supported by an Advisory Committee comprised of key local stakeholders

SUMMARY

This Regional Employment Plan for the Northern and Western Adelaide priority employment area aims to maximise employment opportunities in the region.

Through this Regional Employment Plan the Local Employment Coordinator will work to address a number of issues, including a focus on helping groups find employment and training opportunities in skill shortage occupations. There are also opportunities to connect employers to job ready candidates across the region, despite the closure of major manufacturers.

Despite challenges local stakeholders see a positive future for the region. There is a significant opportunity for economic growth across industries such as, advanced manufacturing, transport and logistics, construction, health and community services and associated service industries. Raising the skill levels of local people is essential to ensure they benefit from the growth sectors projected throughout the priority employment area and are adaptable to any future changes in the economy. Resilience and adaptability are becoming recognised as key attributes required in the local workforce to weather the economic highs and lows.

The Regional Employment Plan has four (4) goals and outlines specific strategies to achieve those goals. The goals, identified by the Local Employment Coordinator and endorsed by the Advisory Committee, are:

- Support employment, workforce participation and skills development including through maximising Government investments.
- Help retrenched workers transition into new employment and/or training.
- Facilitate employment and training opportunities for job seekers, with a focus on industries experiencing skills shortages.
- Build regional capability in workforce development.

In implementing the Plan's strategies, the Local Employment Coordinator and the Advisory Committee will work in partnership with a range of local stakeholders and ensure that outcomes complement existing initiatives for the region.

This Plan identifies activities for the 2013-2014 Financial Year.

NORTHERN AND WESTERN ADELAIDE PRIORITY EMPLOYMENT AREA

The Northern and Western Adelaide priority employment area covers the Playford, Salisbury, Tea Tree Gully, Port Adelaide, Enfield, Gawler, West Torrens, Adelaide Local Government Areas and the City of Charles Sturt

The Northern and Western Adelaide priority employment area is primarily an urban area, with pocket industrial areas, and a mixed population including people from low social-economic backgrounds and a high level of ethnic diversity.

The population of the priority employment area stood at around 644,600 in June 2012 (ABS 2012 Estimated Resident Population data) and encompasses the Local Government Areas of Playford, Salisbury, Tea Tree Gully, Port Adelaide, Enfield, Gawler, West Torrens, Adelaide and the City of Charles Sturt.

The Federal Electorates of the priority employment area consist of Adelaide, Hindmarsh, Port Adelaide, Wakefield, Makin and Sturt.

