



Southern Employment
& Training Network

HUON VALLEY | THE CHANNEL | BRUNY ISLAND

Huon Valley and Kingborough Workforce Planning Study

Final Report

July 2023

Summary on a page

The Huon Valley and Kingborough LGAs have been brought under the umbrella of the Southern Employment and Training Network (SETN) to establish Tasmania's seventh and final Jobs Hub, working under the funding and oversight of Jobs Tasmania.

This regional workforce planning study draws on a similar study that was undertaken for the Huon Valley LGA in 2020 before the formation of SETN.

A critical differentiator for this study is that SETN has now been formed and Jobs Tasmania has been working with the Brotherhood of St. Laurence to design the core elements of a common governance and operational framework to structure and guide the activities of all Tasmanian Jobs Hubs.

This framework has been adapted to guide the way in which this workforce planning study has been undertaken, and the way in which this report has been developed and structured. A key feature of the framework is to identify interventions that can influence supply (job seeker), demand (employer) and connecting between demand and supply (bridging).

Another key differentiator between this study and the 2020 study has been the design and roll-out of a survey of businesses in the Huon Valley and Kingborough LGAs.

In summary, the headlines to emerge from this study are:

- 1. Both the Huon and Kingborough LGAs have continued to prosper, evidenced by strong demographic, economic and social data points that have been captured and analysed through this study.**
- 2. Nearly all businesses that responded to the survey or have been consulted continue to report shortages in the numbers of workers that could be used and gaps in the foundational skills of job seekers looking for work.**
- 3. All else being equal, the existing workforce challenges for businesses will continue, although a softening of economic conditions may lead to increased unemployment and grow the supply of job seekers.**
- 4. There are many existing providers of services in the region whose role is to support job seekers and connect them with potential employers. These are known as bridging services under the Jobs Tasmania framework. Those services are in place and operating with varying degrees of success, but systemic weaknesses remain.**
- 5. A key task for SETN is to find its place in the 'eco-system' of job seekers, bridging service providers and employers. It is important that SETN augment and improve the current bridging services and not duplicate or aim to replace those services.**
- 6. The action plan that has been developed draws on the supply/ demand/ bridging framework to provide directions for SETN that can feed into its own foundational governance and strategic planning processes, which are still in their infancy.**

Structure of report

Essential summary reading



This report is the culmination of five months of work from February to June 2023. This report has been structured to align with the project brief and provide a comprehensive account of work undertaken over this period.

- **Section 1** provides background and introduction to the study. It outlines the broad approach/ methodology, and in particular, it outlines the role of Jobs Tasmania, the functions of the Jobs Hubs and the three elements of the framework which have been adopted to undertake this study and develop the strategies and actions.
- **Section 2** presents a short summary of the report, bringing together the headlines from the sections and appendices that follow.
- **Section 3** details the strategies and actions to provide direction for SETN to establish its role in the overall workforce planning eco-system in the Huon Valley and Kingborough LGAs. These are structured along the lines of supply, bridging and demand interventions, as per the Jobs Hub framework.

Further detailed reading



- **Section 4** presents the workforce planning analysis for the region, outlining the findings in response to step 1 of the overarching methodology – what is the region’s current workforce capability and capacity, and that workforce capability and capacity is required to meet the future needs of the region?
- **Section 5** presents a focus into the strategic growth sectors that span both the Huon Valley and Kingborough LGAs. These comprise:
 - Health and human services
 - Primary industries (more so in Huon Valley)
 - Manufacturing and processing
 - Building and construction
 - Tourism and hospitality
 - Retail (more so in Kingborough)
- **Sections 6 and 7** present a focus into the Huon Valley and Kingborough LGAs respectively, drawing mostly on the desktop research data and insights from survey respondents based in the Huon Valley. Each of these sections' details:
 - Demographic profile – changes in population between the 2016 – 2021 Census and the population projections through to 2042
 - Workforce profile – composition of the workforce in the region and changes in jobs over time
 - Industry profile - changes/ and absolute breakdown of the key industries in each of the LGAs
 - Education profile – changes and/ or absolute performance of each region in terms of educational attainment
- **Appendix 1** sets out the detailed outputs of the survey that was undertaken, which elicited the responses of 43 stakeholders.

Glossary

AI	Artificial Intelligence
ANPs	Apprenticeship Network Providers
ASBA	Australian School Based Apprenticeship
CAGR	Compound Annual Growth Rate
COTA	Council of the Ageing
DECYP	Department for Education, Children and Young People
DSS	Department of Social Services
ERP	Estimated Resident Population
FYTD	Financial year to date
GRP	Gross Regional Product
IoT	Internet of Things
IVI	Internet Vacancy Index
LGA	Local Government Area
LLN	Language, Literacy, Numeracy
Non-AQF	Qualifications that are not government quality assured and not accredited by the Australian higher education or vocational education and training accreditation authorities
RBA	Reserve Bank of Australia
RJH	Regional Jobs Hub
SETAC	South East Tasmanian Aboriginal Corporation
SETN	Southern Employment and Training Network
SME	Small to medium enterprises
TAC	Tasmanian Aboriginal Centre
TAFE	Technical and Further Education
VET	Vocational Education and Training
YNOT	Youth Network of Tasmania

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01

Introduction



Project overview

The ‘Southern Employment and Training Network’ (SETN) is developing a regional workforce development plan covering the Huon Valley and Kingborough Local Government Areas (LGAs).

Importance of workforce planning

Regional workforce planning has become an increasingly important component of regional economic development. The importance of having a sufficient labour force with the requisite skills has come into focus over the last few years. This is in part due to the COVID pandemic, reduction in immigration, record low unemployment, high rents, rising building material costs and shortages of accommodation. These factors have placed even greater strains on attracting and retaining workers in the regions.

A skilled labour force is one of the pre-conditions for sustainable economic development, and there are strong broader social and community benefits to be gained by developing a more fully employed and engaged workforce.

Jobs Hubs

The Tasmanian government is supporting a network of Jobs Hubs in regional areas in order to bring local industries and local workers together and address barriers to employment.

Jobs Hubs bring local industry and local workers together, and work with job seekers to address barriers to work, such as access to employment, development of related skills and transport.

Regional Jobs Hubs will be supported by Jobs Tasmania in the Department of State Growth, to deliver common overhead supports, workforce analysis and data mapping.

Operating under the Huon Valley Jobs Hub Authority, the ‘Southern Employment and Training Network’ (SETN) will act as a neutral broker to support job seekers into employment pathways and provide a conduit for local employers seeking staff to access local job seekers.

Study Objectives

1

A review of the current Huon Valley Workforce Planning Study and update to reflect any changes relevant to a post COVID-19 context.

2

Development and completion of a Kingborough Workforce Planning Study.

3

Produce an overarching summary of the Huon Valley and Kingborough Workforce Planning Studies capturing the common themes in terms of gaps, issues, priorities and opportunities that would be relevant to the remit of the ‘Southern Employment and Training Network’.

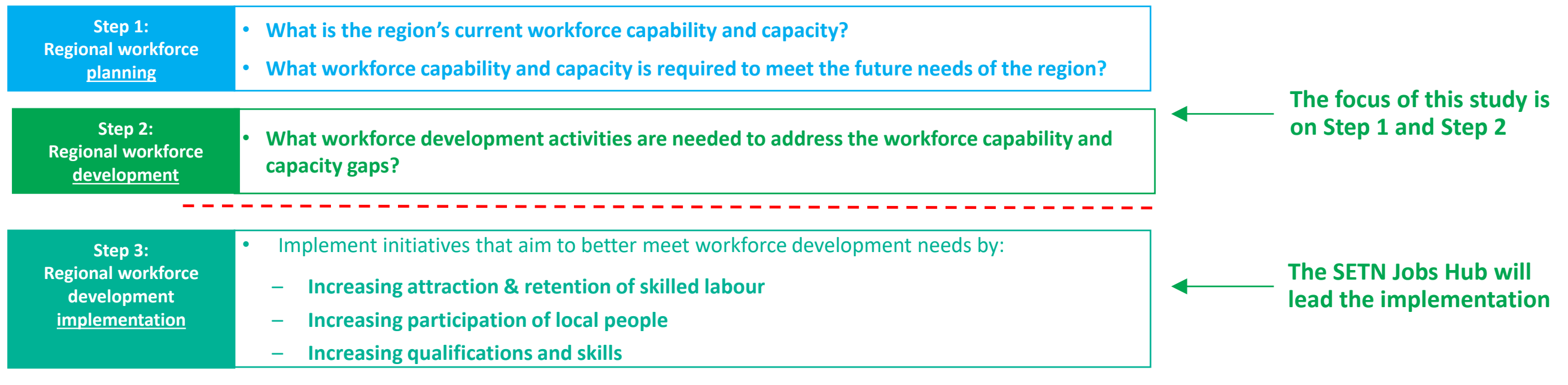
A critical differentiator for this study compared to the 2020 study of the Huon Valley is that SETN has now been formed and is funded by Jobs Tasmania. Unlike the 2020 study, this study does not need to mount the case to have a Jobs Hub. Rather, now that the Huon Valley and Kingborough LGAs have a new Jobs Hub, this study moves to providing some directional focus for SETN.

Jobs Tasmania has been working with the Brotherhood of St. Laurence to design the core elements of a common governance and operational framework to structure and guide the activities of all Tasmanian Jobs Hubs. This study draws on that framework to provide structure and focus for SETN.

Methodology and approach

The approach to this study is significantly influenced by the formation of Jobs Tasmania and the network of regional Jobs Hubs.

A similar study was undertaken for the Huon Valley in 2020, as the COVID-19 pandemic was spreading. A great deal of data about that region was compiled and extensive stakeholder engagement was undertaken. This study provides an opportunity to update the Huon Valley study, and also then integrate new data and stakeholder insights from the Kingborough region.



The project was undertaken over four phases from February to the end of June 2023



Growth industries and stakeholders are at the core of this study

The regional workforce planning study has focussed on industries that are strategic growth for both the region and Tasmania as a whole. The study has also adopted a similar framework to previous studies, highlighting the range of stakeholders that influence regional workforce planning.

Strategic growth industries

The study has focussed on industries that are strategic growth for both the region and Tasmania as a whole. The study had less focus on sectors such as public administration and safety, transport and logistics and arts/ recreation though there will also be 'natural' employment change in these industries as well, as they expand and contract.

Huon Valley

	Primary industries
	Manufacturing and processing
	Education and training
	Tourism and hospitality
	Health and human services

Kingborough

	Retail trade
	Education and training
	Construction
	Hospitality
	Health and human services

Stakeholder engagement

The study involved extensive stakeholder engagement, using a combination of methods as outlined below. An innovative approach adopted in this study, was the design, distribution and analysis of a survey. All participants are named in Appendix 1 and we thank everyone for their contribution and insights.



A survey was co-designed with SETN and a link was made available to 150 stakeholders in the Huon Valley and Kingborough LGAs.



The survey was open for four weeks and potential respondents were prompted to lodge their completed survey. This elicited 43 responses.



Seven workshops were conducted in the Huon Valley and Kingborough LGA's including a session on Bruny Island. Follow up calls were made to targeted stakeholders who were unable to attend.

Jobs Hubs

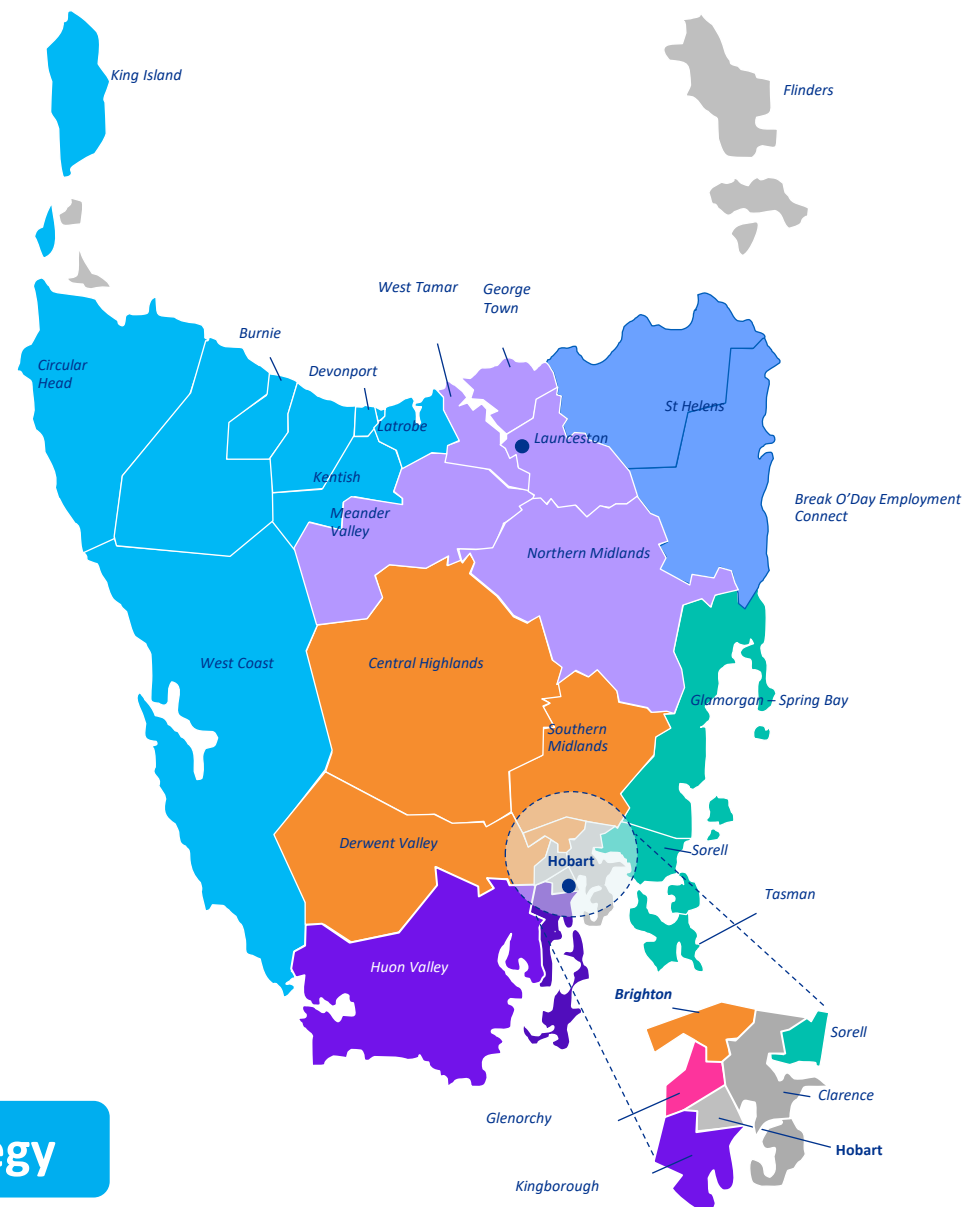
The Tasmanian government is supporting a network of Jobs Hubs in regional areas in order to bring local industries and local workers together and address barriers to employment.

- Jobs Tasmania committed \$10.6M over 3 years under the Local Jobs for Local People agenda, for the Regional Jobs Hubs Network initiative.
- The regional jobs hubs network is the centrepiece of the Jobs Tasmania program of work outlined in the Jobs Tasmania Strategic Plan 2021-2024 (Jobs Tasmania Strategic Plan, 2021).
- This initiative was developed as a key outcome of the recommendations 20-25 of the Premiers Economic and Social Recovery Advisory Council Report (PESRAC, March 2021).
- Jobs Hubs bring local industry and local workers together, and work with job seekers to address barriers to work, such as access to employment, development of related skills and transport.
- There are currently 7 Regional Jobs Hubs established across Tasmania, each with an established or developing Advisory Board.

Operating under the Huon Valley Jobs Hub Authority, the 'Southern Employment and Training Network' (SETN) will be a neutral broker to:

1. support job seekers into employment pathways, and
2. provide a conduit for local employers seeking staff to access local job seekers in the Kingborough and Huon Valley LGAs.

A priority for Jobs Tasmania will be to develop a Youth Jobs Strategy



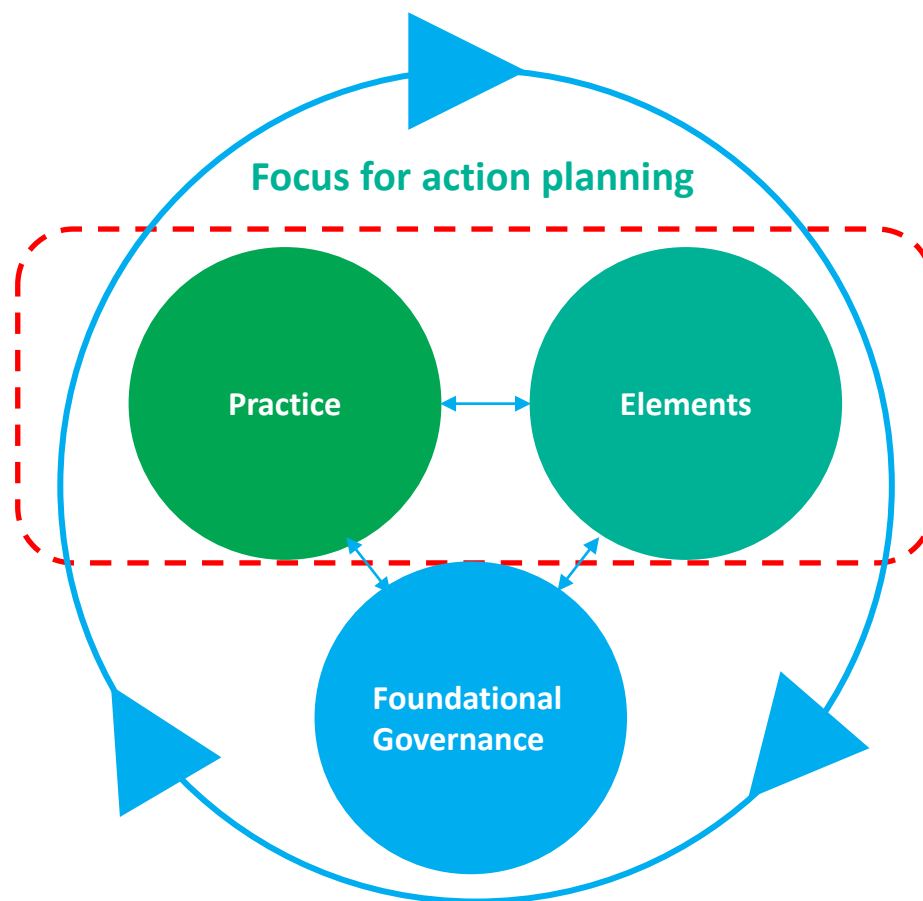
The Regional Jobs Hub Model

The RJH is based on three key pillars – Foundational Governance, Practice Approaches & Model Elements. Action planning is structured around the three model elements, using the practice approaches as a starting point.

