

Brief: Regional Jobs Taskforce in Western Melbourne

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Developed by Centre for Policy Development with the expert advice of James Flintoft, Kerrin Benson, Peter Fitzgerald and volunteers at the Boston Consulting Group.

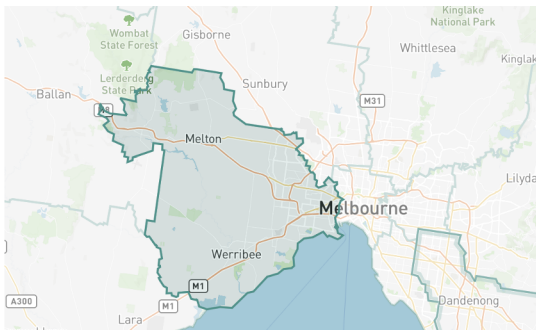
The Challenge: Supporting jobseekers at the local level in a high unemployment environment

★ **Key challenge:** The local ecosystem is static with lots of players and opportunities but no senior local/regional broker to catalyse the actors and drive solutions

EXAMPLE LOCAL JOBS/EMPLOYMENT ECOSYSTEM | Western Melbourne

1 NATURAL LABOUR MARKET CHARACTERISTICS

Geography



- Population (15+):** 673,100 (June 2020)
Employment by industry (August 2020)
1. Retail Trade (43,800)
 2. Transport, Postal and Warehousing (45,400)
 3. Health Care and Social Assistance (43,800)
 4. Manufacturing (36,600)
 5. Construction (35,900)

2 PLAYERS, ACTORS AND PROGRAMS

A mix of different actors and programs, often focusing on different cohorts with varying impact

Jobseekers
54, 164 people on the *jobactive* caseload in Western Melbourne Employment Region (as at 30 June 2020)

Employment service providers
Cwth — approx 6 *jobactive* providers in ~8 locations across W. Melbourne; State — JVEN providers; Local Government - economic development; Private providers— e.g. Seek, Labour Hire; NGO providers

Government employment programs
E.g. State - Working for Victoria, JobsBank; Cwth - JobsHub

Employers
E.g. Private - Woolworths, MiCare, Fresh Select, Logistics/Warehousing; Public - Local Government

Skills, education & training
Long courses, short courses, micro-credentials, apprenticeships, VET, schools, universities

3 NEEDS, ISSUES, OPPORTUNITIES

Actors in the system with different challenges and opportunities

- Career assessment
- Jobs/careers pathways/ reskilling
- Personal support/wellbeing

- Speed/agility/capacity
- Managing streams: As vs Bs & Cs
- Connectedness to local employers
- Line of sight to emerging opportunities

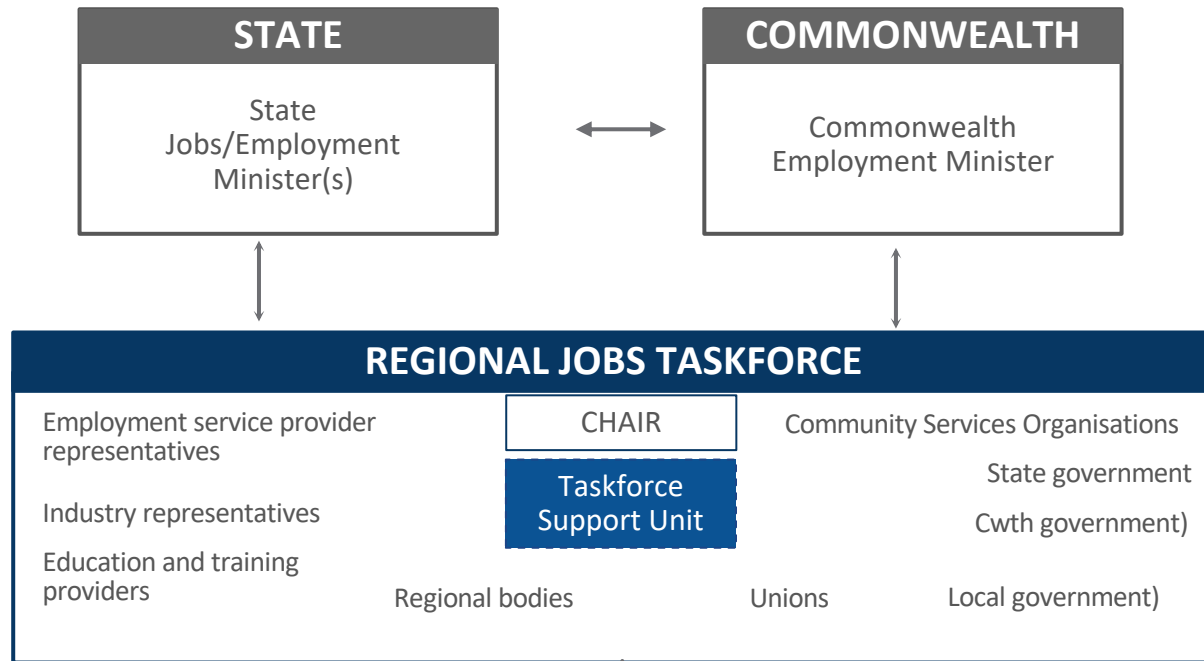
- Coordination of initiatives
- Activation of providers
- Best use of existing resources