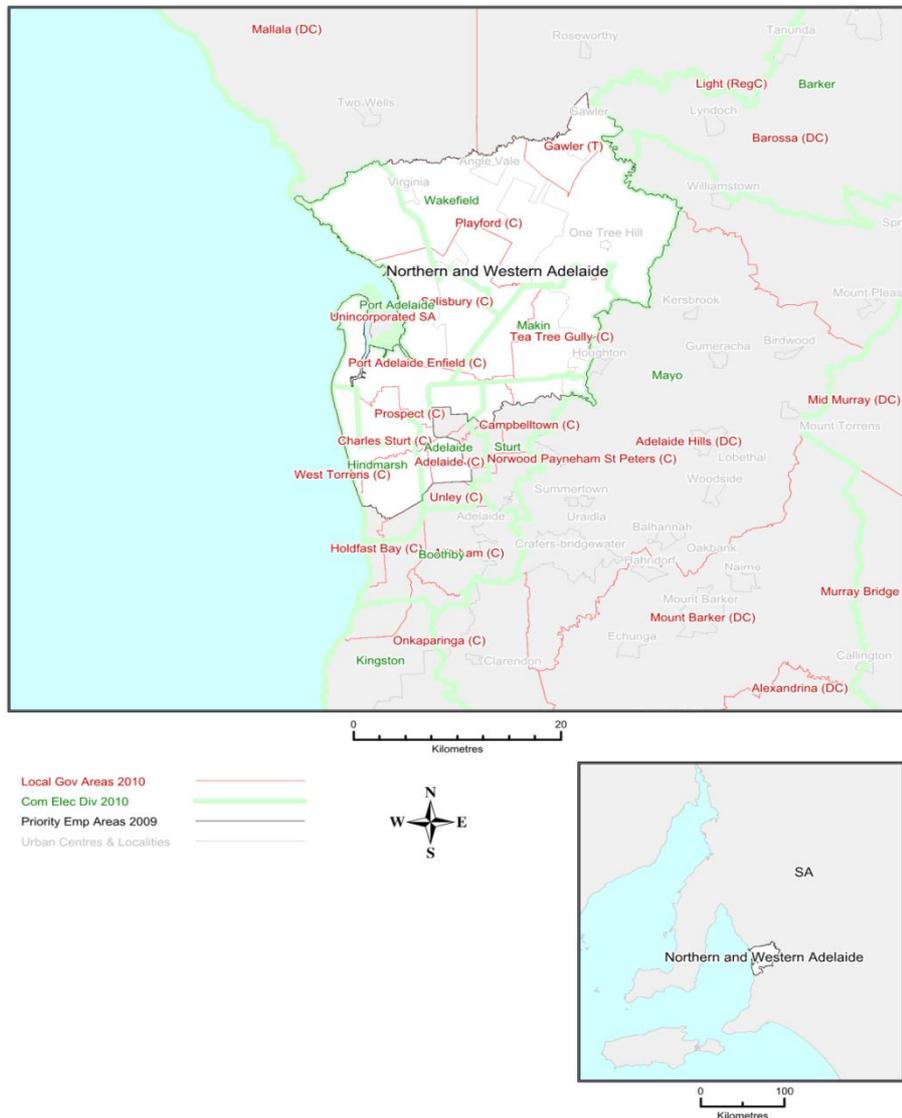


Figure 1: Northern and Western Adelaide priority employment area

Employment and labour market participation

Over the year to September 2013, the unemployment rate in the Northern and Western Adelaide priority employment area increased by 0.8 percentage points to 7.5 per cent, well above the national rate of 5.6 per cent. Over the same period, the participation rate fell by 0.7 percentage points to 59.7 per cent in September 2013, well below the 64.9 per cent recorded for Australia.

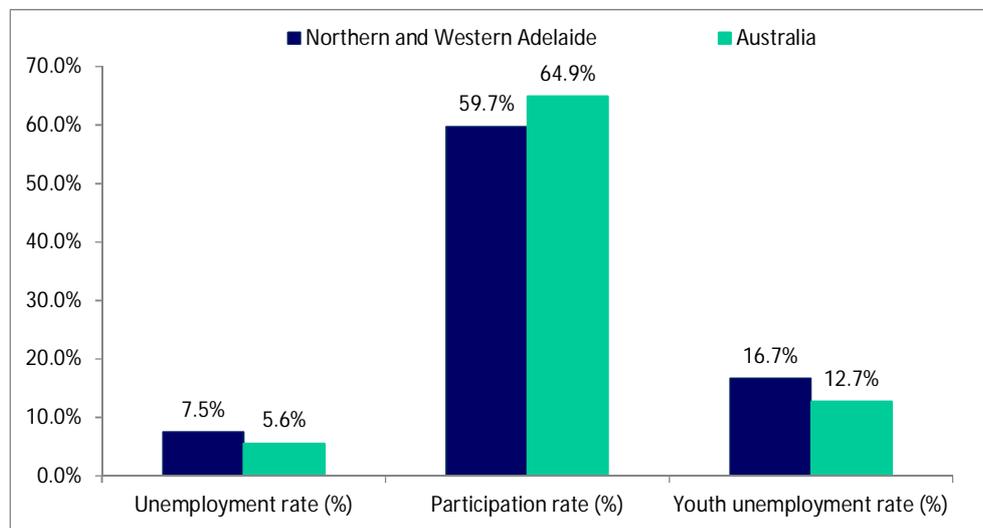


Figure 1: Unemployment and participation rates in the Northern and Western Adelaide priority employment area

Source: ABS Labour Force, Australia, September 2013 (Cat No. 6202.0) and ABS Labour Force, Australia, Detailed – Electronic Delivery September 2013 (Cat No. 6291.0.55.001). Data for Australia are in seasonally adjusted terms, while data for the region are three-month averages of original estimates, with the exception of youth data which are 12-month averages of original data. The priority employment area of Northern and Western Adelaide is approximated by the combined ABS Labour Force Regions of North Adelaide and Western Adelaide.

It is worth noting that the youth unemployment rate is high in the region, at 16.7 per cent (compared with the national rate of 12.7 per cent) and the Indigenous unemployment rate, at 19.7 per cent in August 2011 (latest available data), is also above the national average (of 17.1 per cent).