Practice Approaches

Practice approaches which operationalise the model elements include:

- Vocational/ Careers guidance and exploration
- Skills and capability building
- Curated access to ‘real world’ work opportunities



Model Elements

Three model elements that are integral to this state-wide, community employment model

- Supply – job seekers
- Bridging - connecting
- Demand - employers

Foundational Governance - Five key components that are critical to the foundational governance work for developing and implementing the model are Stewardship, Policy change, Partnerships, Strategic communications and Evaluative and data driven effort

02

Summary report



Jobs Hubs interventions (Section 3)

The Jobs Hub interventions are based on the three model elements: supply side interventions, demand-side interventions and bridging interventions, which are integral to the state-wide community employment model. These employment interventions promote improved labour market outcomes for jobseekers – particularly jobseekers experiencing disadvantage. This aims to provide guidance for SETN to progress Step 3 of the overarching methodology.



Demand side interventions

Demand side interventions incentivize or create work opportunities to meet industry and employer needs for a skilled workforce



Bridging interventions

Bridging interventions focus on supporting job seekers (supply) and employers (demand) to enable them to better respond to appropriate work opportunities



Supply side interventions

Supply-side interventions seek to build the capacity (skills, confidence, knowledge) of individual jobseekers to enter and move around the labour market

The Brotherhood of St Laurence framework provides generic strategies which expand on the definitions outlined above. Section 3 sets out those high level strategic interventions from the demand side, bridging and supply side, with more detailed initiatives for SETN to pursue.

Regional workforce analysis (Section 4)

Section 4 aims to respond to Step 1 of the methodology, providing insights into two key questions, being – 1) What is the region’s current workforce capability and capacity? and Step 2) What workforce capability and capacity is required to meet the future needs of the region?



Global and national forces

Workforce related considerations are influenced by a wide range of global, national and very local forces and trends that can impact on the supply of, and demand for labour. Over the last few years, headline events with local impacts have included:

- COVID-19 impacted on supply chains and drove up costs
- Fighting in Ukraine has driven up fuel costs and impacts
- Trade tensions with China, now easing, have impacted on exports

In Australia, current factors impacting workforce include, but are not limited to:

- the increasing cost of living
- rising interest rates
- housing supply and affordability
- immigration policy

Labour supply shortages have been the outcome of broad forces, but there are signs that may be easing as the economy slows...



Key data regional points

The analysis of demographic, economic, social and employment data for the Huon Valley and Kingborough LGAs point to regions that have experienced good overall prosperity, evidenced by:

- Historical population growth and a population growth forecast that is better than the Tasmanian average out to 2042
- Strong growth in GRP (Value added) and jobs
- Higher levels of educational attainment

Huon Valley has more workers who live in the region. Kingborough still loses over half its workers to other LGAs.

The Huon Valley has an older population and a lower participation rate than Kingborough, which present some specific workforce challenges for that LGA.

The region has generally seen strong prosperity, with some differences between Huon Valley and Kingborough that impact on workforce...



Survey and stakeholder summary insights

The study engaged with the regions businesses and other stakeholder through two main methods:

1. A survey of 150 businesses in the region, which elicited 43 responses
2. A series of 7 workshops in the Huon Valley, Kingborough (including one session on Bruny Island)

The top 3 headline themes from those methods of inquiry are:

1. Sourcing the workers to fill both entry level and high-order jobs
2. Pathways from the education system to industry that provide opportunities for earlier vocational experiences
3. Broader economic development barriers facing workers in more remote regions – mainly access to housing and access to transport

SETN can play a ‘hands-on’ role with other bridging service providers in the ‘eco-system’ to respond to headlines 1 and 2.

Headline 3 is a much bigger issue facing many Tasmanian regions, which SETN cannot easily address. Amplification and advocacy are roles SETN can play to influence the region’s Councils and other spheres of government to highlight these workforce barrier.

The stakeholder survey and workshops confirmed the labour supply shortages facing the region. Broader challenges for the region that impact on the workforce are still access to affordable housing, transport and allied health and social services...



Skills shortage and job requirements

The SETN region is experiencing a range of shortages in skills, in common with Tasmanian as a whole. The National Skills Commission- Skills Priority List - lists of the various occupations in the six strategic growth sectors where additional workers are needed. Those findings corroborate the insights shared by stakeholders.

At a high level, all else being equal, the SETN region may require an estimated 2,000 additional workers by 2026, off its current base of 18,000 workers.







The strategic growth sectors, targeted for this study account for 43% of that growth. There may be some reduction in demand for jobs in retail and manufacturing in the region, but this could swing on new business initiatives.

Other sectors to experience growth in workers are Education & Training and Professional, Scientific & Technical.

The region’s workforce supply challenges may remain a pain point for the foreseeable future, providing scope for SETN to provide bridging services...

Sector deeper dives (Section 5)

The study has explored more deeply, the workforce related attributes of the industry sectors that are more prominent in the Huon Valley and Kingborough LGAs, most of which feature amongst Tasmania's strategic growth sectors. Outlined below are some of the headlines to have emerged from this deeper dive at a whole of region level. Some sectors have differing levels of prominence between the Huon Valley and Kingborough.

Sectors in focus		Total jobs in region # and % of FTEs	Workforce issues								
			Not enough workers	Low core skills	Ageing workforce	Low pay and retention	Not seen as career	Gender bias	Seasonality of jobs	Sourcing qualified/skilled staff	Other broad factors
	Tourism and hospitality	1,344 jobs / 6%	X	X		X	X	X		X	X
	Primary Industries	2,064 jobs / 13%	X		X	X	X		X	X	X
	Building and construction	1,956 jobs / 12%	X		X				X	X	
	Manufacturing and processing	1,522 jobs / 9%	X	X					X	X	
	Health and human services	1,745 jobs / 9%	X	X		X			X		X
	Retail	2,097 jobs / 11%		X		X		X			

These sectors account for 59.7% of FTE jobs in the region

Many workforce issues are common across the industry sectors

Regional deeper dives (Sections 6 and 7)

The study has explored each of the Huon Valley and Kingborough LGAs to understand some of the points of commonality and difference in relation to workforce. The insights summarised below are drawn from analysis of the ABS and other data, the business survey and observations drawn from the stakeholder consultations.

Common themes



Population growth:

Both regions have experienced strong growth in estimated resident population since 2016 and are projected to increase their population at a faster rate than Tasmania over the next 20 years.



Increase in local jobs

Both regions have had strong growth in the number of local jobs available in the regions, growing at a faster rate than the Tasmanian increase in local jobs since 2015.



Education increasing:

Between the 2016 and 2021 census, both regions have experienced an upwards trend in the number of residents obtaining qualifications. The cohort of residents with a bachelor degree or higher has experienced the largest growth of qualifications.

Points of difference



Age profile

As of 2022, the Kingborough region has a similar age profile to Tasmania, with a comparable median age. The Huon Valley has an older age profile and a higher proportion of residents aged 50+.



Employment industries

The Kingborough region has a high proportion of service based jobs (retail, hospitality) whereas the Huon Valley has a higher reliance on primary industries and manufacturing.



Participation rate

62.4% of residents participate in the labour force in the Kingborough LGA. This is higher than the 58.2% Tasmanian average. In contrast, the participation rate in the Huon Valley LGA is 53.5% of residents.*

Business survey

The survey of businesses across the two LGAs was elicited 43 responses, of which 53% were from the Huon Valley, 26% were from Kingston and 21% identified as being based elsewhere.

Points in common

- Access to affordable housing is a barrier for both regions in attracting workers
- Attractiveness as a career was seen a workforce supply issue in both regions

Points of difference

- The Huon Valley has difficulty attracting workers to region, which is less prevalent in the Kingborough region
- Unattractive pay rates was the major workforce supply issue in the Kingborough region, which has a higher proportion of historically lower paid jobs.

Regional development strategies

A high-level review of the broader economic development strategies adopted by Huon Valley and Kingborough provide insights into the issues and areas of focus for each LGA.

Points in common

- ✓ Focus on population growth
- ✓ Investment attraction
- ✓ Implied expansion of housing options

Points of difference

- ✓ Worker retention in Kingborough to retain local expenditure
- ✓ Industry diversification focus in Kingborough
- ✓ Acknowledgement of ageing population in the Huon Valley
- ✓ Acknowledgement of lower school retention in the Huon Valley

*Participation rate is based on 2021 Census, where LGA level data is recorded. It is noted that in 2023, the Tasmanian Participation rate is 62.9% for the May 2023 quarter.

Conclusions

The workforce planning study has found that three broad themes have emerged that all require attention, both short and longer term. These conclusions recognise that SETN is formed and funded with specific mandates but there are other elements of broader economic development that have presented as barriers to meeting the region's workforce needs.

Conclusion #1: SETN needs to establish its own strategic and operating models and become embedded Jobs Tasmania network

- SETN is the last of seven Jobs Hubs now formed around Tasmania. There are a range of core foundational governance functions for the SETN Board, its staff and member councils to undertake to put SETN on a firm footing and fold into the network of Tasmanian Jobs Hubs.
- SETN should regularly assess the effectiveness of the Jobs Hub in the region by collecting feedback from job seekers, employers, and other stakeholders. This can help identify areas for improvement and enable continuous refinement of the services provided.
- Jobs Tasmania, with the assistance of the Brotherhood of St Laurence have identified a range of other foundational activities for SETN and its owner councils to undertake.
- The strategies and actions that follow in the next section do not focus on these formative tasks, but these are essential for SETN to firm up its foundation in the Jobs Hub Network.

Conclusion #2: SETNs need to pursue the range of strategies and initiatives that support job seekers (supply) and employers (demand) to connect through various bridging interventions, in collaboration with other bridging service providers

- The Kingborough and Huon Valley LGAs are facing a range of immediate workforce shortage challenges and skill deficiencies across many industries that require attention.
 - Core foundational and employability skills appear to remain as a core deficiency for many job seekers
 - Some disconnect between the outputs of the education system and the needs of employers remain. Initiatives that enable employers to connect with students sooner (through years 7-12) can provide pathways to early and more sustainable employment
 - The region is served by many bridging service providers and so it will be important for SETN to establish its position in the eco-system to augment and leverage the services of that existing network
- Unlocking the employable resources in the longer term unemployed and under-employed cohorts, which are not as well served by the current bridging service providers and wrap around services can be an area of focus for SETN.

Theme #3: SETN needs to advocate for the pursuit of broader economic development interventions that are barriers to workforce supply and employer growth projects

- Kingborough and Huon Valley LGAs like many others in Tasmania, are facing a wide and complex range of broader demographic, social and economic development challenges.
- The study has heard that the key barriers impacting workforce are:
 - Access to housing, including housing to develop, purchase or rent at affordable prices
 - Access to transport, especially in the more remote regions
 - Access to childcare support services
- The strategies and actions that follow in the next section do not focus on these barrier. However, SETN can amplify the need for actions to be taken to address these barriers.

The Brotherhood of St Laurence framework, now also embraced by Jobs Tasmania, provides a starting point to address Conclusion 2 . The following section sets out the strategic interventions and action plans from the demand side, bridging and supply side perspectives.

03

Strategies and actions



The model elements

The Brotherhood of St Laurence framework provides generic strategies as a starting point, which can be used to set some broad parameters for SETN's own strategies.



Demand interventions

Employer development/ job creation

- Build business capability to take on employees in a supportive/ safe environment
- Identify government funding/ subsidies to assist employers to attract and retain workers

Workforce development

- Work experience opportunities that align with longer term employment
- Ongoing quality training of workers
- Employment based skill development leading to sustainable jobs
- Knowledge of local growth sectors, skill shortages and entry level job opportunities

Business development/ job creation

- Facilitate development of micro-businesses & self employment initiatives



Bridging interventions

Job seeker and skills development

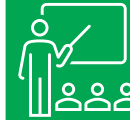
- Training for skill development tailored to job seeker & employer needs
- Pre-employment activities – experiential learning etc. to make job seekers more job ready

Workforce & skills/ employer development

- High quality post placement support to ensure successful placement outcomes

Community employment gateway

- Notify education, skills and employment opportunities
- Information and advice
- Connecting networks, incentives and investments for business and job seekers



Supply side interventions

Job seeker development

- Coaching tailored to build capabilities
- Careers development (vocational guidance)
- Connection to wrap around services to provide personal support & sustain employment

Skills development

- Skills assessments/ work readiness development
- Skills development for specific employment opportunities
- Foundational/ core employability skills
- Industry specific skills
- Accredited and non-accredited training

Community employment gateway

- To provide education, training & employment support
- To provide information, advice and connections

The Brotherhood of St Laurence framework provides some 'practice approaches' which aim to operationalise the model element interventions outlined above. Those approaches and more detailed actions developed as part of this study are set out on the following pages for job seeker, employer and bridge builders. Note that some approach apply to more than one group of interventions, but will have different emphasis.

Practice approaches for job seekers

The study has found that there remains scope for SETN to work with job seekers and the existing job support network of service providers to provide further assistance to job seekers. Building on the generic approaches, more detailed approaches have been adapted to provide targeted actions for SETN to intervene/ support job seekers (the supply side).

The generic practice approaches

Vocational/ careers guidance and exploration

1. Careers coaching (matching skills, interests and opportunities)
2. Recognition of informal learning (linking informal skills/ attributes with employability)

Skills and capability building

1. Careers management skills & knowledge (job searching, job apps, recruitment sources)
2. Personal development (non-vocational challenges and connections)
3. Language, Literacy, Numeracy (LLN)/ English as a Second Language (ESL) skill building

More specific actions for SETN

1. Establish a cadence of regular dialogue with other existing local job match service providers to fully understand the scale and scope of their services, their client case loads and opportunities for SETN to augment their services in areas such as careers coaching.
2. Understand the scale and scope of support services to migrant workers and look to dovetail and optimise the attraction of the region to augment the local workforce.
3. Establish SETN's profile amongst local sporting organisations to expand SETN's network and explore opportunities to support job seekers who may be engaged in those clubs.
4. Engage with Volunteering Tasmania to explore opportunities to support volunteers into work opportunities.
5. Build an understanding of the various on-line/ jobs hubs portals already in place for industry sectors and specific job seeker cohorts and raise awareness of those resources, such as, but not limited to:
 1. The Backpacker Jobs Board ([Fruit Picking Jobs in Tasmania for Backpackers \(backpackerjobboard.com.au\)](http://fruitpickingjobs.com.au))
 2. Care and support jobs: ([A life Changing Life | Care and Support Jobs](#))

1. Focus on pre-employment training and related support services that address barriers. Leveraging the existing work undertaken by Libraries Tasmania through the 26TEN program is a starting point but other interventions may be needed to augment that program.
2. Establish a cadence of regular dialogue with the major education providers (TasTAFE and UTAS) and other more prominent RTOs operating in the region to understand their reach into the region and explore opportunities to leverage their profile to develop skills and capacity in the region. Examples of their own current initiatives include, but would not be limited to:
 - a) Free short courses through TasTAFE
 - b) UTAS is holding an Expo and expanding its Associate Degree
3. Target a connection with the Indie School in Kingston to co-design programs that will support disengaged students to work through an education pathway that will support them in their personal develop and where possible, into jobs.
4. Conduct a structured survey of current and potential job seekers (years 11-12) to obtain some further quantitative insights into understanding their barriers to obtaining work, skill development goals and employment aspirations.

Practice approaches for employers

The study has found that employers are experiencing significant labour supply and skill shortages across all the industry sectors to varying degrees. Building on the generic approaches, more detailed approaches have been adapted to provide targeted actions for SETN to intervene/ support employers (the demand side).

The generic practice approaches

Vocational/ careers guidance and exploration

Work tasters to provide exposure to and exploration of industries with employment opportunities

Skills and capability building

Industry specific skills development training approved by the industry and/or delivered by industry and directly connected to job opportunities

Real world work opportunities

Wage subsidised work opportunities that lead to ongoing employment and provides employment based training

More specific actions for SETN

1. Building on the success of SETN's inaugural Jobs Expo, look to embed that as a regular event in the workforce planning 'eco-system' in the region to showcase employer needs and work opportunities and training pathways to enter industries.
2. Work with major employers to provide short (say 1 week) work taster opportunities. A similar initiative taken by Hutchinson Builders may provide a model/ template that can be rolled across other employers.
3. Work with major employers and sector peak bodies with a presence in the SETN region to explore coaching opportunities for employers to help them develop excellent workplace cultures and leadership pathways for the purpose of current and future employee retention.

1. Develop partnerships between the education sector and industries in the region (public, Catholic and other private schools) to facilitate the co-design of education and skill development pathways that target the specific skills gaps experience by industry.
2. Work with DECYP to understand the take-up of Australian School Based Apprenticeships in the region. Often more associated as a model well embraced by the fast-food industry, work with DECYP and other industries in the region to expand the take-up of ASBAs and monitor completion rates.
3. To break down industry silos and share skill and capability building approaches across sectors, facilitate social 'work' events for employers / organisations / services / businesses / other interested stakeholders to network and connect.

1. Work with Jobs Tasmania and other Jobs Hubs to develop and promulgate an Employer of Choice program for the region, which would aim to influence the stance of businesses to be even more inclusive of diverse cultures and abilities.
2. Work closely with Apprenticeship Network Providers in the region to remain abreast of the changes to wage subsidies arrangements and expand the awareness of those subsidies to employers.
3. Working across industry sector, explore opportunities for typical seasonal workers to extend their stay by filling vacancies in adjacent seasons.
4. Consult with the Glenorchy Jobs Hub to understand the approach to, and success of their Jobs Pledge initiative, which aimed to secure employers in the region to make some binding commitments to induct workers

Practice approaches for bridge builders

The study has found there are many organisations in the region already providing bridge building related services to connect job seekers with employers, with varying degrees of success.. Building on the generic approaches, more detailed approaches have been adapted to provide targeted actions for SETN to augment the 'system' of bridge builders.