- Vacancies in surging industries -e.g. logistics, infection control
- Loss of usual labour pools - e.g. migrant labour
- Quality employment/labor services

- Connection to job opportunities
- Flexible delivery
- Changes in client base/students

Regional Jobs Taskforces

To broker, coordinate and catalyse the actors in local jobs/employment ecosystems



LOCAL JOBS/EMPLOYMENT ECOSYSTEMS

- Spans a number of government systems: Education, skills, employment, human services and industries
- Key actors and programs grounded/employed in a natural labour market: Jobseekers; Employment Service Providers; Government Employment Programs; Employers; Skills, education & training; Community Services

What

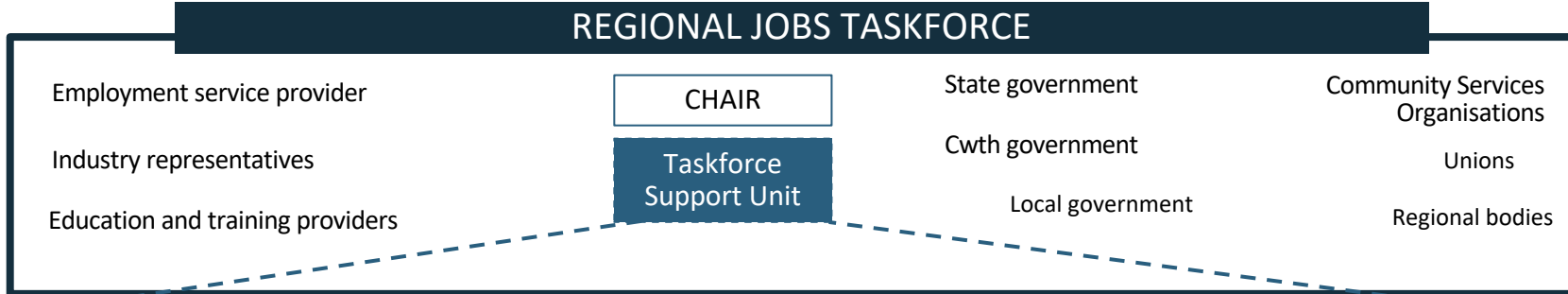
- A group of approximately ten regional actors
- Helps to activate, catalyse and coordinate local jobs/employment ecosystem
- Tactical and systemic
- Keeps track of all jobactive streams (A + B/C)
- Similar to previous mechanisms (e.g. Auto Transition SA/Vic, Newcastle/BHP)

How

- Set and deliver regional vision and objectives, and track progress
- Understands in detail, the needs, issues and opportunities of the metro area/region, different actors and programs
- Builds tighter and closer relationships across the 'ecosystem'
- Brokers bespoke partnerships/projects/outcomes (e.g. employer pilots, jobs fairs, new training etc)
- Adapts government approach to local circumstances and feeds systemic issues to State/Commonwealth
- Ensure that a regional engagement strategy informs decision-making
- Identify and attract a mix of funding in the area (Cwth, State, Local Government, philanthropic)
- Supported by data and a support unit