Data indicates there are a number of people across the region that have been unemployed for a significant period of time. This is a concern as the longer that a person is unemployed, the less likely they are to regain employment. The average duration of unemployment in Northern and Western Adelaide is 41 weeks compared with the national average of 37 weeks (September 2013).

In September 2013, around one in five people in the region aged 15-64 (or 18.7 per cent), were on income support, compared with the national average of 12.4 per cent.

Pockets of the region, particularly Playford / Elizabeth Statistical Local Area (within the Playford Local Government Area), unemployment rate stood at 21.6 per cent in the June quarter 2013. Playford is one of 10 communities across Australia targeted for a range of Australian Government placed-based measures to boost economic participation across generations..

The unemployment rate in the priority employment area stood at 7.5 per cent in September 2013

One in five working age people in the priority employment area were on income support in September 2013

The priority employment area has an ageing population with 39 per cent aged 45 or over

The priority employment area has a below average level of educational attainment when compared to the national average

Population

The population of the Northern and Western Adelaide priority employment area stood at around 644,600 in June 2012 (ABS 2012 Estimated Resident Population data).

The area has an above average proportion of the population aged 65 and over (around 15 per cent), compared with 14 per cent nationally. This indicates a future requirement for increased aged care facilities and may also provide an opportunity for additional employment avenues within the region.

The priority employment area has an ageing population demographic, with around 39 per cent of the population aged over 45 (in line with the national average). This may have significant impacts on employment figures if the current economic climate continues for an extended period.

Education

The working age population in Northern and Western Adelaide priority employment area has a relatively low level of educational attainment and post-school training and education. The proportion of the population aged 15-64 who have completed year 12 stood at 53.5 per cent in August 2011, below the national average of 59.0 per cent. In addition, 18.3 per cent of the population had attained a bachelor degree or above compared with 24.4 per cent nationally (2011 Census).

The level of educational attainment is strongly linked with labour market performance and the ability of a region to respond flexibly to an economic shock. Accordingly, regions with relatively low levels of educational attainment tend, on average, to be less flexible in the face of economic slowdowns and face greater labour market difficulties.

This area has been identified as a priority area for improved outcomes in education, training and employment in regional Australia. The Australian Government has appointed a Regional Education, Skills and Jobs Coordinator to the area. The Local Employment Coordinator will liaise with the Regional Education Skills and Jobs Coordinator regularly to identify opportunities to improve outcomes within the region.

Industry composition

The largest employing industries in the Northern and Western Adelaide priority employment area in 2011 were Health Care and Social Assistance (employing 36,200 or 13.3 per cent of total employment), Manufacturing (34,900 or 12.8 per cent), Retail Trade (32,300 or 11.8 per cent), Public Administration and Safety (22,400 or 8.2 per cent), and Construction (21,100 or 7.7 per cent). The priority employment area had a higher proportion of its workforce employed in Manufacturing than at the national level (12.8 per cent compared with 9.2 per cent of employment nationally). By contrast, the priority employment area had a lower proportion employed in Professional, Scientific and Technical Services (5.3 per cent compared with 7.4 per cent nationally) and Agriculture, Forestry and Fishing (0.9 per cent compared with 2.5 per cent nationally).

Between 2006 and 2011, the largest decline in share of employment in the priority employment area was in manufacturing (decreasing from 15.8 per cent of total employment in the priority employment area in 2006 to 12.8 per cent in 2011). This decline is larger than at the national level (decreasing from 10.7 per cent in 2006 to 9.2 per cent in 2011). The greatest increase in employment share in the priority employment area was in Health Care and Social Assistance (increasing from 12.1 per cent in 2006 to 13.3 per cent in 2011). This increase in share was

similar to that for the industry at the national level (from 10.8 per cent in 2006 to 11.9 per cent in 2011).

The largest employing occupations in the priority employment area in 2011 were Professionals (49,300), Clerical and Administrative Workers (43,900) and Technicians and Trades Workers (41,300). The occupational profile of the priority employment area suggests a lower skilled workforce than at the national level with a higher proportion employed as Labourers (11.9 per cent compared with 9.6 per cent nationally) and a lower proportion employed as Professionals (18.0 per cent compared with 21.7 per cent nationally) and Managers (10.1 per cent compared with 13.1 per cent nationally).