The generic practice approaches

Vocational/ careers guidance and exploration – skills and capability building

1. **Careers coaching (matching skills, interests and opportunities)**
2. **Recognition of informal learning (linking informal skills/ attributes with employability)**

Skills and capability building plus real world work opportunities

1. **Job vacancy list and job matching aligned with skills development, planning and delivery**
2. **Post in-placement support for new trainees/ employees and trainers/ employers to sustain training and work opportunity**

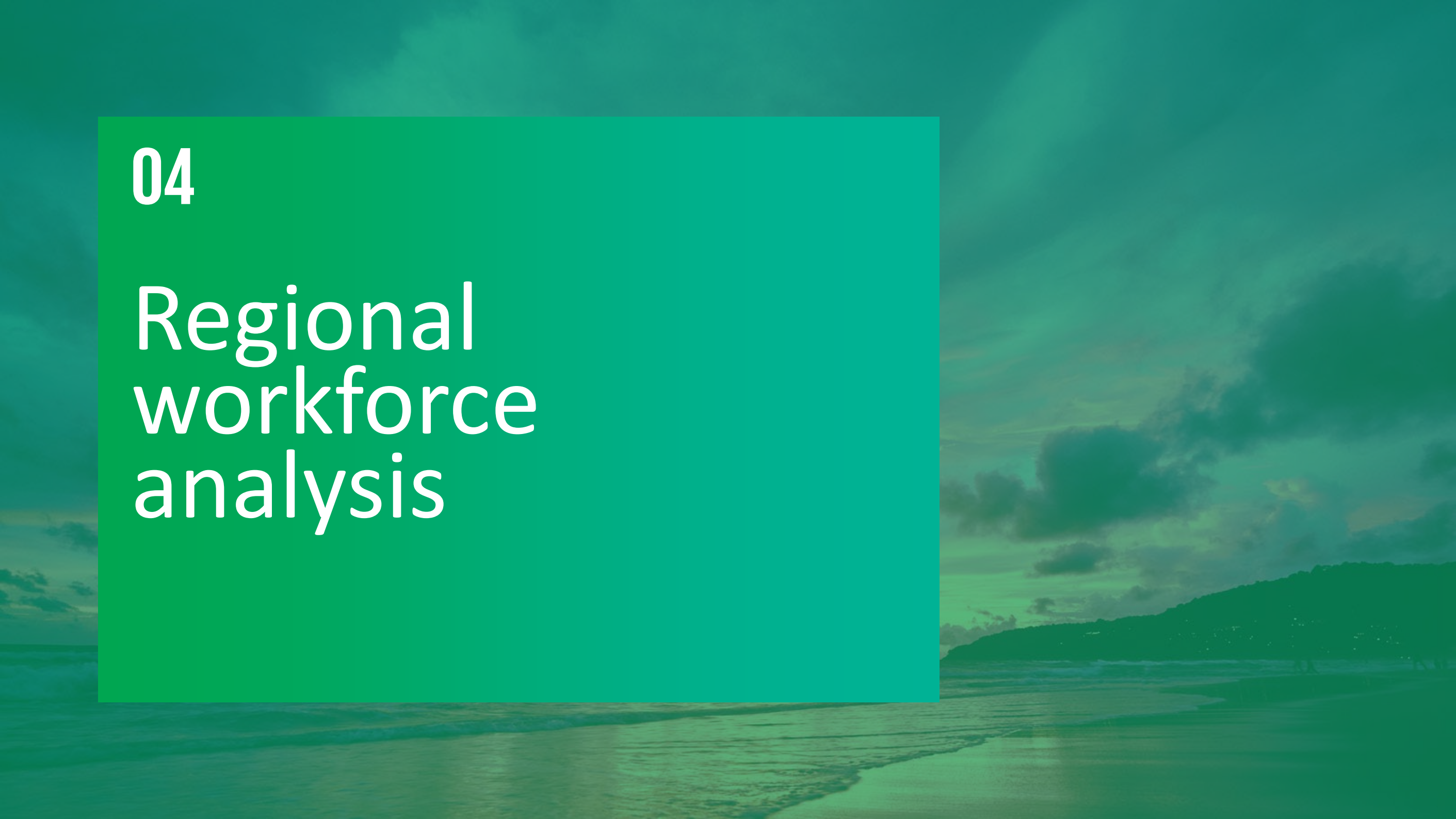
More specific actions for SETN

1. Establish a cadence of regular dialogue with service providers already in place in the region, with a remit of servicing specific cohorts of potential workers who experience or may be more likely to experience disadvantage as a job seeker, such as but not limited to:
 - People with a disability (Maxima)
 - People with an aboriginal background (e.g. TAC and SETAC)
 - People from other cultural minorities (migrants etc.)
 - Returned defence service veterans - [Home | Veterans' Employment Program \(veteranemployment.gov.au\)](#)
 - Older Australians (spend twice the time seeking a job) (COTA) [Submission to the Senate Select Committee on Job Security - COTA Australia](#)
2. Working closely with training providers in the region, investigate opportunities for specific skill-based training to be made available across industry sectors in the region, rather than within an organisation or industry sector. Transportable and cross-industry skill requirements including those required for a White Card and Responsible Serving of Alcohol, Barista and Customer Service may be courses when a combination of on-line and cross sector face-to-face collaboration could benefit jobs seeker and industries across the region.
3. Consider hosting a local job 'speed dating' event held say quarterly which brings a small number of employers in a specific sector together in a room with a small amount of people looking for a job. The employers would have to be 'ready to hire' and job seekers would need to be available and wanting to work, with initial requirements (such as WWVP checks) organised.

1. Remain closely connected with Jobs Tasmania and other stakeholders (such as DECYP, YNOT and the Beacon Foundation) in their development and implementation of the Youth Jobs Strategy, which aims to provide a smoother transition from education to work for jobs seekers.
2. Working closely with the Workforce Australia contract providers in the region, (noting that less than 1% of job vacancies are filled by those services and 60-70% of job seekers are not eligible for assistance through that channel), segment and focus on those target jobs seekers who are most at risk/ more in need of job match support and skill development.
3. Develop SETN's relationships with key regional bodies such as, but not limited to the Huon Valley Service Providers Network and the Kingborough and Huon Business Enterprise Centre to establish and evolve SETN's role as a key stakeholder within those organisation.
4. Connect with MEGT and MAS careers counsellors to understand their scale, scope and approach to career counselling. Look to leverage those existing services and augment with SETN resources if required to cover any gaps that may emerge.
5. Design and implement a program of events/ breakfasts etc. of to create awareness of SETN across the region. Use these forums to create connectedness across the eco-system, with guest speakers from key employers, bridge builders and success stories amongst the job seekers.

04

Regional workforce analysis



National factors and job implications

Regional workforce planning is impacted by a wide range of global and national forces and trends that can influence the supply of worker and demand for workers. At a headline level, the Tasmanian economy has held up well during and beyond the COVID-19 pandemic and there has been a shortage of workers to meet employer needs. However, there are signs that the labour market may be softening due to a range of factors, which could ease the labour supply shortages.

Global and national considerations

Some favourable factors that may impact on the job market

- ✓ Continued strength of the Tasmanian economy
- ✓ Increased population projections
- ✓ Increases to immigration to ease labour supply shortages
- ✓ Slowing economy to increase unemployment and soften demand for labour
- ✓ Trade tensions easing with China to boost export demand and opportunities for growth in India
- ✓ New childcare subsidy support takes effect from 1 July 2023

Some unfavourable factors that may impact on the job market

- ❖ Rising minimum wages to add to business costs from 1 July 2023
- ❖ High inflation feeding into business costs and softening consumer demand
- ❖ Limited fiscal and monetary policy levers with record debt and high interest rates
- ❖ Housing affordability and shortage of accommodation, despite easing in rise of property values
- ❖ Risk of 'hard landing' and business closures e.g. building companies
- ❖ Federal government increasing cost of backpacker visas and limiting numbers may impact on supply of seasonal workers

Implication for SETN interventions

1

Overall strength of the Tasmanian economy and increasing population outlook will ensure local demand for goods and services and drive demand for workers, so some bridging services may be required

2

Some softening of the Tasmanian economy, driven by 12 months of interest rate rises, will likely drive up unemployment and create opportunities for SETN to support displaced job seekers

3

Migration reforms have benefits and drawbacks and should remain on SETN's watchlist, especially in relation to potential impacts on seasonal workers

4

Immigration reforms may present opportunities for SETN to play some role in attraction and settling of prospective workers

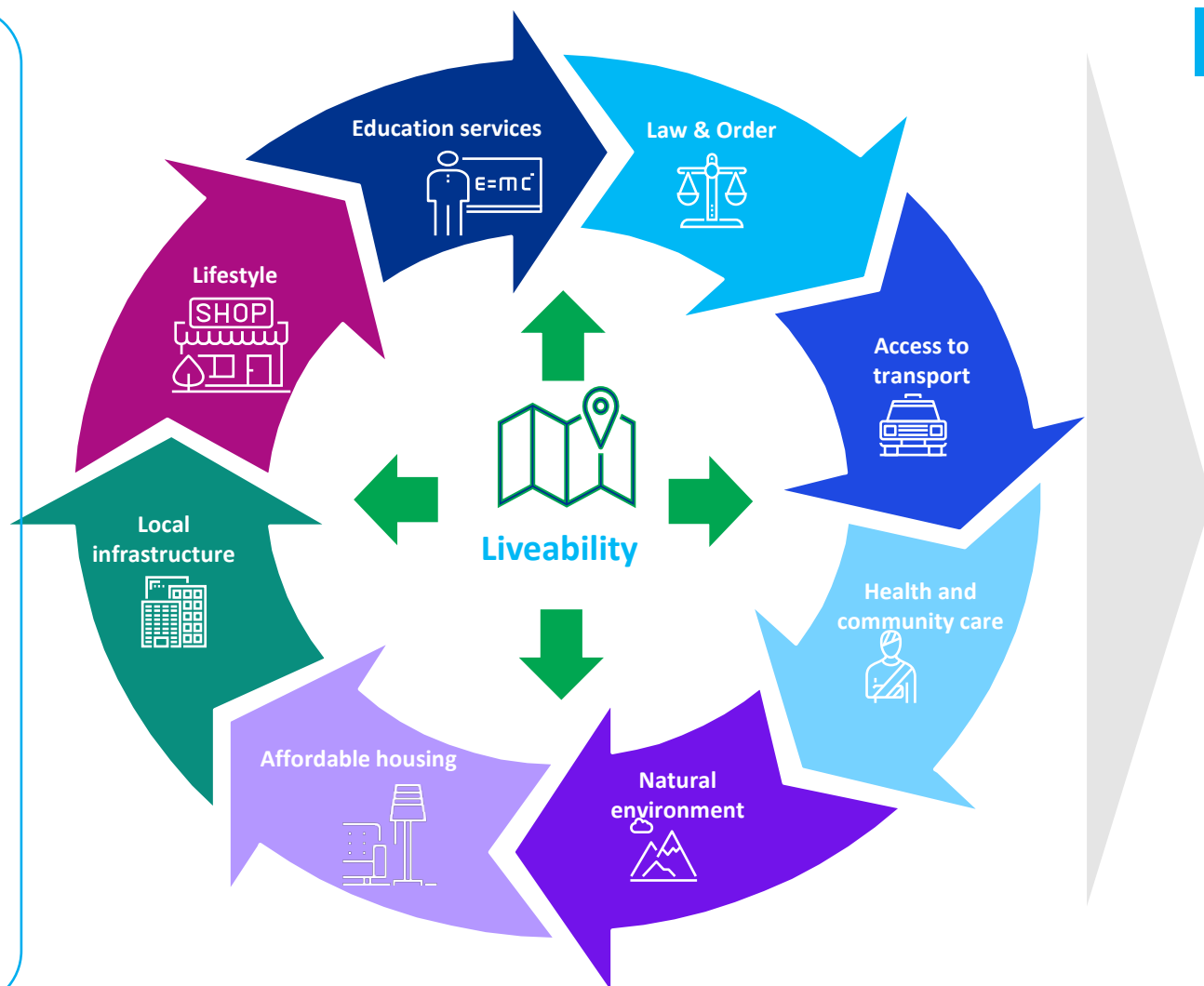
Regional factors and job implications

Various social and economic development factors can impact on the ability of a region to attract and keep workers. States and regions are now competing for scarce labour and various factors can influence labour mobility.

Regional workforce planning has become an increasingly important component of regional economic development.

A skilled labour force is one of the pre-conditions for sustainable economic development, and there are strong broader social and community benefits to be gained by developing a more fully employed and engaged workforce.

Given labour mobility and disparity in wages for the same job across jurisdictions, there is competition between states and regions to attract scarce labour resources.



Implication for SETN interventions

1

The Huon and Kingborough LGAs are well served by a range of natural and built environment assets and these continue to evolve through ongoing council and private sector investment.

2

However, the survey of businesses identified a range of broader barriers facing workers and employers in the region, headlined by:

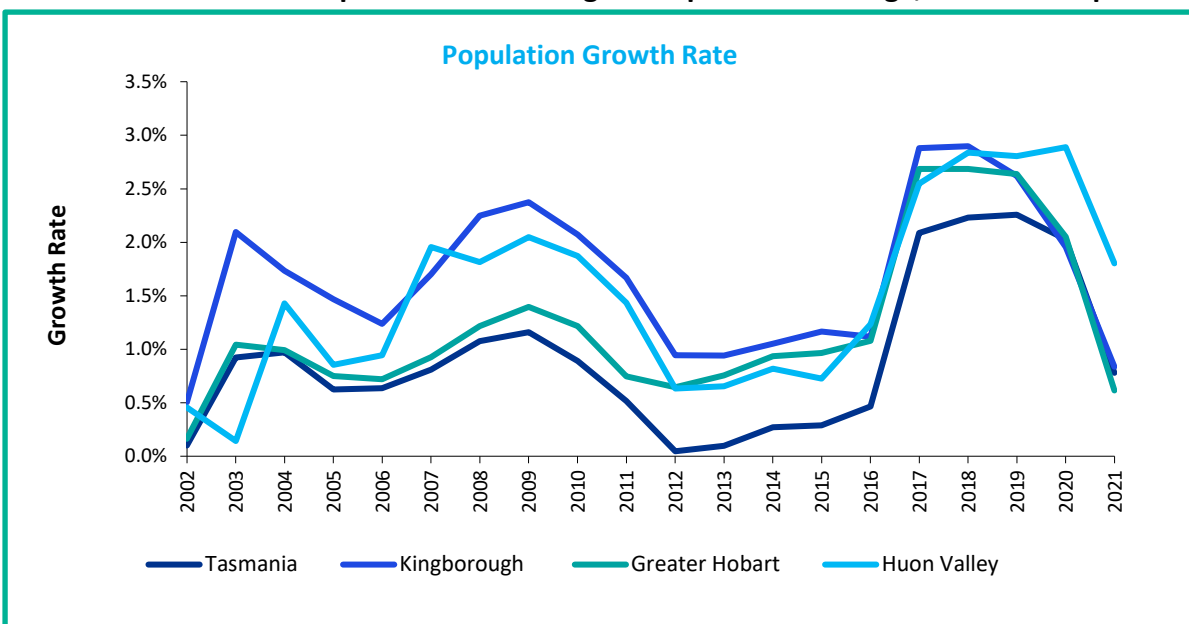
- Access to affordable housing
- Access to public transport
- Access to childcare
- Access to medical and allied health services
- Access to other support services for people experiencing disadvantage

3

Though SETN's remit will have a narrower focus on more tactical demand, supply and bridging interventions, SETN can advocate for advancement across those broader areas of economic development.

Projected change in population growth

Population growth will play a significant role in several factors that impact the regions workforce. Local population growth will drive demand for goods and services (demand side) and also contribute to the supply of potential workers. The population outlook for the region is very positive. Year on year % change of population depicts a short period of high change between 2023 and 2026 prior to decline in growth pace. On average, Tasmania experiences a significantly lower percentage change than the Kingborough and Huon Valley regions.



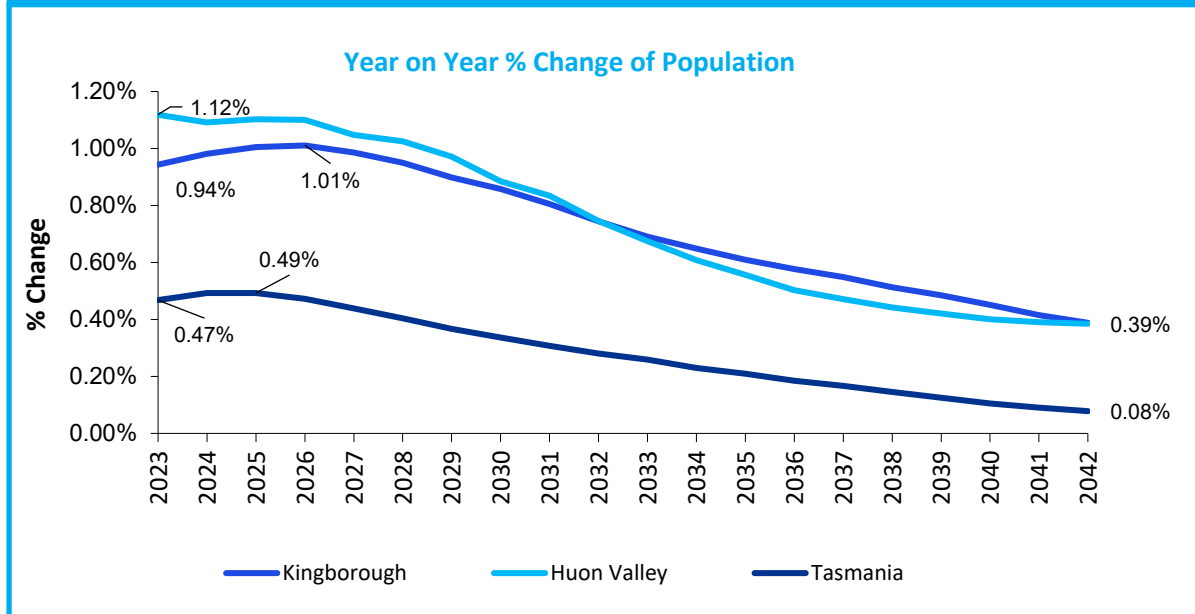
The population growth rate between 2002-21 demonstrates a cyclical pattern of growth with five year peak of growth followed by a five-year low. Over time, each peak in growth is higher than previous, showing an upward trend. Kingborough experienced the highest consistent growth rate, in contrast the Tasmanian growth rate was consistently the lowest.

Tasmania’s population grew by just 112 people in the December quarter – one of the slowest three-month periods of growth in nearly a decade, new Australian Bureau of Statistics estimates show. That represented an increase of 1383 for the year, down from the growth of 3880 people the year before and 5906 the year before that. Most of the net gain was from overseas migration to the state.

Population in Tasmania is projected to reach a peak in 2024 and 2025 with 0.49% growth in both years, preceding a steady decline to 0.08% growth in 2042.

Kingborough increases from 2023 to a peak in 2026 of 1.01% change prior to a steady slowing of the growth rate reaching a low of 0.39% increase in 2042.