Jobs Taskforce Support Unit: Staffing and functions

REGIONAL JOBS TASKFORCE



TASKFORCE SUPPORT UNIT



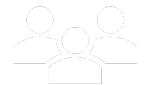
Secondees

- From Commonwealth and State Departments



Executive Director/Director

Feeding back systemic issues to State and Commonwealth Departments



1-2 Data analysis & research

- Informing taskforce decision making through undertaking and commissioning data analysis and research
- Developing and brokering employment, skills and training solutions/initiatives



2 Stakeholder engagement

- Brokering engagement and relationships/partnerships with stakeholders
- Identifying and facilitating access to broader supports for jobseekers



1 logistics & administration

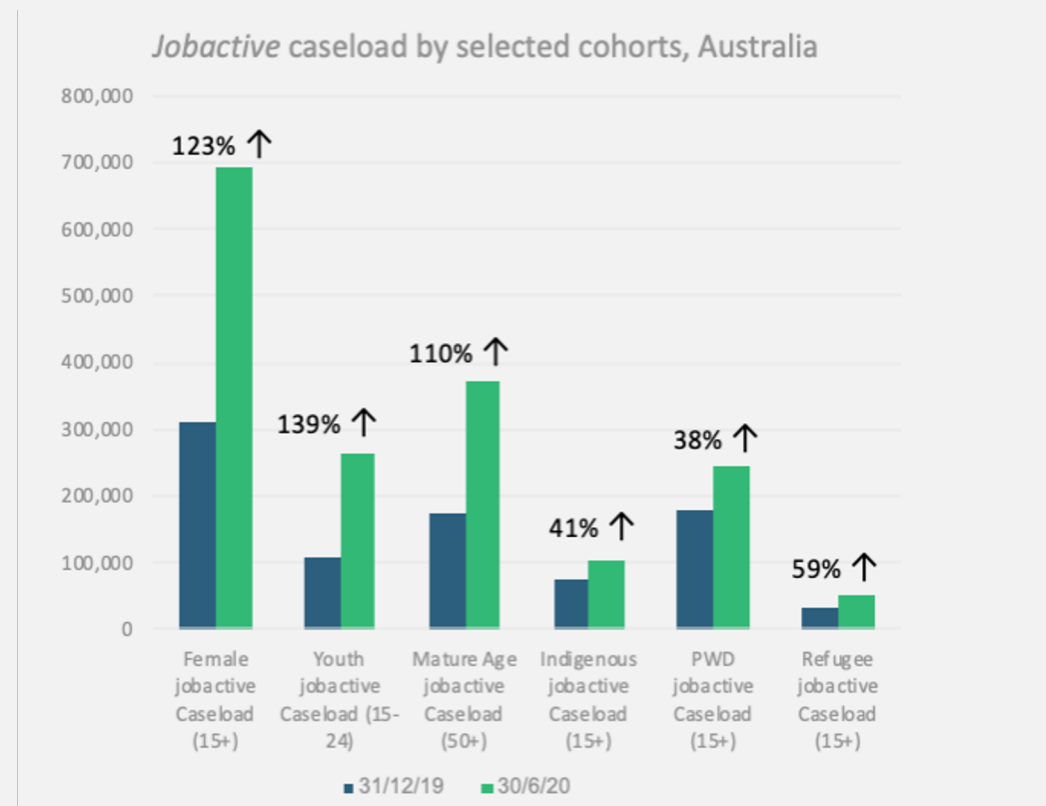
- Support taskforce members

Growth in jobactive caseload by selected cohorts, Australia and Western Melbourne

The percentage change by cohort joining the *jobactive* caseload between December 2019 and June 2020 is higher in Western Melbourne for most groups than at the national level