Source: ABS 2006 and 2011 Census of Population and Housing. The Northern and Western Adelaide Priority Employment Area consists of the Adelaide, Charles Sturt, Gawler, Playford, Port Adelaide Enfield, Salisbury, Tea Tree Gully and West Torrens Local Government Areas (LGA), 2006

Jobs and skills in demand

The Department of Employment's regular employer surveys provide an opportunity to assess the impact of labour market fluctuations on employer recruiting experiences. This provides useful information to help target or adjust activities.

The occupations most commonly reported by employers in the Northern and Western Adelaide priority employment area as difficult to fill during the 12 months to August 2012 were:

Bachelor Degree or Higher Vocational Education and Training Qualifications	
Chefs	Structural Steel and Welding Trades Workers
Child Carers	Metal Fitters and Machinists
Other Vocational Education and Training qualifications and lower skilled occupations	
Sales Assistants (General)	Waiters
General Clerks	Receptionists
Bar Attendants and Baristas	Truck Drivers

Housing

There is a high incidence of social housing in many locations in Port Adelaide - Enfield (Semaphore Park, Enfield, Port Adelaide, Rosewater Taperoo, Mansfield Park, Osborne, Kilburn, Woodville Gardens, Queenstown); Salisbury (Brahma Lodge, Paralowie, Salisbury Downs, Salisbury Downs); Playford (Elizabeth Vale, Elizabeth North and South, Davoren Park, Smithfield Plains, Playford Alive); City of Charles Sturt (Bowden, Woodville West, Cheltenham); Tea Tree Gully (Holden Hill, Modbury); and City of West Torrens (The Barton, Mile End Brooklyn Park). These are the suburbs most affected by high youth and intergenerational unemployment.

An increasing quantity of social housing was constructed as part of the Australian Government's economic stimulus programme throughout the region.

The National Partnership Agreement on Homelessness has three targets to be achieved by 2013:

The priority employment area has an unusually high density of social housing

Significant funding has been supplied to the priority employment area to address homelessness issues

- seven per cent reduction in the number of South Australians experiencing homelessness
- 33 per cent reduction in the number of Aboriginal South Australians experiencing homelessness
- 25 per cent reduction in the number of South Australians sleeping rough or who are chronically homeless.

The Agreement provides \$60 million in recurrent funding from 2009-10 to 2012-13, with the South Australian Government committing \$30.4 million over four years and the Australian Government \$29.6 million. This funding has enabled South Australia to undertake significant reform of the homelessness sector. There is also a further \$22.1 million capital allocation from 2007-08 to 2012-13, through the 'A Place to Call Home' initiative, which has been incorporated into the National Partnership Agreement on Homelessness.

Primary homelessness appears to have been reducing in recently years however stable housing has been identified as an issue in the priority employment area with couch surfing and shard boarding accommodation is common practice.

GOALS AND STRATEGIES

The Local Employment Coordinator and the Advisory Committee have identified four goals for this Regional Employment Plan:

- support employment, workforce participation and skills development including through maximising Government investments;
- help retrenched workers transition into new employment and/or training;
- facilitate employment and training opportunities for job seekers with a focus on industries experiencing skills shortages; and
- assist to build regional capability in workforce development.

Each of the following goals is underpinned by the broader strategy of building and strengthening relationships between stakeholders including Job Services Australia providers, Registered Training Organisations, the Department of Human Services - Centrelink, local employers and the three tiers of government – local, state and federal. The Local Employment Coordinator will meet regularly with these stakeholders to share information regarding existing initiatives, programmes and services and identify opportunities to work collaboratively to develop projects which will maximise employment and training outcomes for local job seekers.

Goal 1: Support employment, workforce participation and skills development including through maximising Government investments

Strategies

- 1. Increase local employment opportunities by working with employers to improve recruitment practices, by:**
 - Assisting businesses to attract train and retain local workers to undertake work on major projects, such as:
 - South Road Superway Playford Stretton Centre
 - Penfield intermodal transport hub
 - Blakes Crossing
 - construction of the Playford Stretton Centre
 - Aircraft Warfare Destroyer project
 - re-developments of Adelaide's Hospitals, and
 - the National Broadband Network.
- 2. Support local employment by assisting businesses to develop workforce resilience, by:**
 - assisting the peak business and industry groups to work with small to medium sized employers to increase local employment and participation through planning workforce attraction, retention and succession needs, and
 - working with regional organisations such as councils, Northern Futures, Office of Northern Connections to deliver innovative approaches to workforce development which increases local employment opportunities.
- 3. Assist employers to access government programmes, by:**
 - working with industries with identified skills shortages access government assistance to train job seekers to fill the gaps; and
 - increasing awareness within the business community of available government assistance and programmes.