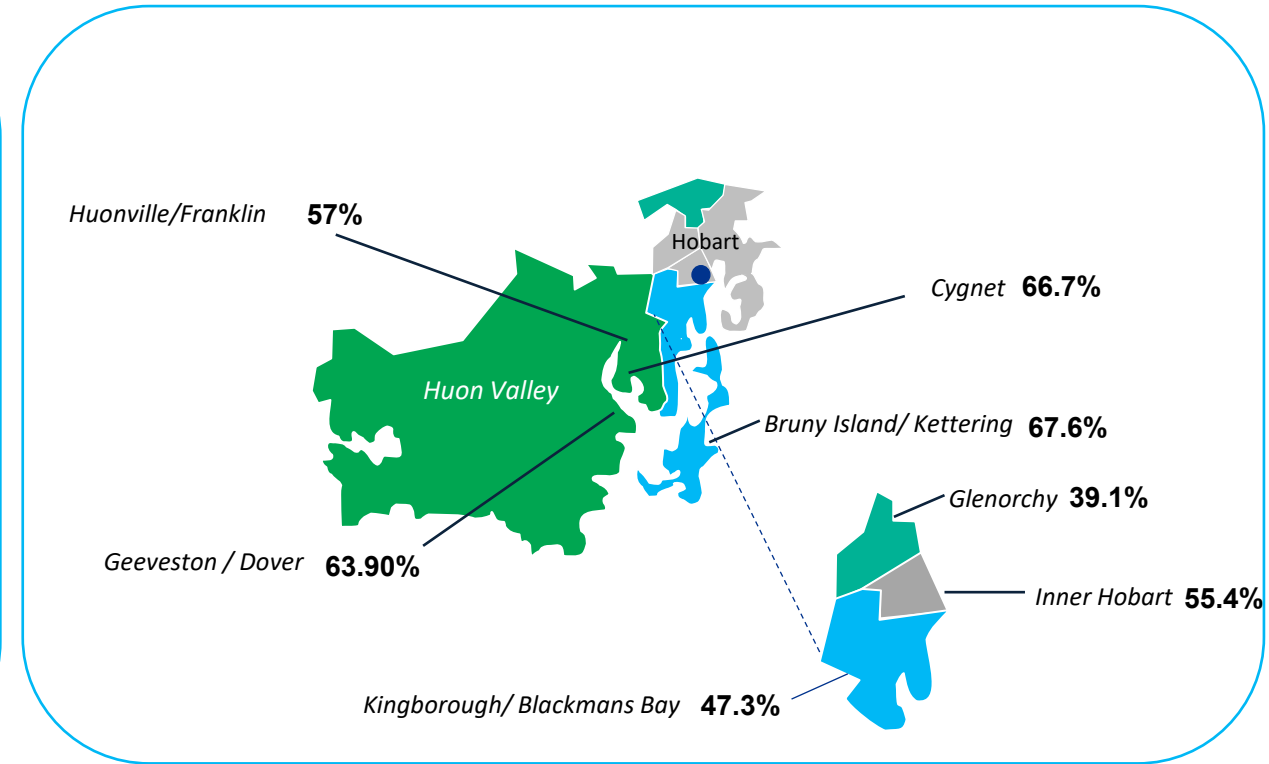
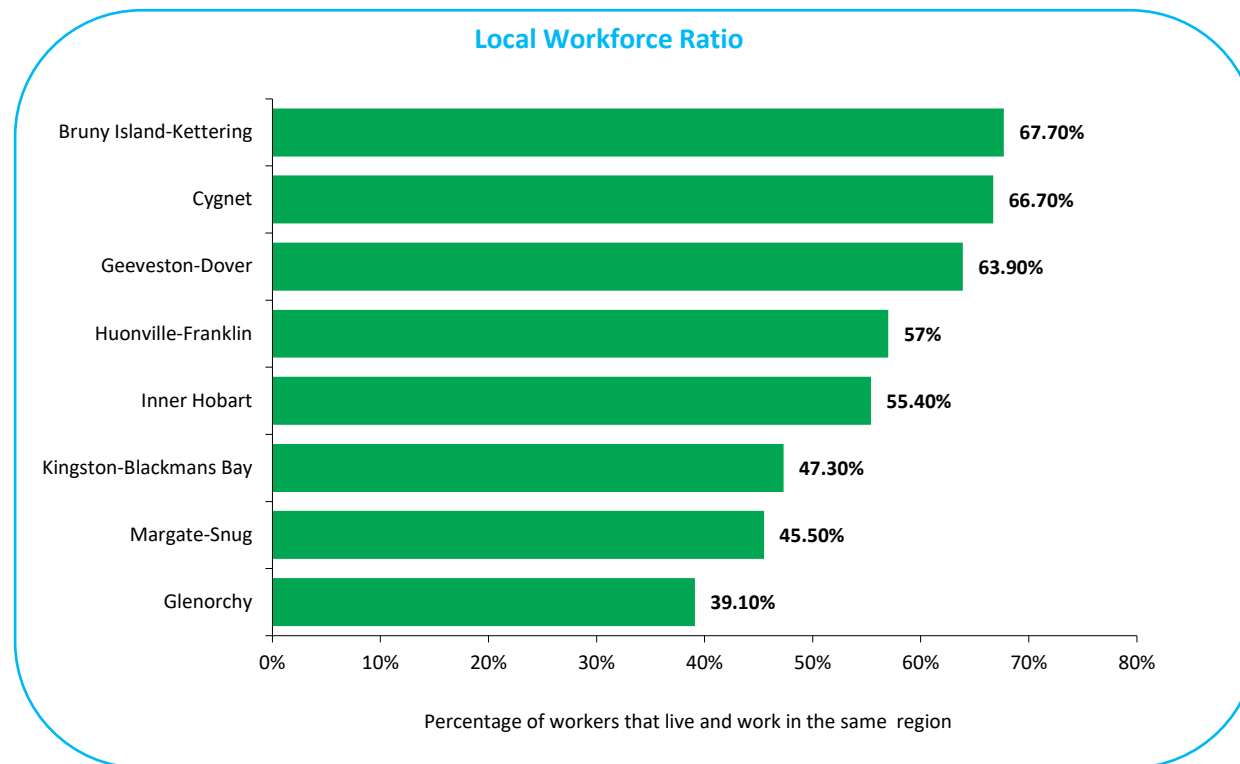
The Huon Valley population is projected to increase by 1.12% in 2023 and remain until 2026. From 2026 onwards, population growth is expected to slow, but remaining positive until 2042.



More regional locations rely more heavily on local workers

The more regional a location is, generally the higher the job containment, or local workforce ratio is. This is a measure of how many residents live and work in the same region.

As locations become more regional (further from major towns or cities), the location relies more heavily on local residents to meet the workforce demands of the region. Residents of more urban locations, such as Glenorchy and Kingborough tend to have a higher proportion of residents that leave the municipality or suburb to access employment.



The Workforce Planning Eco-system

The Workforce Planning Eco-system shows a range of sectors and stakeholders that link job seekers (supply side) with employers (demand side) aided by various bridging services as required. The Jobs Hubs have been forging a role in the delivery of bridging services along side other providers in that sector. The following pages presents some of the key stakeholders in the region across the supply, bridging and demand segments, some of whom attended the stakeholder workshops and/ or completed the survey.

DEMAND SIDE

● Industry groups and peak bodies

- Sector workforce Plans
- Industry/ sector plans
- Youth Network of Tas

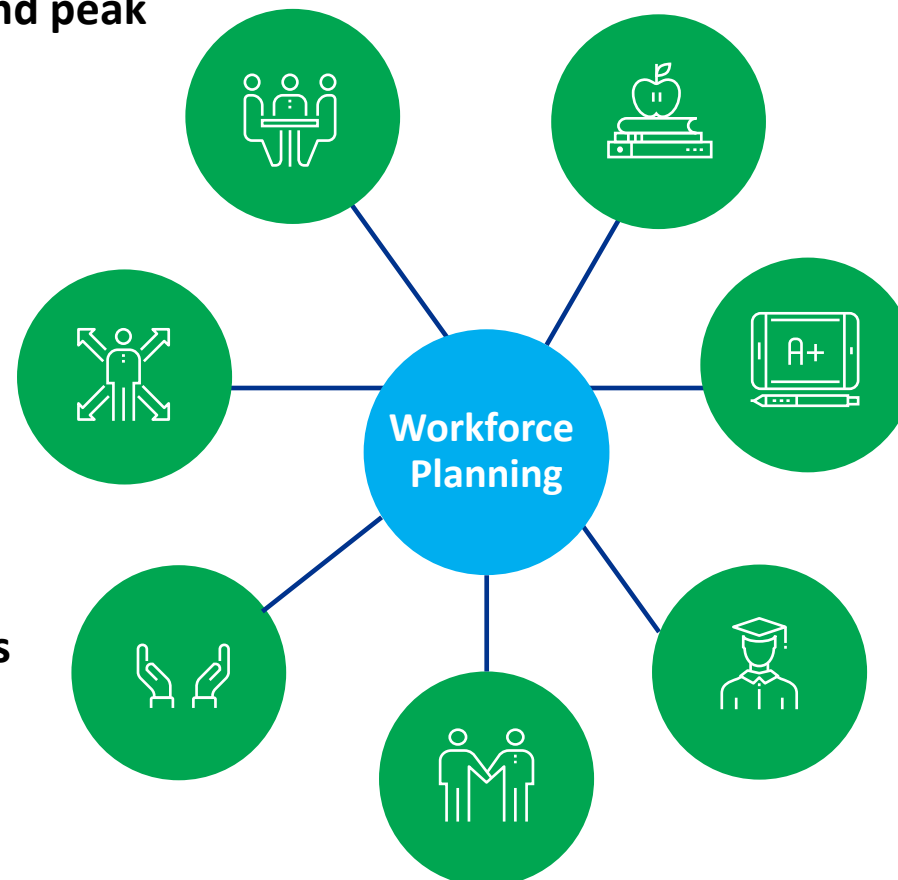
● Employers and self employed

- Major employers
- SMEs
- Micro self employed

● Wrap around support services

- Driver training
- Drug and alcohol supports
- Housing connect/ support
- Literacy/ numeracy support (e.g. 26TEN)

BRIDGING SERVICES



● Employment facilitators and enablers

- Workforce Australia
- Jobs Hubs
- Disability Employment Support Services
- Beacon Foundation
- Workskills/ MEGT/ MAS etc.

● K-12 education

- WT3 kinder programs
- Child & Family Learning Centres (0-5)
- Primary schools
- Secondary schools (to year 12)
- 11-12 Colleges

● Vocational training

- TasTAFE
- Other private RTOs
- Group Training Organisations
- DoE - School Based Apprenticeships

● UTAS and other on-line tertiary studies

- Degrees
- Associate Degrees
- Diplomas
- Graduate Certificates
- Other Short courses

SUPPLY SIDE

Survey and workshops provided insights

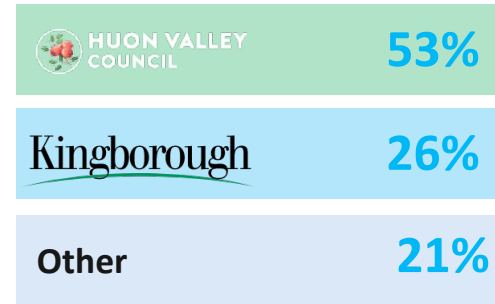
A two-phase approach was taken to gather feedback from employers, educators and job intermediaries across the regions. A survey was sent to a number of businesses before a series of workshops in the Huon Valley and Kingborough LGAs.

Survey

Who we heard from:

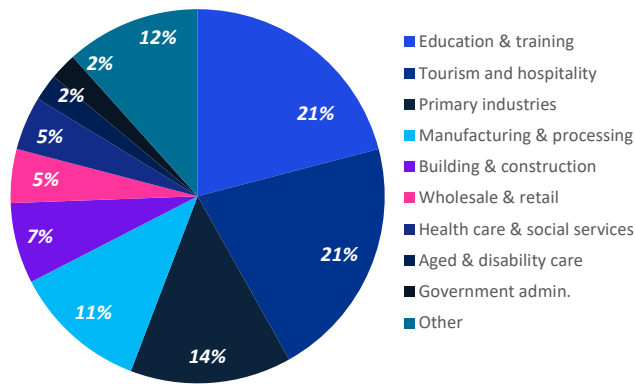


Where they are based:



Q2 In what local government area is your organisation based? (n=43)

Industry/Sector



Workshop participants



Stakeholder key themes

At a headline level, several recurring themes emerged from the survey and stakeholder workshops. Some of those themes have a specific workforce focus, whereas other themes speak to broader regional economic development constraints that are impacting on the workforce. Further insights from those engagement methods appear on the following pages.

Specific workforce and training constraints

Access to skilled workers



- Difficulties attracting and retaining appropriately skilled workers.
- Lack of supply is forcing businesses to hire unskilled or unqualified staff to meet demand.
- Core foundational employability skill, self esteem and commitment to work remain as issues for some job seekers

Pathways from education to jobs



- Need to strengthen the connection between the education system outcomes and the needs of industry
- Scope for more work experience programs for students through years 9-12
- Access to training locally for key certifications required by local industries (i.e. forklift training)

Broader regional economic development constraints

Access to affordable housing



- There is a lack of affordable housing in both regions, particularly in the Huon Valley.
- Lack of affordable housing options to attract seasonal workers required in agriculture and tourism.
- Workers can often not afford to live and work in region, and are required to travel into the region each day for work.

Access to transport



- Remoteness of key industries to public transport facilities increases the barrier to entry, particularly for youth job seekers.

Current state insights from the stakeholders



Employers (Demand)

Huon Valley Council has around 180 employers with over ½ from the local region and Channel. There is competition between LGAs for staff and many have returned to the Huon for work/ lifestyle balance. Council loses workers to the private sector due to wage differentials.

The forestry industry has an ageing workforce and has been looking to bring through school based trainees into STT, using ASBAs.

The construction sector sees that many young people see only the job and not the whole career opportunity. There is a major shortage of experienced truck drivers.

Operators in tourism and hospitality just need young people to 'turn-up' with a good attitude. On-the-job training can fill in the skill gaps. A local bakery could use 6 additional worker (baker, cooks and a delivery driver) if those people could be found. The hospitality award wages are not attractive

Operators in tourism and hospitality just need young people to 'turn-up' with a good attitude. On-the-job training can fill in the skill gaps. A local bakery could use 6 additional worker (baker, cooks and a delivery driver) if those people could be found.

A major national building company has put 5 students on for a week of work experience to offer a taste of the industry.

A major community based support service provider has an ageing workforce. Low staff morale and competition between service providers are key issues. Aged care reforms have increase burnout.



Bridge builders

Libraries Tasmania in the Huon Valley works with around 12 learners over 12-18 months for 1 hour per week on average to work on LLN and self confidence. Roughly 50% are employed and 50% are unemployed. Libraires Tasmania in Kington consistent has 12-14 active learners working through the 26TEN Program

Council has taken on planners from Nepal and South Korea to fill vacancies. Buddying up with locals in the region has been made available to help immigrants assimilate into the job and region. It is quite complex to navigate the visa requirements for overseas workers.

Work and Training operate in the region and assist with job seeker resumes and sign up tri-partite training contracts between employees, employers and Work and Training, which are approved by Skills Tasmania. This includes courses in hospitality, retail and business.

MAS is an Apprenticeship Network Provider in the region, which facilitates the sign-up of contracts between employers and apprentices. It has business consultants and two state-wide career advisors to support job seekers. MAS has observed a low retention rate for some new apprentices. Young people seem to be less keen to put in a 38 hour week

MAXIMA provides support to approximately 15 people in the region with a disability. Most of these job seekers have little to no work experience. Skill development to lead to work is the ultimate objective of the support provided.



Educators/ job seekers (Supply)

Childcare operators are at capacity. Adventure Patch employs around 120 staff in the region. It's hard to attract carers and educators due to the salaries on offer. Prescribed staffing qualifications/ standards/ ratios are impacting on cost, which need to be passed through to parents

Kingborough Council has established a mini-barista kitchen to offer inform work experience to job seekers, in the hope that this will lead to stable work in the sector.

Foresite is one of the more prominent RTOs operating in the region. It delivers Cert III individual support courses and childcare courses. Foresite has at times held multiple information sessions to attract trainees just to fill a course in the region. Applicants often barely meet the selection criteria.

The First Gear Program and the Learners Licence Assistance Program are conducted in the region to assist job seekers to secure a drivers licence. There is strong demand for this service as securing a drivers licence is an essential qualification for many jobs in the region. It is more challenging for migrants to obtain a drivers licence.

The School Food Matters Program has 30 schools across Tasmania to now involved with the School Lunch Pilot Program. Huonville Primary School joined to Program for 2023. The Program delivers free hot school lunches to Tasmanian students in regions where the need for such support is greatest.

Outlook insights from the stakeholders



Employers (Demand)

The aquaculture industry will invest significantly in R&D to move to net zero emissions by 2040. Initiatives may include electrified barges, improved pen infrastructure, movement to further off-shore and land based growing, and remotely operated vessels.

One major aquaculture company expects to triple its workforce, mostly in the Huon region, with workers needing more advanced IT skills.

The tourism and hospitality sector is expected to see strong growth in the region, but will need more beds, worker accommodation and attractions to keep visitors in the region for overnight and longer stays.

The shortage of housing for workers in the Huon Valley saw one hospitality operator buy a home to rent out to their employees. This is likely to remain a major issue for the foreseeable future.

The outlook for infrastructure development is quite bright. Major projects such as the Bridgewater Bridge and Macquarie Point will drive demand for labour, which will have a trickle-on effect through the whole sector.

A Huon Valley manufacturer expects digital and AI to drastically change jobs with more automated production. This may see business turnover double but jobs increase by 40%.

The community services sector workforce plan predicts the sector will need 4,000- 5,000 new roles in Tasmania over the next 2 years.



Bridge builders

Workforce Australia is expected to evolve and wind back 'red-tape' compliance to be more user friendly. There appears to be a change in focus to pursuing traineeships for younger people and support more people into vocational pathways.

Jobs Tasmania's next area of focus is its Youth Jobs Strategy.

There is expected to be ongoing demand for basic LLN skills and more advanced IT skills. AI may assist some roles in the community sector in areas such as scheduling/rostering.

Careers coaching for current workforce is needed, especially those who are 5-10+ years into their careers. This is often a good time to pause, regroup, consider options, and become engaged in career progression in a deeper way. Could SETN offer a service like this to workers 'in the field' for low, or no cost, and for the purpose of keeping current workforce invigorated

It has been a 'workers market'. Employers will need to get smarter and be part of a shift towards embracing more traineeships and offer on the job training.

The reduction in the apprentice wage subsidy from \$24k p.a. to \$6k p.a. has reduced this incentive for employers could be an ongoing issue.

The SETN Jobs Hub should potentially focus on support for job seekers who are not serviced by Workforce Australia i.e. Stream A job seekers who 'theoretically' need less support.



Educators/ job seekers (Supply)

'Forcing' kids to stay for years 11-12, when they are disengaged and could be working may be counter-productive.

Migrants works can tend to be more 'sticky'. However, there is a risk of losing some migrant workers due to the high cost of living and some lack of recognition for prior learning overseas.

There are waiting lists for childcare and limited foreseeable interventions to improve the current challenges.

The expansion of the DECYP's Child and Family Centres will provide complementary services for children aged 0-5. There is one such centre in Geeveston

There is an emerging shift toward micro-credentialling. Micro-credentials are short, focused courses in a specific area of study, designed to teach and upskill learners with targeted, job-relevant skills. The Pilot program is part of the Albanese Government's broader efforts to promote micro-credentials, including the MicroCred Seeker platform launched in December 2022.

To support job seekers and retain workers, Kingborough Council has implemented a 4 day working week for some areas of council operations. Council has also gifted a parcel for land to the Hobart Womens Shelter to build 12 safe and affordable homes.

Survey verbatims from stakeholders (1/3)

What roles could the Jobs Hub play to most effectively address workforce related issues in the region?

Theme #1: Training and work readiness (supply side)

1. **Pre employment training** programs, on the job paid training.
2. Connecting years 10 to 12 with local industry.
3. **Foundational training** of people before they enter the workplace or initial intense upskilling.
4. People that are reliably and show up to work/ Have youth work ready and focused.
5. Assist in **soft skills of customer service and self confidence** within workers. Training in job readiness basics: money handling (maths), answering phone, ability to write basic information for customers, customer service, presentation
6. Have schools provide **glazing or building traineeships** from in schools so they are qualified once leaving school.
7. Provide assistance to potential employees by providing a **guide to what is expected in an interview** i.e. what to/what not wear (do not turn up in dirty clothing with holes in them, thongs, no effort at personal hygiene and, in some cases, clearly under the influence of an illicit substance), how to address interviewers etc. Just basic skills that will assist in any interview situation.
8. Communicate with the **local schools, principals, career teachers**.

Survey verbatims from stakeholders (2/3)

What roles could the Jobs Hub play to most effectively address workforce related issues in the region?