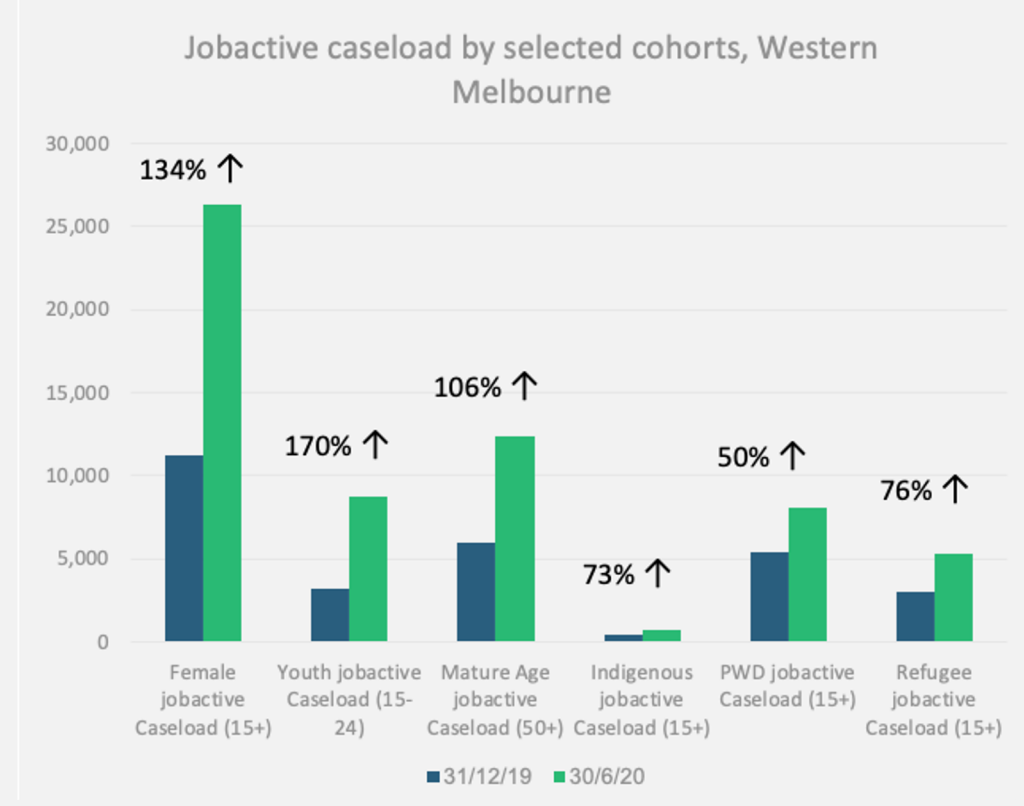
NATIONAL

Between December 2019 and June 2020, the total *jobactive* caseload increased by 134%, from ~613,000 to ~1.4 million



WESTERN MELBOURNE

Between December 2019 and June 2020, the total *jobactive* caseload increased by 163% (from ~20,000 to ~54,000)



Source: Graphs based on 'Jobactive Caseload by Selected Cohorts Time Series - 20200630'. Available from 'Downloads' on the Labour Market Information Portal [here](#). Note *jobactive* caseload data is reported by Employment Region