4. **Work with regional stakeholders to implement workforce development strategies to increase local employment opportunities, by:**
 - working with Regional Development Australia Metropolitan Adelaide and regional stakeholders on the development of an industry led Workforce Investment Board;
 - assisting the Western Adelaide councils implement strategies to build workforce resilience and strengthen employment within their communities; and
 - working with councils and government to implement the recommendations from Northern Adelaide Regional Collaboration Group (NC21).

5. **Increase workforce participation and skills development by progressing career development with training providers and employment services, by:**
 - assisting Northern Futures to re-invigorate the usage of the Australian Blueprint for Principles of Career Development across training providers and employment service.

Goal 2: Help retrenched workers transition into new employment and/or training

Strategies

- 1. Co-ordinate whole of community responses to retrenchments, by:**
 - developing employer engagement strategies with communities and governments to provide co-ordinated services to retrenched workers; and
 - assisting employers to access free services available for retrenched workers.

- 2. Facilitate a proactive approach to retrenchments, by:**
 - providing regular information updates to networks where employers, receivers, liquidators seek information;
 - assisting the Insolvency Practitioners Network provide regular up to date information to their membership; and
 - assisting in getting timely access to support such as the Automotive Structural Adjustment Package.

- 3. Collaborate with other Local Employment Coordinators across the country to connect people with jobs, by:**
 - connecting employers in the priority employment area with skilled redundant workers in other states; and
 - providing information about vacancies which have not been filled locally.

Goal 3: Facilitate employment and training opportunities for job seekers, with a focus on industries experiencing skills shortages

Strategies

- 1. Broker employment arrangements in areas of labour market demand such as health, trades, care services, advanced manufacturing, transport and logistics and construction, by:**
 - assisting growing local businesses to identify job vacancies and work with employment service providers to fill these vacancies; and
 - assist developers and Regional Development Australia to connect employers to business opportunities within the region and develop their workforce and assist them respond to growth.
- 2. Facilitate the development of models of mentoring that retain job seekers in employment, by working with :**
 - the Wyatt Foundation and Northern Futures to support individuals who need additional support to maintain their employment pathway.
 - Innovative Community Action Networks to connect students and their parents to work experience opportunities.
 - support innovative integrated mentoring programmes, with an industry and employer focus.
- 3. Monitor changes in the labour market skills in demand and co-ordinate responses, by:**
 - providing information and resources to assist employment service providers identify and develop job seeker pathways in difficult to fill occupations.
 - assisting small to medium sized businesses to link Job Services Australia clients through their employment pathway plans to job vacancies.
- 4. Collaborate with industry to identify core work skills and experience to gain employment, by:**
 - assisting in employer engagement to facilitate mature age workers gain employment; and
 - collaborating to improve the ability of newly arrived migrants access job opportunities, with stakeholders such as Northern Futures and Multicultural South Australia.
- 5. Advocate for the implementation of new procurement methodologies which encourage local employment, by:**
 - supporting local employment outcomes on projects at Playford Alive and Bowden, by working with: the City of Playford, Charles Sturt Council; and Renew South Australia and Renew Port Adelaide.
 - assisting western Adelaide councils encourage businesses to employ local people, and
 - participating in the Local Advisory Group to support the Playford initiatives.

6. Facilitate improved information about skills of job seekers in the priority employment area by:

- assisting in the co-ordination of employers' participation in Jobs and Skills Expos.
- continue to participate as a member of the Local Advisory Group for Playford to assist in improving connections to employers, networks and labour market data.
- assist the Local Advisory Group develop localised career pathway information tools

7. Conduct a pre-employment training programme for women to enable them to enter and gain employment across non-traditional trades sector, by:

- securing funding;
- working with group training South Australia to provide work experience opportunities and employment for women in non-traditional trades;
- working with the Regional Education Skills and Jobs Coordinator to identify opportunities; and
- monitoring the progress of the project to achieve training and employment outcomes.

Goal 4: Assist to build regional capability in workforce development

Strategies

1. Co-ordinate information to improve service provision, by:

- developing a web based information portal relevant to service providers through the region;
- providing regular briefings to stakeholders on workforce topics, government policy changes and new initiatives.
- raising awareness with liquidators, outplacement services and receivers of the Australian Government support for retrenched workers.
- participating in business networks to support staff attraction retention, succession and job creation.