Theme #2: Connecting and information (bridging)

1. We have been consistently unsuccessful in **attracting school based cadets**. More work could be done in promoting forestry as a science based career (not a harvest and haulage career). More work done in promoting within schools.
2. Knowledge of the jobs market. **Reducing the need for people to leave the region** to gain work.
3. **Work with the already existing providers** and particularly those who have had to pick up employment/job seeker support due to lack of jobs hub etc, e.g. Libraries helping with resumes/job apps and hosting RTO's to deliver job seeking programs, Employment forums etc. We would hope that the Jobs Hub will take this on as happens in other areas. Ensure that those not eligible for Workforce Aust support are included.
4. Set up a **network or pool of quality casual staff** we can call on, and from this we could find high quality/ suitable staff that we can offer more permanent roles to.
5. Linking employment opportunities to people. Care needs to be taken that **the Jobs Hub does not 'save' the Workforce Australia** delivery model.
6. Facilitate **relationships between education providers and industry**, facilitate opportunities for industry to address / interact with large groups of job seekers or potential job seekers.
7. Linking the **multiple workforce Agencies with employers** so that the employers (particularly larger organisations) are not having multiple requests for the same thing from each agency. Providing local training to allow those within the workforce to upskill and seek promotions.
8. Refer **applicants who are honestly interested in employment** within the company instead of sending people who are just doing as required by attending interviews to fulfill obligations for government allowance, or who say they want interview experience. That is an incredible time waster.
9. Providing access to employers in that specific region. Supporting **career expo type days or sessions**. Providing communication to employers and prospective employees about opportunities.
10. Connect employers and **job opportunities with regional workers**.

Survey verbatims from stakeholders (3/3)

What roles could the Jobs Hub play to most effectively address workforce related issues in the region?

Theme # 3: Supporting businesses (Demand side)

1. Increased access to **training opportunities in each town**. Educating businesses on how to access workers and support through the Hub and the job providers.
2. In our industry, its more about **seasonal workers** not permanent so that is a focus for our business we employ about 80-100 people during our season.
3. Information about **careers and work opportunities with the AAD**.
4. **More work experience and training opportunities** within businesses for local job seekers that provide a high quality of service to expand the knowledge and experience of participants.
5. There is a large role that can be played by the Jobs hub in **promoting flexible working arrangements by employers** - including flexible hours, working from home, etc. Holistically addressing workforce issues - including supporting women to work how ever much they wish to. Through supporting quality education and childcare, supporting male care-giving, building community ethos. There are a significant number of highly qualified women who are interested in more work but are hindered by child caring roles. These can be addressed through flexible work and high-quality childcare/education.
6. **Junior/trainee roles in numerous roles** that have transferable skills on offer.
7. **Food and Beverage staff, Housekeeping staff, Kitchen staff**, administrative staff.

Theme #4: Other economic development initiatives

1. Help find **affordable housing**.
2. Advocacy with local council to **open more industrial sites** which will attract more business & employment.
3. Working with industry and local government to increase **rental accommodation and housing stock**.
4. Something also needs to be done to **entice prospective employees to move to the Huon Valley**, or at the very least work in the Huon region.

Skills shortages

According to the National Skills Commission, skills shortages in Tasmania can be found across many industries and jobs. Outlined in the graphic below are many of those occupations across the strategic growth sectors where shortages are apparent now and for which future demand is strong. Overall, the building and construction and health and human services sectors present as possessing the greater range of occupations experiencing skills shortages

Sectors in focus



Tourism and hospitality

- ✓ Hotel or Motel Manager
- ✓ Licenced Club Manager
- ✓ Bakers and Pastrycooks
- ✓ Chef and Cooks
- ✓ Bus drivers
- ✓ Tour Guides



Primary Industries

- ✓ Agronomist
- ✓ Agricultural Consultant
- ✓ Agricultural Research Scientist
- ✓ Arborists



Building and construction

- ✓ Engineering Professionals (most occupations)
- ✓ Building Inspectors and Surveyors
- ✓ Draftspersons – Civil and Mechanical
- ✓ Carpenters, Joiners, cabinet Makers
- ✓ Bricklayers and stonemasons
- ✓ Plasterers and Glaziers
- ✓ Plumbers and drainers
- ✓ Electricians
- ✓ Crane, Mobile Plant Hoist and Lift Operators
- ✓ Earthmoving Plant Operators (Graders, Dozers etc)



Manufacturing and processing

- ✓ Various ICT, Cyber and Network occupations
- ✓ Various Mechanical Occupations – Diesel, Motor
- ✓ Electroplater
- ✓ Metal casting Traders Workers
- ✓ Sheet Metal Trades Workers
- ✓ Metal Fabricators
- ✓ Fitters and Turners
- ✓ Meat Boner and Slicer, Slaughterer



Health and human services

- ✓ Pharmacists
- ✓ Dentists, Dental Hygienists, Therapists, Technicians
- ✓ Allied health – Occupational Therapists, Physiotherapists, Podiatrist
- ✓ General Practitioners
- ✓ Most, if not all hospital specialisations
- ✓ Most, if not all Registered Nurse categories and Enrolled Nurses
- ✓ Optical Dispenser
- ✓ Aged and disability carers
- ✓ Childcare and Youth Workers



Retail trade

- ✓ Retail Manager
- ✓ Hair and Beauty Salon Manager
- ✓ Hairdressers
- ✓ Beauty Therapists
- ✓ Travel Consultants
- ✓ Conveyancer
- ✓ Insurance Agent

Projected jobs outlook

Based on the current jobs in the region and the projected population growth for the Huon Valley and Kingborough LGAs, some high level approximation can be provided to point to the likely number of jobs across the various industry sectors, all else being equal. These estimates are not precise and should be taken as indicative only.

Tasmanian Employment Projections Feb 23 - Feb 28		Hobart & Southern Tasmania		Estimated Huon Valley and Kingborough 5 year Growth		
Industry	Huon Valley and Kingborough Employment 2021	Employment (Feb-23)	Employment (Feb-28)	Growth #	Growth %	#
Accommodation and Food Services	1,344	13,000	14,700	1,700	13%	176
Administrative and Support Services	533	3,800	4,400	600	16%	84
Agriculture, Forestry, Fishing	2,064	6,300	7,400	1,100	17%	360
Arts and Recreation Services	431	3,300	2,600	(700)	(21%)	(91)
Construction	1,956	13,600	14,800	1,200	9%	173
Education and Training	2,388	14,100	18,000	3,900	28%	661
Electricity, Gas, Water and Waste Services	95	2,700	2,700	0	%	0
Financial and Insurance Services	154	4,300	5,500	1,200	28%	43
Health Care and Social Assistance	1,745	23,000	25,000	2,000	9%	152
Information Media and Telecommunications	195	2,100	2,100	0	%	0
Manufacturing	1,512	7,500	6,500	(1,000)	(13%)	(202)
Mining	56	900	900	0	%	0
Other Services	711	6,100	7,200	1,100	18%	128
Professional, Scientific and Technical Services	1,323	12,400	17,100	4,700	38%	501
Public Administration and Safety	657	13,700	16,200	2,500	18%	120
Rental, Hiring and Real Estate Services	200	1,600	1,700	100	6%	13
Retail Trade	2,097	13,900	13,000	(900)	(6%)	(136)
Transport, Postal and Warehousing	433	5,700	6,100	400	7%	30
Wholesale Trade	346	2,300	2,200	(100)	(4%)	(15)
Total Industry	18,240	150,300	168,100	17,800		1,997

Chefs, cooks, customer service, front of house

Aquaculture, wineries, fruit may require middle management and 'hands-on' skills

Population growth likely to drive demand in this sector

Nurses, carers, support workers likely to be needed

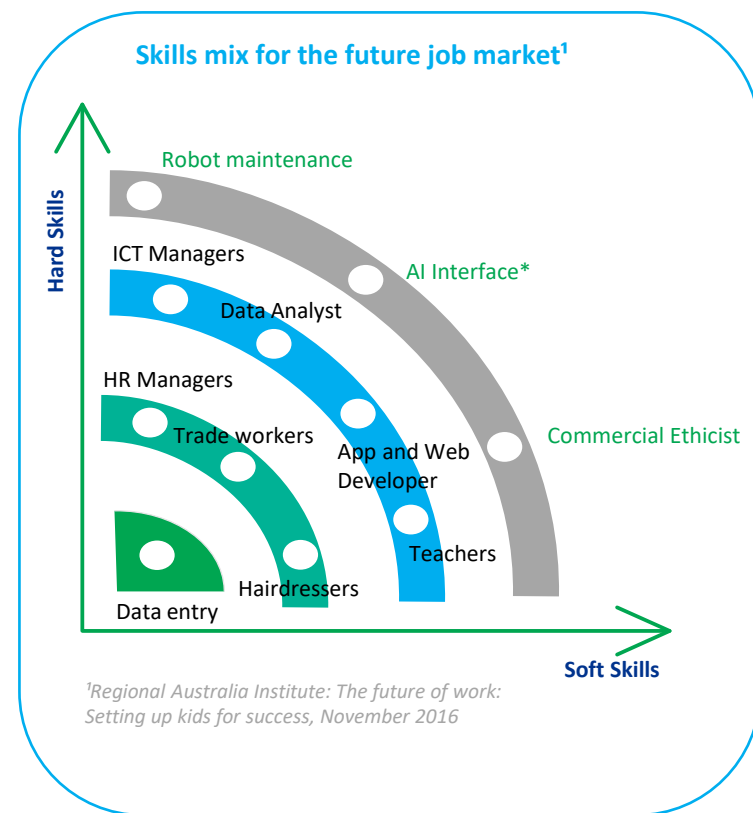
Automation may be influencing this forecast with low skilled workers despite growth in sector value added

All increases and reductions are an extrapolation of the % growth forecast for Hobart and Southern Tasmania

Estimates suggest the Huon Valley and Kingborough LGAs will need almost 2,000 additional jobs by 2028

Future work trends

An important aspect of regional workforce planning is to understand how jobs will change as technology continues to evolve and reshape jobs into the future. There are many forecasts and outlooks for SETN to monitor so as to have informed and contemporary conversations with employers and jobs seekers. Though this has not been a focus for this study, the more prominent emergence of AI, ChatGPT, Internet of Things and Industry 4.0 means that workforce planning should have regard to those inevitable forces and trends.



Higher demand jobs in 2030²

- ✓ **The Technocrats**- Knowledge workers, highly skilled, trained, and remunerated. (Electrical engineers and medical researchers)
- ✓ **The Specialist Professions**- Knowledge workers that maintain systems and deliver outcomes (Accountants, dentists, teachers)
- ✓ **The Doers**- Skilled jobs for those who 'do' (Plumbers, electricians)
- ✓ **The Creatives**- Workers driven by what pleases, not what delivers the best return (Photographers, stylists, social media)
- ✓ **The Care Givers**- Workers who provide care and support. (Social workers, beauty therapists, nannies, fitness instructors)

²*Super Connected Jobs: Understanding Australia's workforce by Bernard Salt (ex-KPMG) and nbn Co*



[OECD Future of Work - OECD](#)



[The future of work | National Skills Commission](#)

*The country's largest pub operator is tapping into the power of artificial intelligence to combat rising wage bills at its hotels, which are reporting a surge in trade as customers continue to splash the cash despite economic worries. Endeavour says it has saved \$100m through "optimisation programs" across its network of Dan Murphy's and other retail sites over the past two years, including an activity-based rostering system that uses AI and data analytics technologies to monitor staff activities and interactions, reduce employee downtime and allocate staff when and where they're most needed. Endeavour plans to roll out the system across its 353 hotels as it looks to offset the rise in labour costs resulting from post-Covid worker shortages and rampant inflation.

Industry 4.0 is revolutionising the way companies manufacture, improve and distribute their products. Manufacturers are integrating new technologies, including Internet of Things (IoT), cloud computing and analytics, and AI and machine learning into their production facilities and throughout their operations.

05

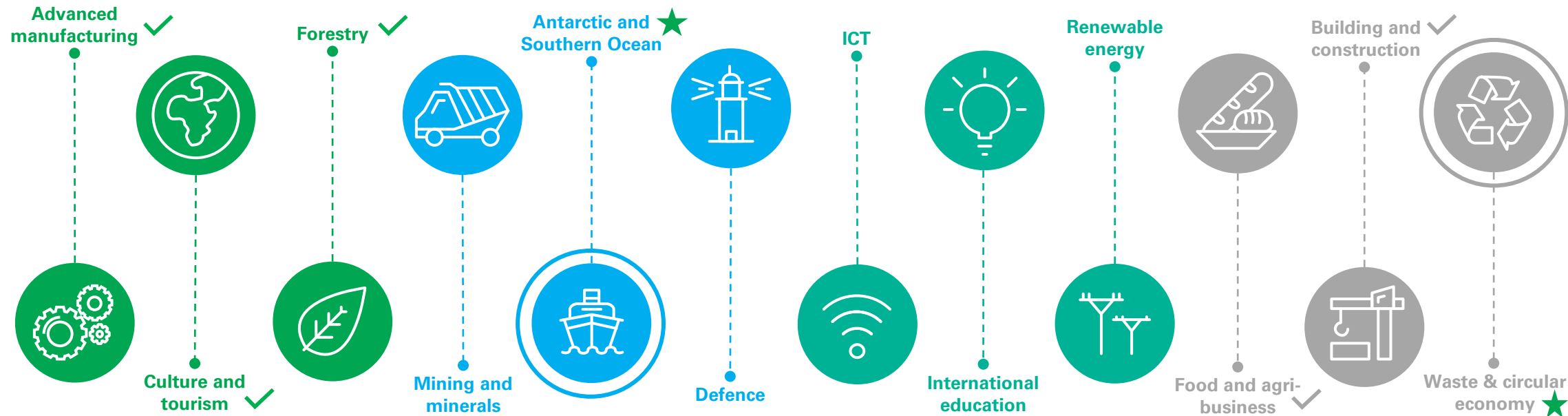
Sector focus areas



Tasmania's strategic growth sectors



The Tasmanian State Government has identified 11 strategic growth sectors. These are the sectors that have been identified as the one that will be at the forefront of the State's growth and economic prosperity into the future. This study has focussed mostly on those sectors ticked below and added to that was Retail, due to its importance to the Kingborough region. However, there are other sectors that will be relevant to SETN in this region, notably Antarctic and Southern Ocean and Waste and Circular Economy.



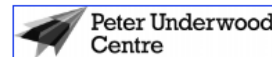
Other sectors with a significant workforce footprint and impact on the region should also stay on SETN's watch-list...

Transport and Logistics

Education and the Education Workforce Roundtable

Catholic Education

TasTAFE



Student Focused
Christ Centred
Learning for Life



[Workforce Plan 2020 – 2023 – Tasmanian Transport Association \(tta.org.au\)](http://tta.org.au)







[Education Workforce Roundtable - Department for Education, Children and Young People \(decyp.tas.gov.au\)](http://decyp.tas.gov.au)

[Strategic Vision and Priorities - Catholic Education Tasmania](#)

[Strategic Plan | TasTAFE](#)

Sector focus areas and SETN focus areas

This section presents some insights into the growth areas in the region and for Tasmania. It establishes the importance of the sector to the SETN region in terms of jobs etc. and provides some links to industry resources to enable SETN to make further inquiry. The section also provides some ideas for SETN to pursue, as summarised in the table below. Many will apply to most of the sectors, but some actions will more closely align with some sectors.

Sectors in focus		Implications for SETN						
		Establish and maintain connection with peak bodies and key employers	Remain abreast of sector specific workforce plans	Develop understanding of sector specific jobs portals	Assist sector to promulgate uptake of ASBAs	Work to facilitate to Trade Training Centre	Work with ANPs and assist with direct bridging role	Work with other bridging services to develop LLN skills
	Tourism and hospitality	X	X			X	X	X
	• Primary Industries	X		X	X	X		
	Building and construction	X	X	X	X	X	X	
	Manufacturing and processing	X	X		X	X	X	
	Health and human services	X		X			X	X
	Retail						X	X

Tourism and hospitality

Headline numbers:

\$45.2M

Value added, representing 3% of the total value added in the regions

6%

Of FTE jobs in the region

1344

Local jobs, growing by 23.5% since 2016

221

Registered business in the region, increasing by 20.1% since 2019

Sector overview

- Tasmanian Tourism and Hospitality is experiencing significant expansion and diversification. Prior to COVID-19, the industry was experiencing sustained growth and record numbers of visitors and spending.
- These trends for high growth were projected to continue and increase (from 31 March 2020) by an additional 890,000 visitors by the year 2030 up to 2,200,000 visitors.
- Tasmania's tourism industry (as at Aug-2019) is made up of around 2,100 separate businesses which directly and indirectly support around 42,000 jobs in Tasmania or about 17.2% of total Tasmanian employment.