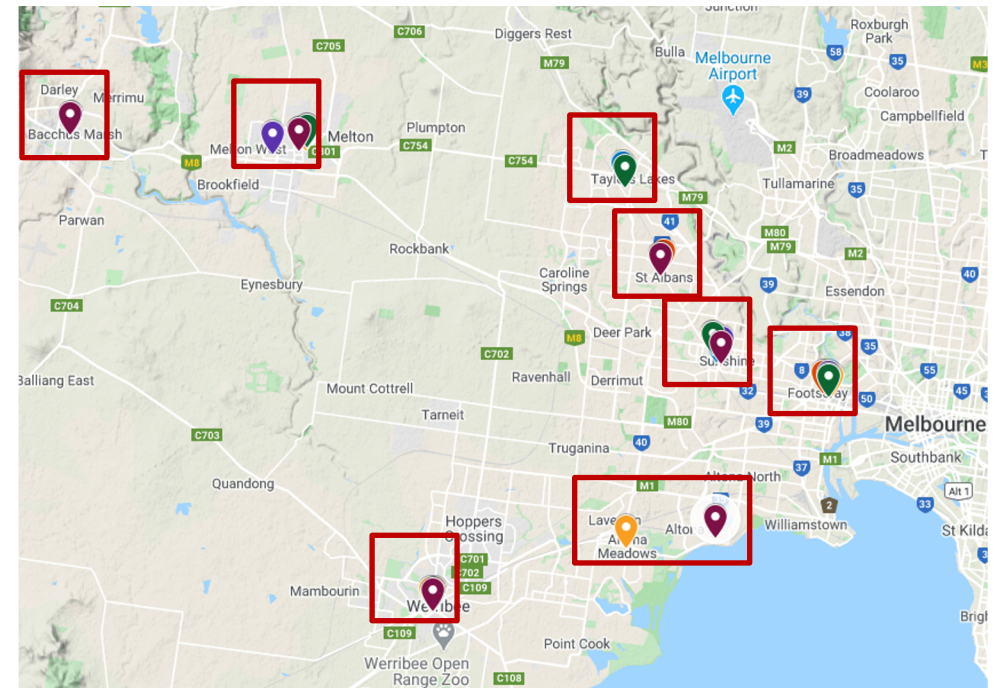
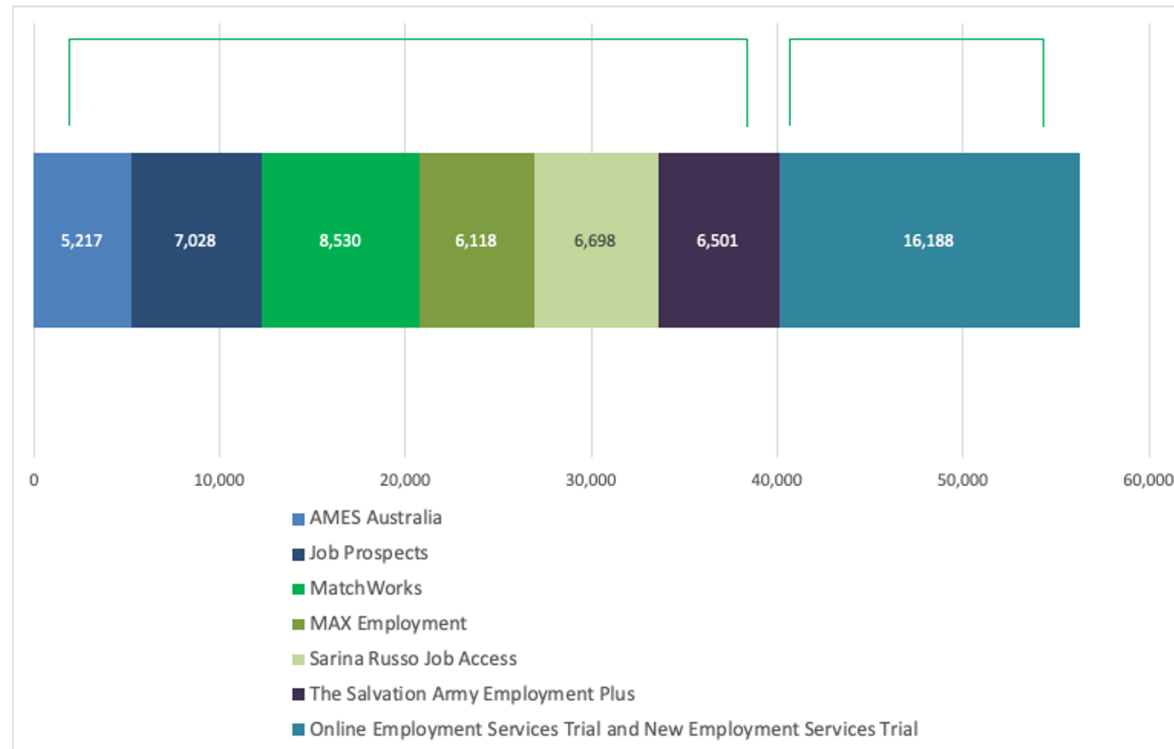
Jobactive providers in Western Melbourne

In Western Melbourne Employment Region, there are 6 *jobactive* providers¹ servicing ~71% of the total number of people on the *jobactive* caseload (56,280)².