2. Collaborate with regional stakeholders in project development.

- assist Playford Council in the design of social enterprise procurement for the maintenance, running and services within the Stretton Centre
- assist South Australian works grantees (northern and western region) to align their work with employer demand by providing advice and information;
- providing regular briefings to stakeholders about the assistance available to employers from Australian Government programmes; and
- working with employment service providers to promote people with a disability, newly arrived migrants, youth and other groups to employers.

3. Facilitate projects which can be imbedded within existing structures.

- working with stakeholders and negotiate project solutions which are sustainable; and
- assisting stakeholders in initial design and implementation.

Glossary

Skills for Jobs in Regions

The South Australia Government through the Skills for Jobs in Regions initiative, brings together learning, training and employment services to ensure all South Australians have the opportunity to develop their work skills and to find employment. The programme allocates funding for training and employment programmes to meet regional needs. The programme is administered via a grantee in each region, and includes an extended network of providers who meet regularly.

Northern Futures

Northern Futures Incorporated is an incorporated, community-based not for profit organisation whose key role is to develop and progress state and federal programmes to advance education, training and workforce development in the Northern Adelaide and Barossa region.

Northern Connections

Northern Connections is a South Australian state government office located within the Department for Communities and Social Inclusion. The office assists in achieving the state government's commitments to improve economic, social and environmental outcomes in northern Adelaide. The region covered by Northern Connections includes the local government areas of Tea Tree Gully, Salisbury, Playford, Gawler, Light and a portion of Port-Adelaide Enfield

Delfin

Delfin is a property developer building who are renowned for their master-planned communities. The company has been creating communities of significance in every state or territory of mainland Australia, with more than 45 major communities delivered over 50 years.

Regional Development Australia

Regional Development Australia is a regionally based not for profit organisation which aims to facilitate regional economic development and jobs growth.

The role Regional Development Australia Adelaide Metropolitan includes the provision of advice to the Australian Government on emerging issues affecting the region, identifying gaps in service delivery between the three levels of government and it also acts as a conduit between the Australian Government and the local community. The Regional Development Australia Adelaide Metropolitan Board promotes Australian Government programmes through information forums, emails and newsletters. It also assists whole of government activities through providing a first point of contact for Australian Government Agencies seeking to consult in metropolitan Adelaide

Multicultural South Australia

Multicultural South Australia is the agency responsible for advising the Government on all matters relating to multicultural and ethnic affairs in South Australia

Innovative Community Action Networks

Innovative Community Action Networks bring together young people, families, schools, community groups, businesses and different levels of government to find solutions to local issues that prevent young people from completing their education.

Innovative Community Action Networks are targeting young people (based on community consultations), between 12 and 19 years of age who are: enrolled in school but at risk of early leaving, disengaged and/or not re-engaging to a pathway to employment, further education or community participation, or a combination of these.

Urban Renewal Authority

The Urban Renewal Authority has been established by the South Australian Government to present a fully integrated approach to urban development. The Authority represents a new way of planning for residential and industrial communities in South Australia.

Playford Alive

Playford Alive is one of the biggest urban renewal projects in Australia and is rejuvenating around 1,000 hectares of land in the north of Adelaide. Developed in joint partnership with the State Government, the City of Playford and the local community, this is one of Australia's most ambitious development projects to date - joining new and existing suburbs through best practice in urban and community development.

Australian Refugee Association

A not-for-profit advocacy and service delivery agency that provides advice, assistance, advocacy and practical support with settlement services, migration services, employment services, youth services, public education, policy and advocacy

Northern Adelaide Regional Collaboration Group (NC21)

The Northern Adelaide Regional Collaboration is a voluntary collaboration of five local government entities (City of Playford, City of Salisbury, Town of Gawler, Light Regional Council and District Council of Mallala), South Australian and Australian Governments, and community and business organisations. The group shares a vision and commitment to a prosperous and sustainable future for the citizens and communities of northern Adelaide.

Adelaide Business Hub

An incorporated not for profit organisation which supports small business clients to implement intelligent strategies to achieve sustained growth.

Wyatt Foundation

The Wyatt Benevolent Institution Incorporated manages the Wyatt Trust which originated from the assets of the estate of Dr William Wyatt (1804-86)