Stakeholders & resources

- [Tourism Tasmania](#)
- [Tourism Industry Council of Tasmania](#)
- [Destination Southern Tasmania](#)
- [T21 Visitor Economy Plan 2020 – 2022 and Six Month Action Plan](#)
- [Access 2020 Five Year Air and Sea Access Strategy](#)
- [Agri-Tourism Strategy 2019](#)
- [Tasmanian Visitor Engagement Strategy 2016](#)
- [Corporate Plan 2019 to 2023 Tourism Australia](#)

Sector issues and comments

- Sourcing workers in peak seasons - seasonality
- Sourcing workers in peak seasons - seasonality
- Training programs not tailored to employer needs
- Industry not seen as a career
- Reliance on casual and part-time = under-employment
- Basic employment skills (e.g. LLN) are low
- Inadequate partnerships between education, training providers and the industry
- Access to affordable accommodation
- Transport barriers to access employment
- Bias towards female employees
- Shortage of Chefs and Cooks
- Lack of specific skills to support emerging markets

- “
- ✓ “Seasonality is our biggest workforce issue, finding short term, local staff”
 - ✓ We’re moving from reliance on backpackers to develop a nucleus of locally based staff in the Huon Valley”
 - ✓ International visitors are slow to return – we’re back to 70% of pre-pandemic visitors”
 - ✓ “The Huon Valley needs to become more of an overnight destination – not just day trips and so needs more accommodation for visitors and workers”
- ”

SETN priorities

1. Maintain close relationships with the tourism and hospitality peak bodies and local industry representatives to remain abreast of local issues and opportunities
2. Position SETN to work closely with TasTAFE, other RTOs and the Trade Training Centre to optimise utilisation of that resource and roll-out custom designed short courses needed by the sector

Health care and human services

Headline numbers:

\$171.5M

Value added, representing 10% of the total value added in the regions

9%

Of FTE jobs in the region

1745

Local jobs, growing by 19.8% since 2016

261

Registered business in the region, increasing by 19.2% since 2019

Sector overview

- Growing demand for care due to ageing of population
- High levels of disability and poor health indicators to put greater pressure on demand for workforce
- Increase in need for improved dementia care
- Growing demand for mental health support services
- Trend towards more services to support homecare rather than institutional care

Stakeholders & resources

- [Long-Term Plan for Healthcare in Tasmania 2040](#)
- [Digital Health Transformation - Improving Patient Outcomes](#)
- [Quality and Safety Framework - Tasmanian Department of Health](#)
- [Health Service Establishments Regulations 2021](#)
- [Australian Medical Association](#)
- [Public Health Association of Australia](#)
- [Tasmanian Drug Strategy 2023-2028 | Tasmanian Department of Health](#)

Sector issues and comments

- The ageing of the workforce
- Higher reliance on part-time and casual labour
- Basic employment skills (e.g. LLN, communication) are low for many seeking lower level positions
- Generally tight funding to the sector impacts capacity to pay employees competitive rates
- Need to embrace new technologies to improve labour efficiency
- Social support services not attractive as a career
- High reliance on part-time and casual labour
- Bias towards female employees
- Shortage of registered and enrolled nurses

“

- ✓ *The sector has an ageing workforce and has become more reliant on migrant worker to fill critical workforce gaps”.*
- ✓ *“There is stiff competition between service providers for scarce labour resources”*
- ✓ *Some parts of this sector are being squeezed by federal government funding, which could lead to more mergers”*
- ✓ *A Labor government would spend \$1m to boost the training of Tasmania’s nurse practitioners to help ease the strain on the state’s health system The Mercury 14 June 2023)*”

SETN priorities

1. Build a clear understanding of the growing demand for services and associated jobs needs in the sector
2. Dovetail in with existing jobs portals to place job seekers with employers
3. Develop programs to minimise language barriers for immigrant care workers

Building and construction

Headline numbers:

\$170.1M

Value added, representing 9% of the total value added in the regions

12%

Of FTE jobs in the region

1956

Local jobs, growing by 18.0% since 2016

879

Registered business in the region, increasing by 16.4% since 2019

Sector overview

- Growth in new social housing and renewal/ maintenance of government houses transferring to the community sector
- Apprenticeship numbers will need to grow to cover for aged workers leaving the sector and to respond to demand
- Traditional apprenticeship models are becoming less attractive to the ageing industry and may affect labour demand and supply
- Rising construction costs are slowing residential construction building applications
- Wage subsidy reform is making apprentices/trainees less attractive to employers

Stakeholders & resources

- [Master Builders Tasmania](#)
- [Tasmanian Independent Builders Association](#)
- [Industry Associations | Business Tasmania](#)
- [Apprenticeships & traineeships | Skills Tasmania](#)
- [Civil Construction Industry Workforce Plan 2019-2025.pdf](#)
- [Tasmanian Building Group Apprenticeship Scheme](#)
- [Apprentices and trainees | TasTAFE](#)
- [Consumer Building and Occupational Services](#)
- [Tasmanian Building and Construction Industry Workforce Action Plan - March 2021.pdf](#)

Sector issues and comments

- The industry responds to demand which causes employment levels to fluctuate over short periods
- Need to import skills from mainland to fill supply gaps
- Inadequate literacy and numeracy of candidates seeking jobs
- Access to trade training and the four years required to be qualified.
- The Tasmania completion rate for apprentices and trainees who commenced in construction trade occupations in 2014 is 64.2% (50.1% nationally)
- Competition from other industries for labour
- Attracting females to the industry in general
- Current skills shortages – bricklayers, plasterers

“

- ✓ *“Some job seekers and workers just need assistance with basic life skills”*
- ✓ *“The reduction in wage subsidies have made it harder to place apprentices”*
- ✓ *“The industry will advance in its use of innovative processes and technologies, such as low emission concrete and circular economy inspired re-processes of waste streams”*

”

SETN priorities

1. Keep abreast of the initiatives being pursued by the industry peak bodies and major stakeholder groups to understand their issues and sector specific workforce initiatives.
2. Work with DECYP and the Apprenticeship Network Provider to develop knowledge and capability to support businesses to take on apprentices including Australian School based Apprentices in the sector

Manufacturing and processing

Headline numbers:

\$166.8M

Value added, representing 9% of the total value added in the regions

9%

Of FTE jobs in the region

1512

Local jobs, growing by 24.8% since 2016

254

Registered business in the region, increasing by 13.9% since 2019

Sector overview

- Primary issues include the increasing pressure on technological advancement in the industry.
- Some traditional manufacturing industries have suffered recent declines.
- Growth in high-value advanced manufacturing has contributed to the greater importance of the sector as a whole to the Tasmanian economy.

Stakeholders & resources

- [Tasmanian Advanced Manufacturing Action Plan 2024](#)
- [Growing Tasmanian Agriculture, Research, Development and Extension for 2050](#)

Sector issues and comments

- Basic employment skills (e.g. LLN, communication) are generally low. Industry not always seen as a career for some lower entry level positions, albeit pathways can exist for the right workers
- Low attractiveness for higher skilled labour
- Outside of graduate programs, there is limited opportunities for students to adequately educate themselves without work experience.
- Higher paid jobs in this sector are tending to go to people who live outside the local region with desired experience and skillsets.
- Industry tends to not attract as many female workers
- Workers require their own transport to access employment
- Schools no longer offer aquaculture certificate locally

“

- ✓ *We would like to offer training in food processing, but there are no qualifications, so we focus on internal training”*
- ✓ *We aim to double our business but increase our workforce by 40% but moving to more automated product handling processes’*
- ✓ *There is a risk of losing valuable migrant workers due to the high cost of living, lower wages compared to the mainland, shortage of housing and no recognition of prior learning from counties”*

”

SETN priorities

1. Maintain close relationships with the peak bodies and local industry representatives to remain abreast of local issues and opportunities
2. Position SETN to work closely with TasTAFE, other RTOs and the Trade Centre to optimise utilisation of that resource and roll-out custom designed short courses needed by the sector

Primary industries (Agriculture, Forestry, Fishing)

Headline numbers:

\$427.7M

Value added, representing 24% of the total value added in the regions

13%

Of FTE jobs in the region

2064

Local jobs, growing by 10.1% since 2016

470

Registered business in the region, declining by 2.3% since 2019

Sector overview

- The food and agriculture sector produces a surplus worth in excess of \$4.3 billion in interstate and overseas sales. Tasmania's food export value has increased by 24 per cent in 2019-2020 to a record of \$954 million reaching now over 80 countries across the globe.
- Changes to the aquaculture industry as major players explore growing their land based aquaculture farming to retain their social license to operate.
- As international travel and migration return back to historical numbers, the availability of seasonal workers may increase from previous years.
- Recent concerns about job losses in the forestry sector due to changes in policies toward native forest logging in some interstate jurisdictions.

Stakeholders & resources

- [Tasmanian Salmonid Growers Association](#)
- [Wine Tasmania Strategy Plan 2021-2023](#)
- [Tasmanian Salmon Industry Plan 2023](#)
- [Farming In Tasmania - Tasmanian Farmers and Graziers Association](#)
- [Fruit Growers Tasmania](#)
- [Tasmanian Seafood Industry Council](#)
- [Login | Seafood Jobs Tasmania](#)
- [TFFPN WDP V2.1 210823 Revised](#)

Sector issues and comments

- Local pickers are difficult to find and retain.
- High reliance on seasonal workers
- Unattractive as long term career option for some of the entry level jobs.
- Employees require own transport
- Some anti-salmon sentiment may deter some job seekers and slow expansion plans
- The salmon industry is making huge investments in R&D and higher order IT skills will be needed to replace more manual tasks

- “ ✓ “Since the aquaculture program in the high school closed, there is no throughput from the school into the sector.”
- ✓ “25% of employees in the region are in the aquaculture industry – our business has 60-70 positions open from entry level through to executive”
- ✓ “The Trade Training Centre throughput of trainees has dropped from 15 due to the departure of a key resource in that facility”
- ✓ “The matching of qualifications held by immigrants to Australian requirements can disadvantage some job seekers”
- ”

SETN priorities

1. Foster close relationships with the major employers in the agriculture, forestry and fishing/ aquaculture sectors to more deeply appreciate their workforce challenges and co-design industry specific solutions
2. Review and monitor the various industry resources linked above to understand industry forces and trends that may have impacts on the workforce in the region.
3. Work closely with the DECYP Trade Training Centre to optimise utilisation of that resource and roll-out custom designed short courses needed by the sector

Retail Trade

Headline numbers:

\$123.4M

Value added, representing 7% of the total value added in the regions

11%

Of FTE jobs in the region

2097

Local jobs, growing by 20.9% since 2016

263

Registered business in the region, increasing by 17.4% since 2019

Sector overview

- Many new technologies impacting the way people interact with the retail sector and put pressure on 'traditional' retailing.
- High inflation and rising cash rate is reducing consumer confidence and discretionary spending.
- New shopping centre proposed for Kingston will require a number of new jobs in the retail sector and food services.

Stakeholders & resources

- [Tasmanian Trade Action Plan 2022-23](#)
- [Australian Retail Association](#)

Sector issues and comments

- Large brands/chains tend to attract, train and retain employees effectively.
- Smaller stores have challenges finding staff with the right skills and attitude.
- Smaller stores rely more on on-the-job training and many employees don't succeed, which increases turnover.
- Fundamental skill sets not likely to materially change over the next 5 years

SETN priorities

1. Working with other LLN providers, facilitate the delivery of pre-employment and coaching to job seekers to develop language, literacy and numeracy skills
2. Connect with major retailers in the region to more deeply appreciate their workforce challenges and co-design industry specific solutions
3. Connect with the major fast-food chains in the region to understand their approach to recruitment and training of students through traineeships and ASBA's

06

Huon Valley in focus



Huon Valley at a glance

The deep dive into the Kingborough LGA, with a focus on workforce related indicators and local stakeholder insights points to a region that has a bright future, but is experiencing some workforce related supply challenges.

Strengths/ opportunities

- ✓ Strong performance on recent demographic, economic and jobs related indicators (see pages that follow)
- ✓ Favourable population growth outlook, which would see growth of around 3,000 by 2042 up to 22,025 (medium series)
- ✓ An unemployment rate that is on par with the Tasmanian average
- ✓ A favourable trend in the achievement of higher educational attainment
- ✓ An addition of almost 1,800 jobs since 2004
- ✓ Growth in most industry sectors and a strong base of jobs provided by the education sector
- ✓ The local workforce ratio is 57-67% in the Huonville, Cygnet, Geeveston suburbs/ towns, strong local job containment
- ✓ Prospect for MONA development at Ida Bay to be another attraction to the region
- ✓ Region is generally well served on many of the local 'liveability' factors, but some challenges due to expansive land area, remoteness, low population density
- ✓ Trade Training Centre asset available to support high school students advance their trade skills

Weaknesses/ threats

- ❖ A population age profile that is older than the Tasmanian average, suggesting higher reliance on health care services and lower participation in productive work
- ❖ Some historical decline in the construction and retail trade sectors
- ❖ Lower participation rate than the Tasmanian average points to under-utilised labour resources in the region, with suggestions of pockets of inter-generational unemployment
- ❖ Travel distances, fewer public transport services and greater need to support learner drivers
- ❖ High reliance on primary industries as a major employer, including the aquaculture and forestry industries, which at times, have been under social licence pressures
- ❖ Higher median house prices and growing attraction for life-style change in the Huon Valley with rising interest rates may impact discretionary expenditure
- ❖ Trade Training Centre utilisation may be sub-optimal and not able to currently support the aquaculture sector due to having lost a key person

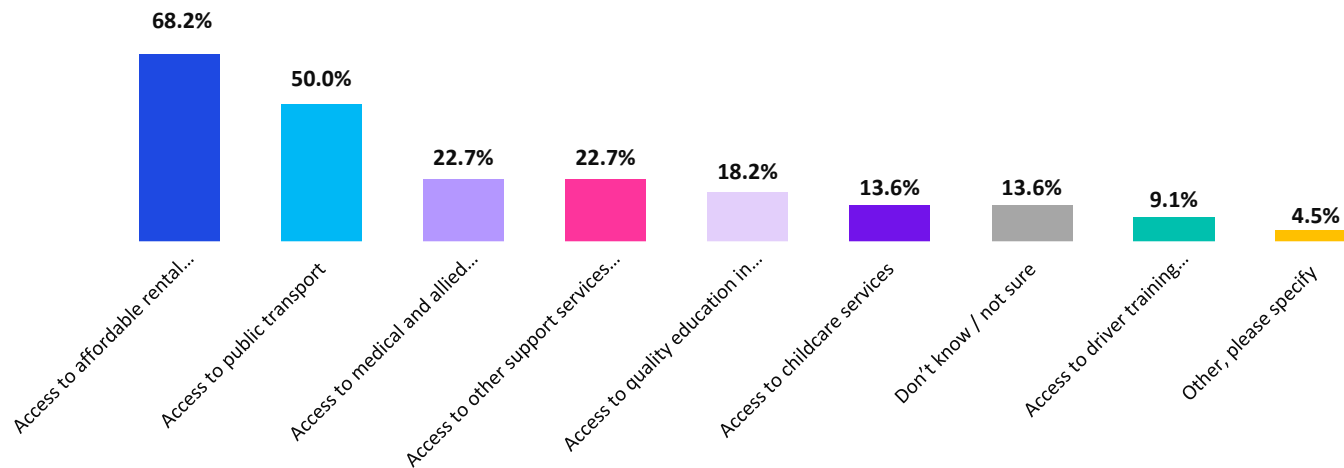
Implication for SETN interventions

1. **The survey results extracted for respondents from the Huon Valley point provide insights that are broadly consistent with the overall regional results.**
2. **The key point of difference was heightened concerns about broader regional workforce barriers, especially housing, transport and services needed to support residents (health care and child care)**
3. **Lower participation and some higher levels of social and economic disadvantage point to scope for targeted job seeker and bridging service interventions in collaboration with other bridge builders in the region**
4. **Scope to work collaboratively with the Trade Training Centre to optimise utilisation and expand course offerings to target industry needs**

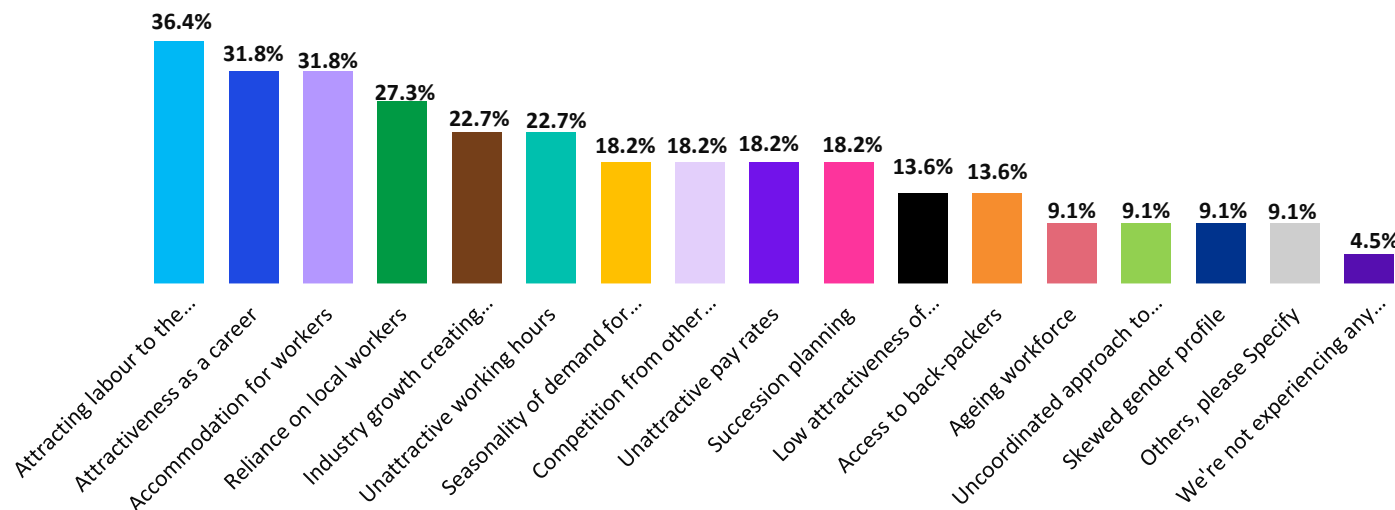
Overview of Huon Valley Survey

The survey of businesses has been analysed from the perspective of respondents that identified as being based in the Huon Valley LGA. Some differences from the combined responses for the entire SETN region can be identified.

Q11 What are key barriers to attracting workers into your region?



Q6 What are the main workforce supply challenges your organisation / industry faces today?



Huon Valley survey overview

Key barriers to attracting workers into the region

Access to affordable rental housing is the biggest barrier to attracting workers to the Huon Valley, with 64.8% of respondents identifying this as a key barrier for the region. An overview of the Huon Valley housing market can be seen on [page 55](#).

The other key barrier to attracting workers into the region was identified as **access to public transport**, with half of responses selecting this as a key barrier. Access to transport has been noted as a key barrier in a variety of key sectors, creating barriers for prospective employees without their own transport.

Workforce Supply issues

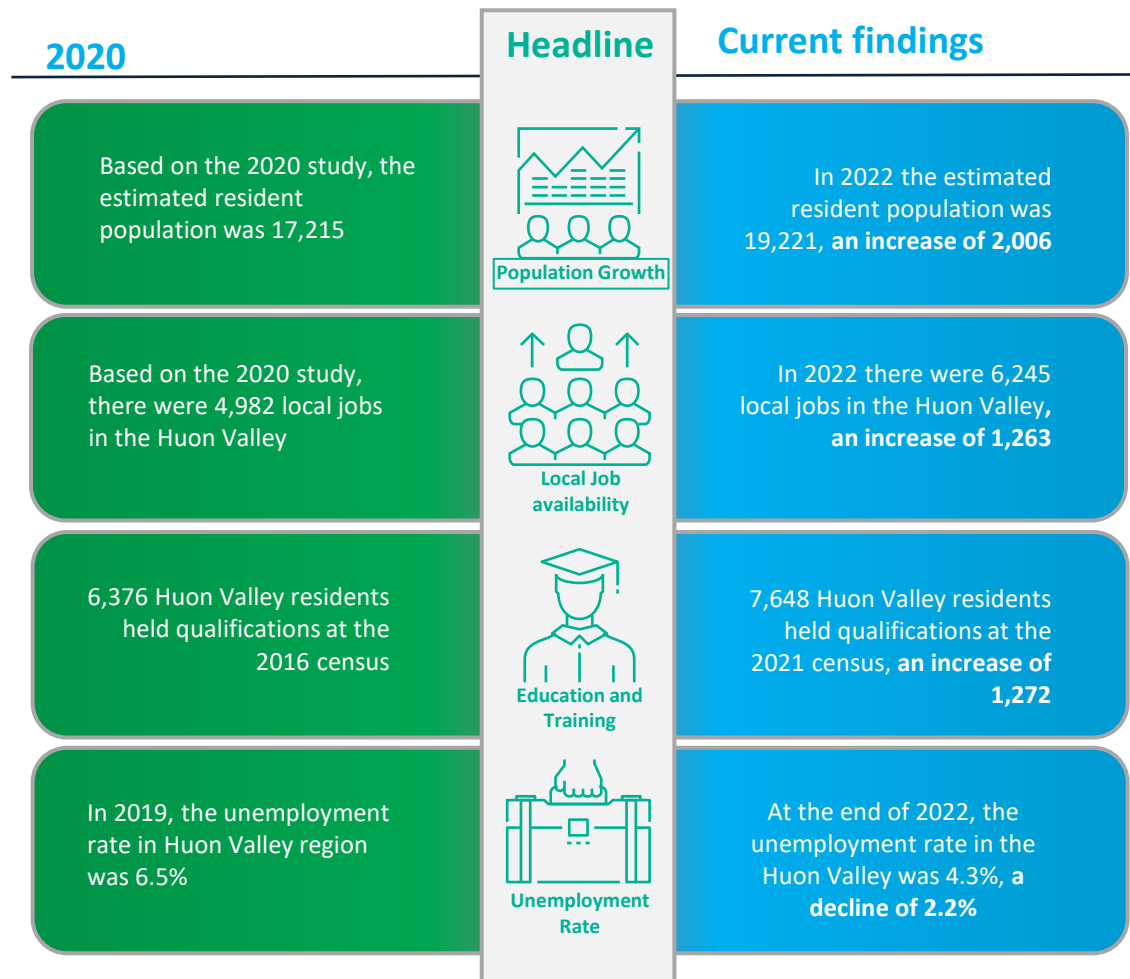
Attracting Labour to the Region has been identified as the most common workforce supply issue in the region, with 36.4% of responses indicating this as an issue in their supply of workers. Combined with the **31.8% of respondents indicating accommodation for workers** as the second most common workforce supply issue in the region.