The remaining ~29% of the caseload is serviced as part of the Online Employment Services Trial and New Employment Services Trial

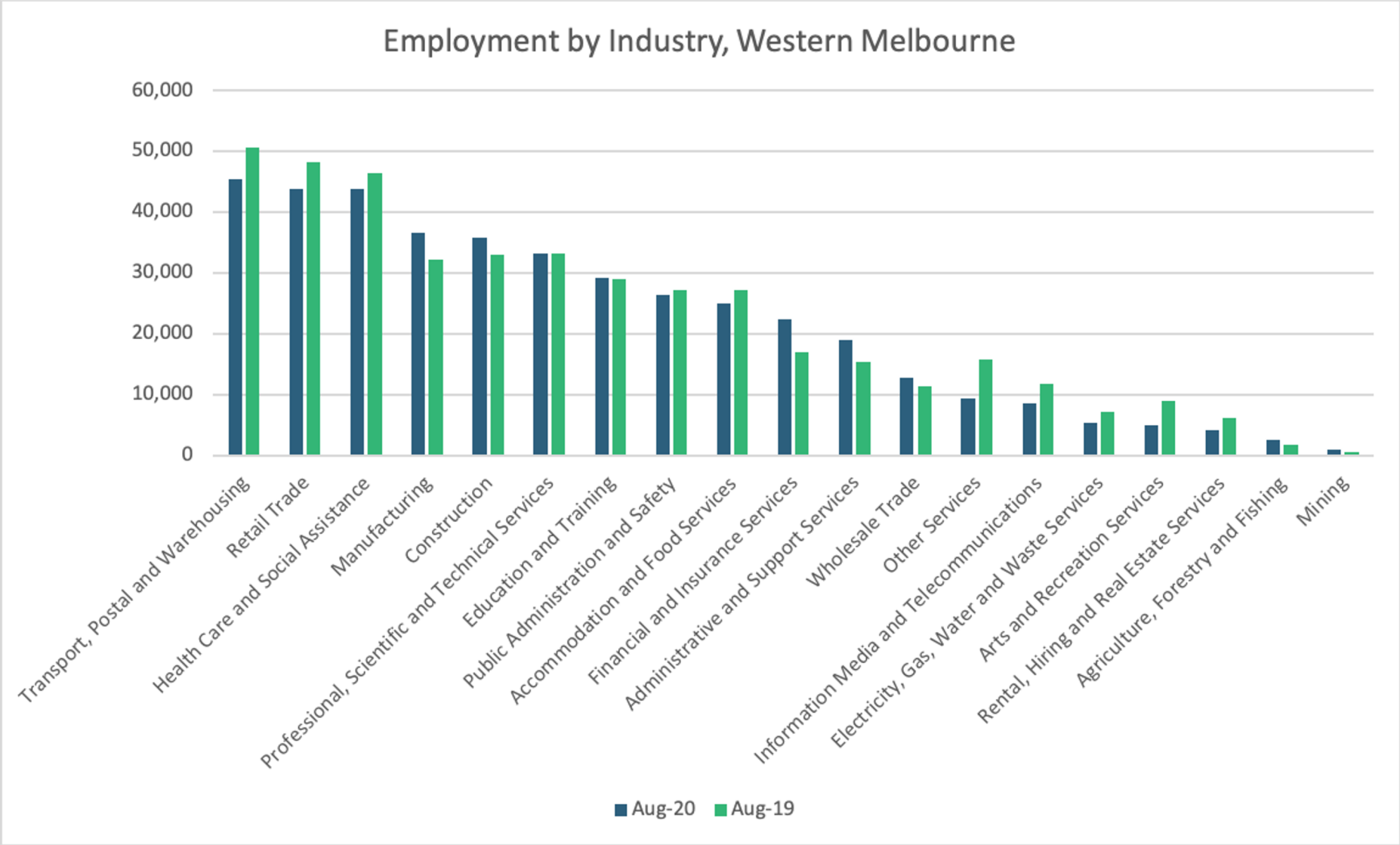
The *jobactive* providers have ~34 offices clustered over ~8 key locations:

- Footscray
- Melton
- St Albans
- Sunshine
- Werribee
- Altona/Altona Meadows
- Taylors Lakes/Watergardens
- Bacchus Marsh



Source: Jobactive provider analysis based on 'Jobactive and TtW Provider Caseload by Selected Cohorts – 20200731' - Data correct as at 31 July 2020. Available from 'Downloads' on the Labour Market Information Portal [here](#). Note *jobactive* caseload data is reported by Employment Region

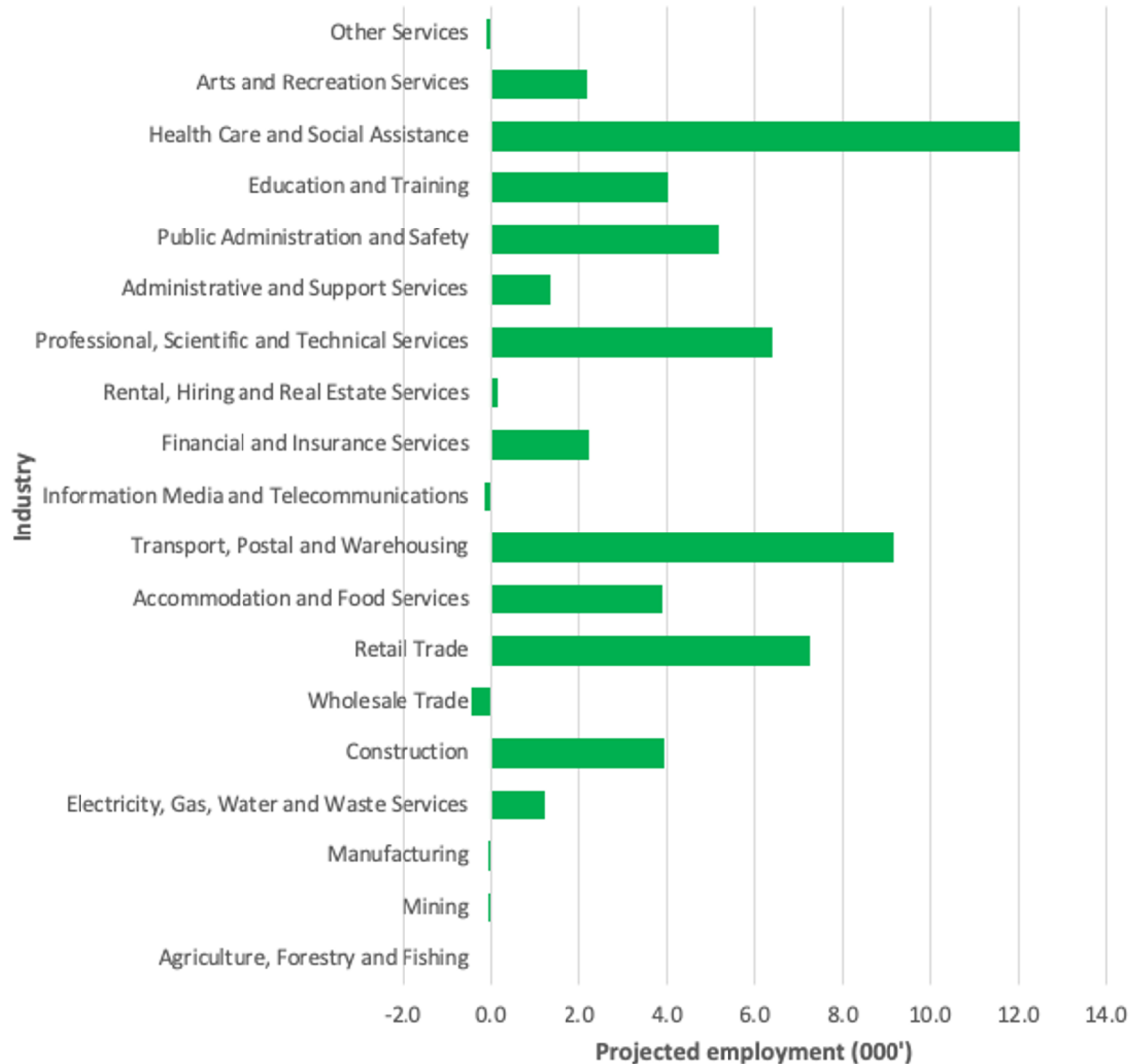
Employment by Industry, Western Melbourne



Source: ABS Labour Force Survey, 'ER Employment by Industry Time Series - August 2020'. Available from 'Downloads' on the Labour Market Information Portal [here](#).