This is consistent with a high proportion of respondents having a **high reliance on local workers**, as more regional locations rely more heavily on their local workforce ([see page 28](#)).

Attractiveness as a career can be contributed to the lack of diversity of industries and a higher density of hospitality and retail positions.

Headline changes since the 2020 study

One of the study objectives was to review the current Huon Valley Workforce Planning Study and update to reflect any changes relevant to a post COVID-19 context. In summary, much of what was found back in 2020 is not materially different in 2023. Most notably the COVID-19 pandemic and the associated responses and stimulus measures have returned to a more normal state.



Headline findings then and now

At a headline level, the 2020 study concluded:

1. The Huon Valley has been in good shape, with generally favorable economic and employment indicators.
2. Demand for jobs is forecast to grow and a range of new skills will still be needed to meet the needs of employers, once the economy returns to its former growth trajectory.
3. There is scope for employers, peak bodies, employment facilitators, educators and institutions to work even more closely to drive the untapped potential in the Huon Valley and address some of the inter-generational challenges that continue to beset the region.

The selection of headline data points shown suggest Huon Valley has continued its favourable social and economic trajectory.

However, this study has found that many of the workforce challenges facing the Huon valley region then, most notably a tight labour market, has only worsened.

Ongoing high demand for workers has been fueled by the economic reliance of the region and its popularity as a place to live and work.

Local economic development strategies

The regional workforce planning studies have consistently found that the broader regional development strategies can play a major part in the attractiveness of a region to live and work. Outlined below are some of the key features of those strategic documents, from which some potential implications for workforce supply, demand and bridging interventions have been drawn. These insights can link to SETN's strategic and action planning.

Economic Development Strategy Headlines

The Huon Valley Council released an Economic Development Strategy 2015-2020. The development strategy outlined the Council's strategic direction for the 5-year period in relation to delivering economic development outcomes for the community.

The Economic Development Strategy comprised of industry research, consultation with the Huon Valley Economic Development Advisory Committee and comments from the local community on a discussion paper prepared in 2015.

Trends that were identified and considered as part of the development of the strategy included:

- The diverse industry base (see page 41)
- The increasing population profile (see page 19)
- Ageing population (see page 19)
- School retention rates (see page 26)

The objectives of the strategy included:

- Enhancing high quality tourism experiences and services in the region
- Enhancing the attractiveness of the region as a location for business and investment
- Leveraging the Huon Valley's location for attracting residential and business investment.
- Supporting existing primary production sector and the transition into innovative and non-traditional practices
- Enhancing the Huon Valley's reputation nationally as a creative region

Implication for SETN interventions

1. **Increasing population will stimulate local demand for goods and services and drive demand for workers, grow existing businesses and attract new businesses to start-up**
2. **Acknowledgment of ageing population will put further demands on already strained aged care services**
3. **Acknowledgement of issues with school retention rates can motivate supply side interventions that keep students engaged through years 8-12**
4. **Focus on attracting residential and business investment should have a focus on unlocking land and stimulating the supply of affordable housing in the region. SETN may be able to advocate from its perspective**
5. **Reference to tourism and primary industries confirm the ongoing importance of these sectors to the Huon valley and these should remain as a focus for SETN's engagement**

Huon Valley data headlines

The study has explored more deeply, the broader demographic, economic and workforce related attributes of the Huon Valley and Kingborough LGAs. Summarised below are the key data points relating to the Huon Valley. Further detail behind this summary is presented in this section.

Population and demographic



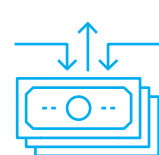
15.85% forecast population growth

Between 2022 and 2042



13.56% estimated resident population growth

Between 2016 and 2021 Census



0.60% of total DSS payments

As of December 2022, the percentage of Tasmania's total DSS payments that are received by Huon Valley residents



25.7% of residents have a Bachelor Degree or higher

Tertiary education and Cert III & IV have trended upwards in the region, whilst residents with no qualification has trended downward



Economic performance



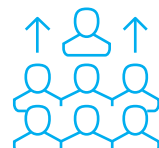
3.22% GRP Compound annual growth rate

Between 2011 and 2021, which is above the Tasmanian CAGR over the same period



4.2% Unemployment

As of September 2022 ABS quarterly report. Unemployment has been trending down since 2017



24.9% Increase in local jobs

Between 2015-2022. The Huon Valley has experienced steady increases in recent years



53.5% of residents participate in the labour force

This is lower than the Tasmanian participation rate, however it is consistent with the older age demographic of the region



Local jobs and employment



4.0% growth in Agriculture Forestry and Fishing Jobs

Between 2015 and 2022. This is the largest employment industry in the region, representing 24.0% of total jobs



24.8% growth in Manufacturing

Between 2015 and 2022. Manufacturing jobs represent 9.3% of total jobs in the region



30.1% growth in Construction jobs

Between 2015 and 2022. Construction jobs represent 8.0% of total jobs in the region



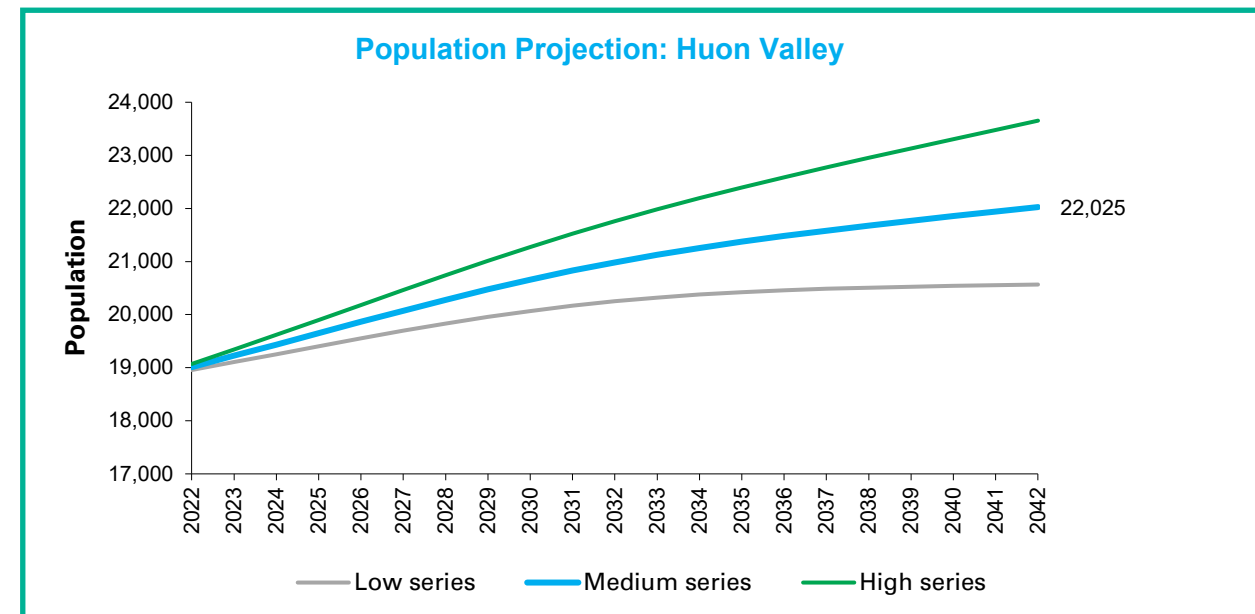
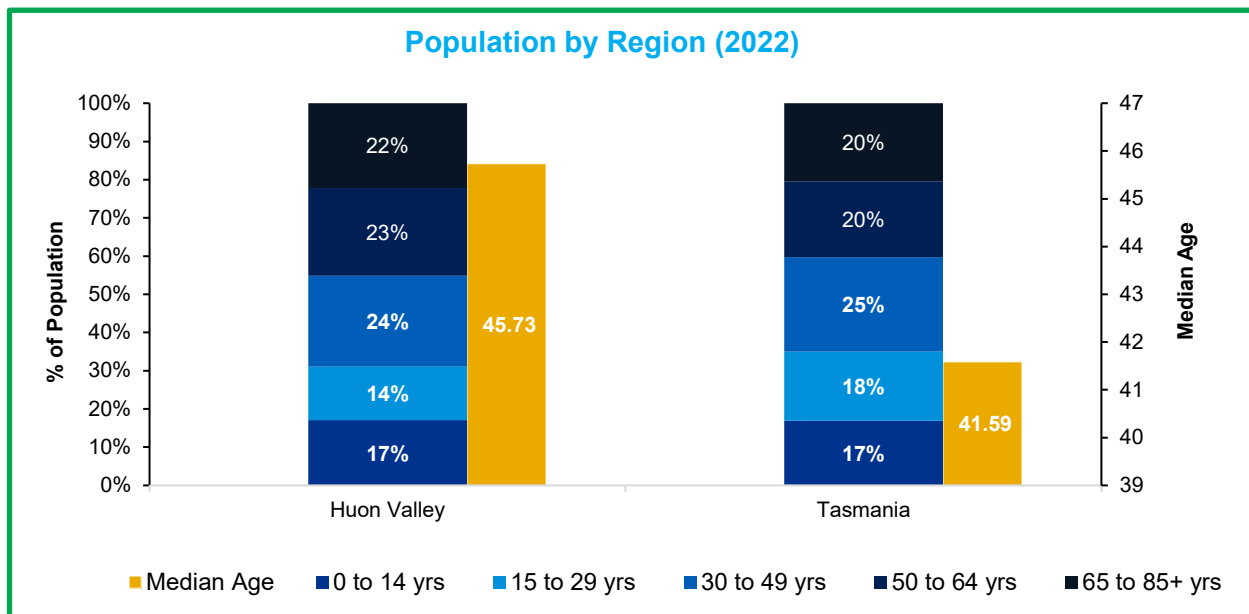
13.4% Decline in Wholesale Trade jobs

Between 2015 and 2021. Wholesale trade now only represents 1.6% of total jobs



Population projections and demographics – Huon Valley

The Huon Valley region has an older age demographic than Kingborough and Tasmania as a state, however the population is projected to increase by 15.85% over the next 20 years, compared to Tasmania’s 5.81% projected increase over the same period.



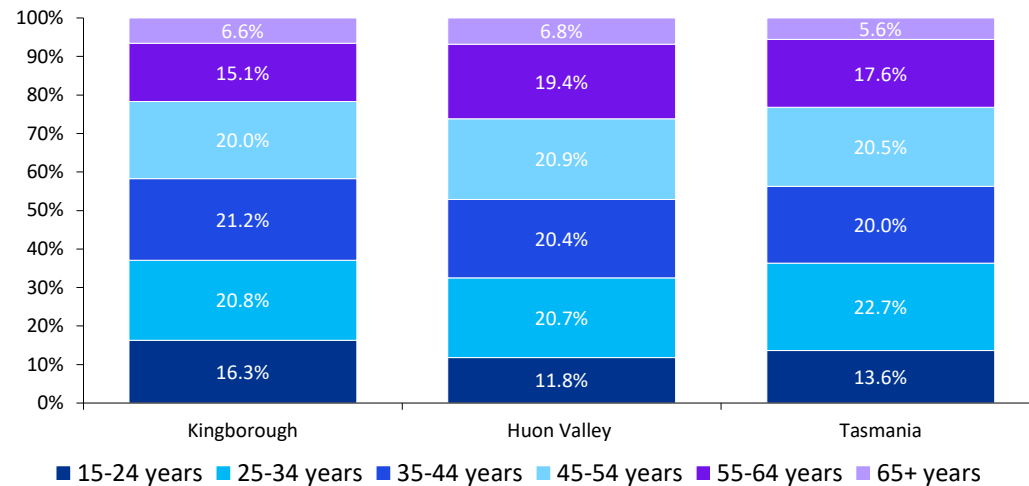
Overall, the Huon Valley has an older age demographic compared to Kingborough and Tasmania. The Huon Valley median age is higher (45.73) than the Tasmanian median age. The Huon Valley has a higher proportion of residents in the 50-64 year age group and 65+, that may no longer be participating in the workforce.

According to Treasury Projections, the population in the Huon Valley region is projected to grow strongly in all series. The medium series projection shows Huon Valley’s population increasing by 15.85% over the next 20 years. The Tasmanian population is projected to increase 5.81%, based on the same medium series projections. Similar to the Kingborough region, the projections for the Huon Valley are significantly higher than the Tasmanian population projections, which may increase the local employment opportunities in the region.

Workers age profile overview

VET enrolments trended downwards from 2017-2020, before rebounding in 2021. In the Huon Valley region, private training providers and TAFE providers make up the majority of enrolments in the Huon Valley. Certificate level III represents 49.91% of enrolments in the region.

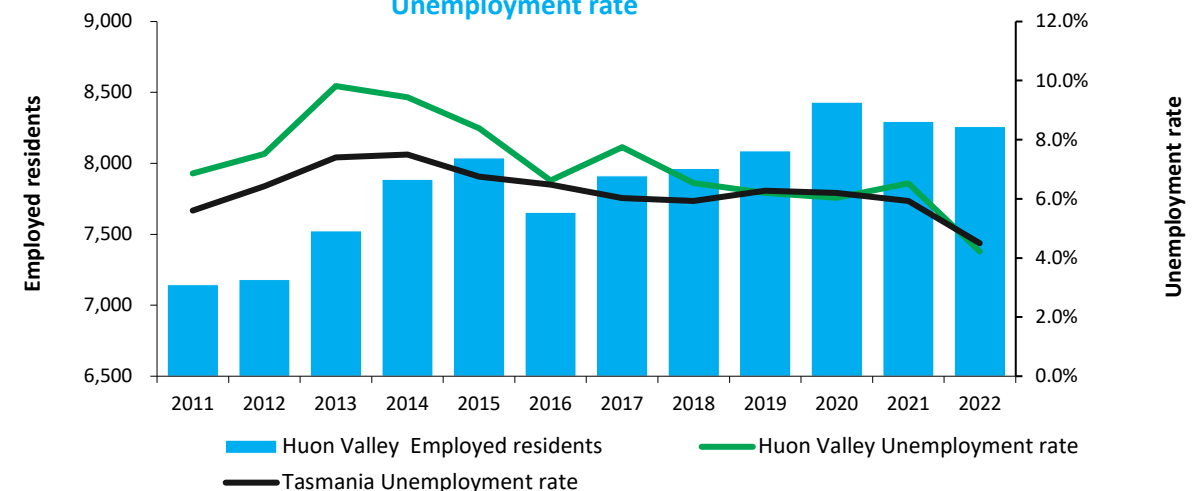
Workers Age Profile



The resident workers age profile is consistent with age demographics in each region. In the Kingborough region, younger people (15-24) make up a larger proportion of employed residents than the Huon Valley or the rest of Tasmania. This may be attributed the large number of service related jobs in the region that typically employ younger people e.g. retail, hospitality and fast-food. In the Kingborough region, 32.9% of retail workers are represented by the 15 to 24 year old age demographic. The Huon Valley has a higher proportion of workers between 55 and 64 years of age, which is consistent with the older demographic in the region. Younger people represent the smallest proportion of resident workers, which is inline with the lower proportion they represent of residents in the region, as well as the nature of jobs available in the region.

Since 2017, the Huon Valley has seen a consistent overall growth in the employed resident population. Over the 10-year period, the Huon Valley unemployment rate started above the Tasmanian unemployment rate, however as the employed residents number has increased, as well as the Huon Valley's GRP, the unemployment rate has declined and as of 2021, was comparable to the Tasmanian unemployment.

Huon Valley: Employed Residents and Unemployment rate

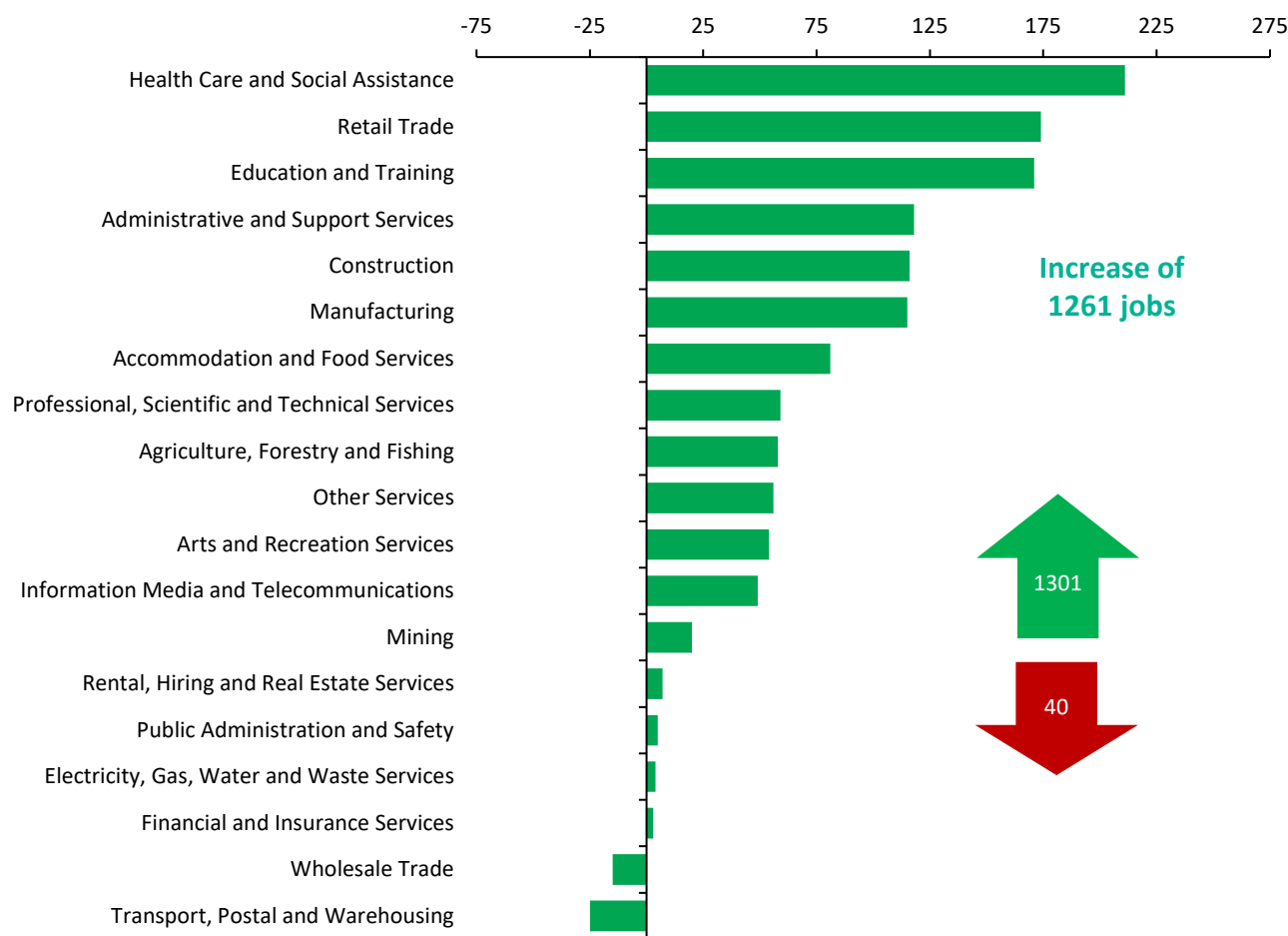


ABS Community profile, accessed 17/02/2023 <<https://www.abs.gov.au/census/find-census-data/community-profiles/2021/LGA63610>>

Workforce – Huon Valley

Huon Valley employment has increased from 4,946 employees to 6,246 employees, a rise of 26.3% from 2014/15 to 2020/21. The industries with the most employment change include manufacturing (45.1% increase) and agriculture, forestry and fishing (11.7% increase). Both financial and insurance services and administrative and support services held steady.