Western Melbourne: Economic & employment opportunity

Job Growth ('000) by 2024 — Western Melbourne



“Modelling suggests 100,000 more people will be looking for jobs in the West by 2030 than the number of jobs available there.”

“Bringing the West up to city averages in employment and participation has the potential to add 25,000 workers and over \$3,000m to Victoria’s Gross State Product (1 per cent).”

West of Melbourne Economic Development Alliance (WoMEDA) - *Economic Development Strategy for the West of Melbourne (2017)*

Planned state government projects

Project	Estimated investment
West Gate Tunnel Project	\$6.3bn
Level Crossing Removal Program	\$6.5bn (total - Melbourne)
Building a better hospital for Melbourne’s inner West	\$1.5bn
Construction of new schools	\$624.8m
Western Roads update	\$9.368m
Metro Tunnel	\$10.9bn (connecting the West)

Source: The table of selected planned state government projects is drawn from MyVictoria datasets. For a full list of projects by region, see MyVictoria [here](#). For Employment Projections by Industry - Five Years to May 2024, see ‘Employment Projections by Industry’ dataset, available under ‘Downloads’ on the Labour Market Information Portal [here](#). Note: this data is based on Employment Regions. West of Melbourne Economic Development Alliance (WoMEDA) - *Economic Development Strategy for the West of Melbourne (2017)* available [here](#).

Key regional governance arrangements in Melbourne's West

Name	Type of arrangement	Objective/Focus	Key priorities	Areas covered
LeadWest	An advisory committee to the six local government councils of Melbourne's western region. The LeadWest Committee was established as a Special Committee under section 86 of the Local Government Act 1989 on 1 July 2019	Oversee the preparation and implementation of the LeadWest Committee's Strategic Plan	The Strategic Plan will include: jobs and skills; transport infrastructure and connectivity; health and wellbeing; and continuing environmental rehabilitation and sustainable development. There is also a focus on maintaining strong partnerships with other levels of Government, the private sector, other regional bodies and stakeholders.	Representatives from six local government Councils in Melbourne's West – Brimbank, Hobsons Bay, Melton, Maribyrnong, Moonee Valley and Wyndham.
West of Melbourne Economic Development Alliance (WoMEDA)	Alliance of stakeholders in the West of Melbourne, sitting within Victoria University. Established in 2016.	To strengthen economic development in the West, to support the achievement of broader social engagement and health outcomes	<p>The three main priorities in WoMEDA's economic development agenda: i) suburban jobs growth; ii) improved community health and wellbeing; iii) smarter transport connectivity.</p> <p>The <i>Economic Development Strategy for the West of Melbourne</i> (launched 2017) focuses explicitly on strengthening employment in the West. It sets out how and where to strengthen jobs growth in the region. To encourage the development of local jobs, there is a focus on 3 main employment hubs in Footscray, Werribee and Sunshine.</p>	WoMEDA is focussed on the area covered by the six Councils that work together through LeadWest: Brimbank; Hobsons Bay; Maribyrnong; Melton; Moonee Valley; Wyndham.
Western Metropolitan Partnership	An advisory group established by the Victorian Government, comprising community and business representatives (recruited through EOI process) and representatives from all levels of government. Partnership members were appointed for a four-year term in May 2017.	For local communities to engage directly with state and local governments, and advise the Victorian Government of the top priorities for jobs, services and infrastructure across the region	The 2019 Western engagement program highlighted the following region priorities: Jobs and Skills; Transport; Health; Waste and Recycling; Connected Communities	Maribyrnong City Council; Moonee Valley City Council; Wyndham City Council; Brimbank City Council; Hobsons Bay City Council; Melton City Council

Other governance arrangements include the Regional Development Australia Committee, [North & West Melbourne City Deal plan](#) and further West lies [G21 Geelong Regional Alliance](#), the [Geelong City Deal](#) and [Barwon Regional Partnership](#)