Huon Valley Change in Employment (2015/16 to 2021/22)



Manufacturing (increase)

Manufacturing increased by 115 employees, a rise of 24.8%.



Agriculture, forestry and fishing (increase)

The Huon Valley region is known for its farms, fruits and wine of which attract agritourism and supply produce across Australia. Despite the COVID-19 pandemic, of which many overseas workers could not enter Tasmania, locals helped fill staff shortages. Salmon farming giants, Tassal and Huon Aquaculture, both located within the Huon Valley region have and continue to experience significant growth, both nationally and internationally. In 2014 Huon aquaculture launched its innovative controlled growth strategy of which required new research and development, pens, boats and technology as well as the construction of a \$35 million new hatchery. Between 2020 and 2021 employees grew from 712 to 831. The growth experienced by Huon and Tassal and the increase in agritourism has required the expansion of employees, contributing to the 4.0% increase of Huon Valley employment between 2014-2021.



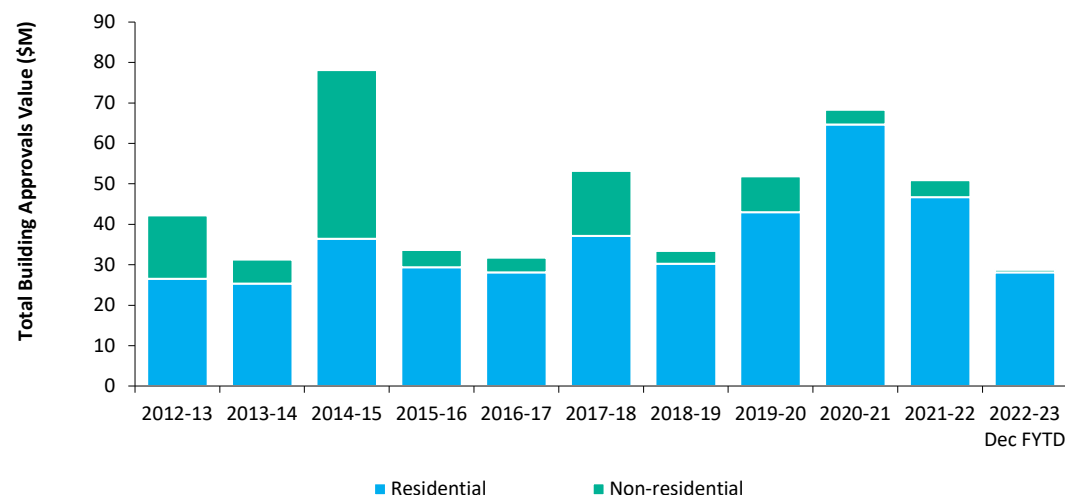
Construction (increase)

Construction increased by 116 employees, with an increase of 30.1%.

Housing affordability and development

Home prices have generally trended upwards whilst days on market has generally decreased, indicating a competitive housing market in the Huon Valley. Residential building approvals have trended downwards in the region from highs during 2020/2021.

Huon Valley Value of Building Approvals



Building approvals

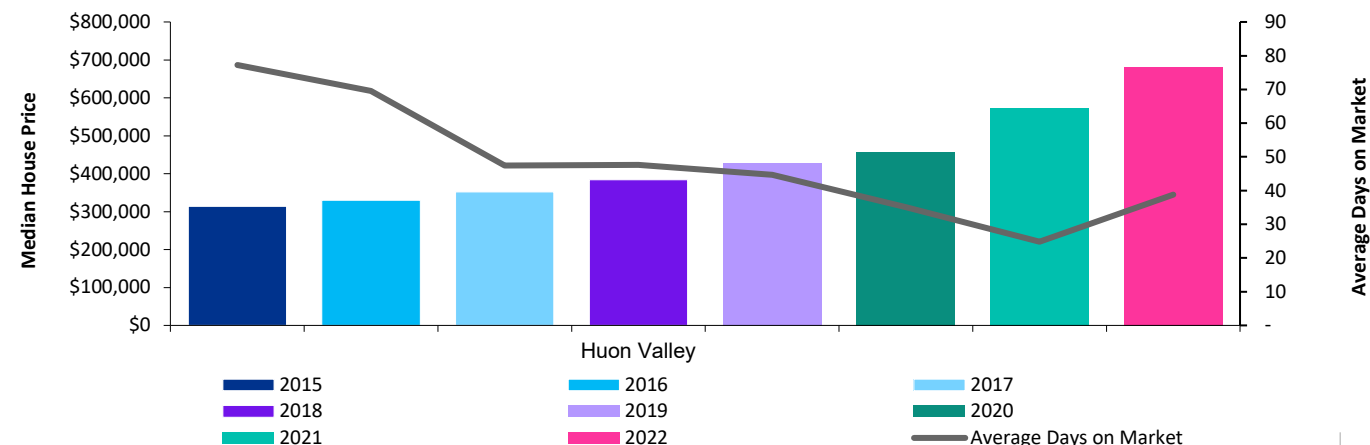
- 79% of the value of building approvals in the Huon Valley is attributed to residential construction. 2014-2015 saw the only year where the value of the non-residential building applications was greater than residential.
- The residential sector showed a general upward trend over the period, with some fluctuations.
- The highest residential figure was in 2020-21, with \$64.6M, followed by 2021-22 with \$46.7M, indicative of the effects of government stimulus such as the HomeBuilder scheme.
- The non-residential sector showed a general downward trend over the period from the highs of 2014-2015, with some fluctuations.

Median house price

House prices in the Huon Valley have trended upwards, whilst days on market have trended downwards prior to 2022. 2021 saw the largest percentage growth in property prices, with the median house sale price increasing by 25.30%. Between 2015 and 2022, the median house sales price has increased 117.1% across all suburbs in the Huon Valley. The increase in house prices and decrease in days on market indicate a strong a housing market. Such strong growth in the housing market can contribute to barriers to entry into the region as affordable housing can not be accessed.

The average resident worker income in the Huon Valley recorded in the 2021 Census was \$58,975, meaning that the average home price in the region is now 11.54 times the average annual income.

Median Price of Houses Sold - Huon Valley

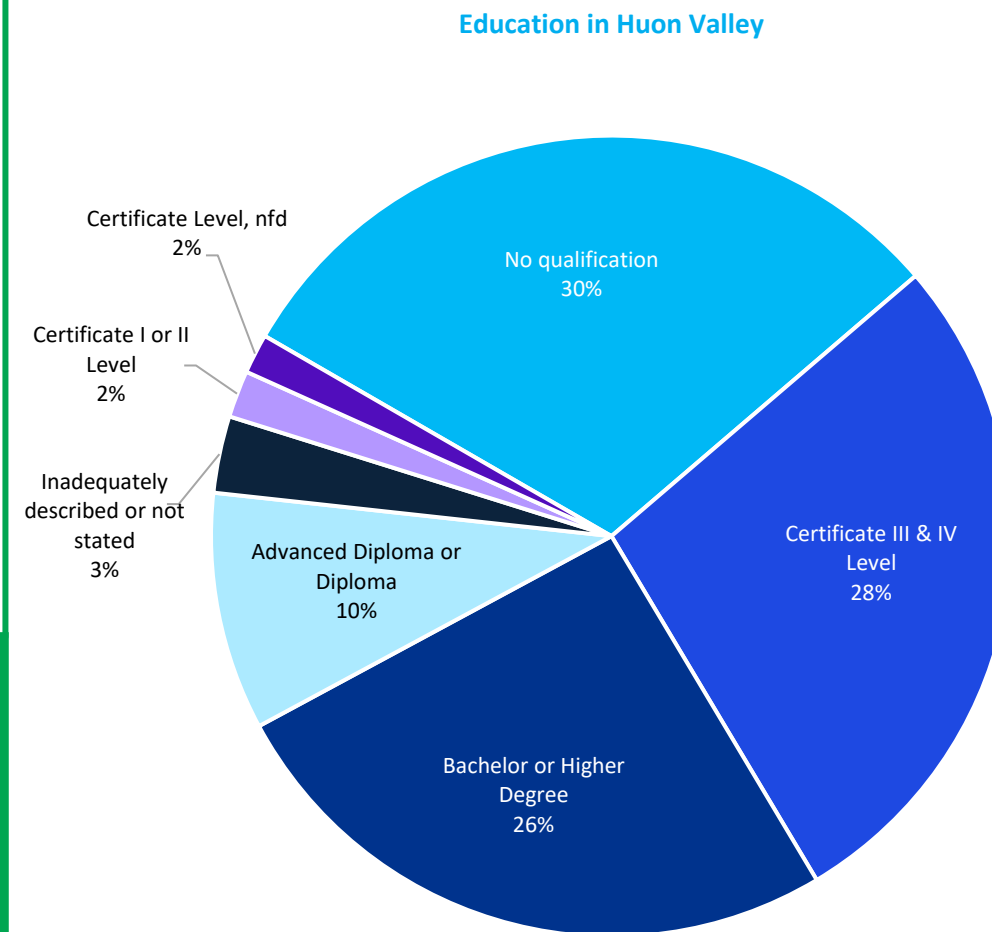
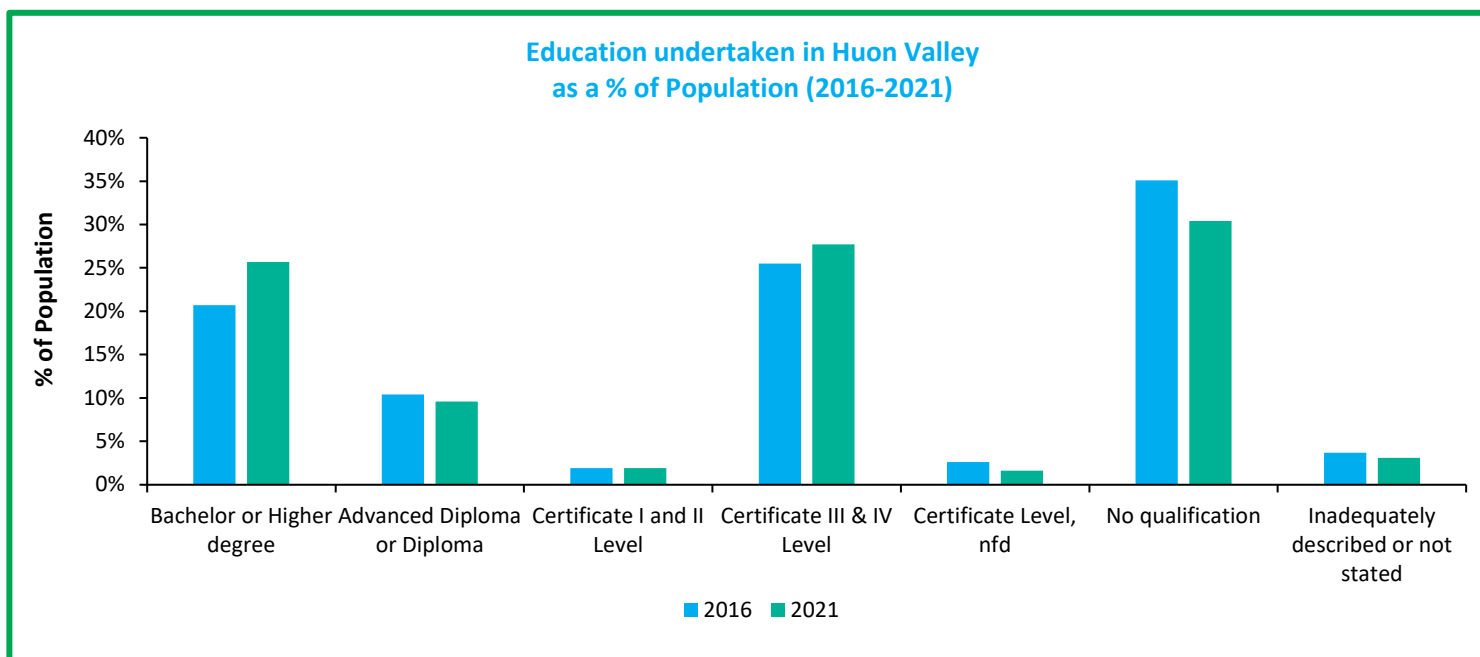


REIT Property Sales Report by Suburb, accessed 11/04/2023 <<https://reit.com.au/Market-Facts/Suburb-Reports>>

ID Community, Value of Building approvals, accessed 8/03/2023 <<https://economy.id.com.au/tasmania/value-of-building-approvals?WebID=280>>

Qualifications – Huon Valley

Since 2016, the proportion of residents with a Bachelor degree or higher as well as Certificate level III and IV have increased. The proportion of residents with no degree has declined since 2016. As the population has increased, a larger proportion of residents have obtained formal qualifications



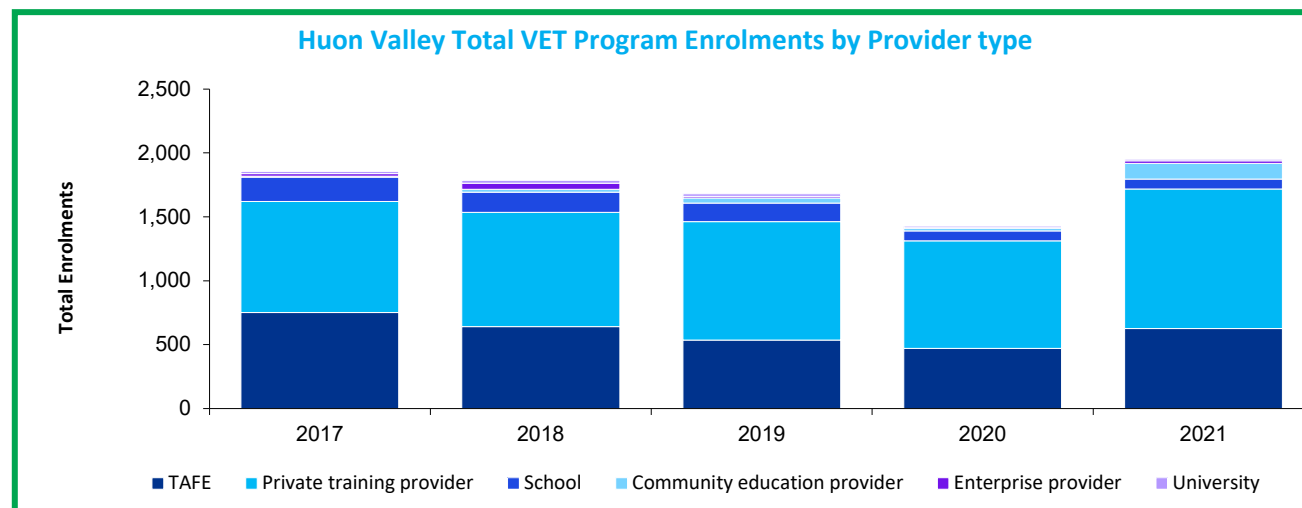
Overall, the proportion of Huon Valley resident workers that have undertaken education has increased. As a population, the representation of those without a qualification has decreased from 35% in 2016 to 30% in 2021.

The proportion of resident workers that have obtained a Bachelor degree or higher has seen significant growth, increasing by 49% in total obtainment since 2016. Resident workers with a Bachelor degree or higher represented 26% of the population in 2021.

This indicates that whilst population has increased, more residents have obtained formal qualifications as a proportion of population, and 'no qualification' as a proportion of population is trending downwards.

Vet enrolments – Huon Valley

VET enrolments trended downwards from 2017-2020, before rebounding in 2021. In the Huon Valley region, private training providers and TAFE providers make up the majority of enrolments in the Huon Valley. Certificate level III represents 49.91% of enrolments in the region.

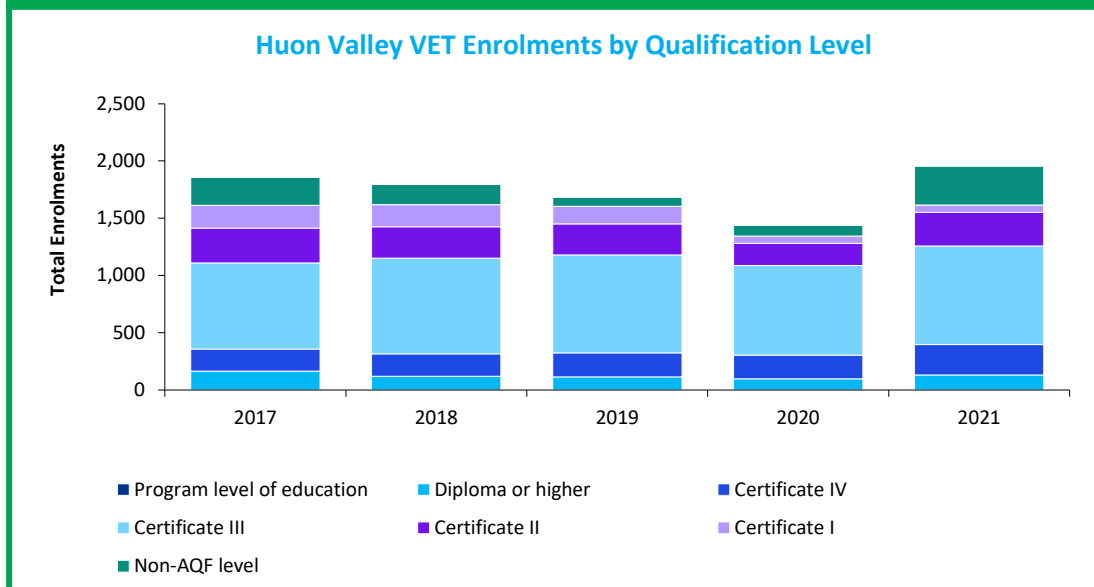


The majority of VET enrolments are in the Certificate III and IV levels, while enrolments in higher levels such as 'Diploma or higher' are relatively low. These trends suggest that there is a demand for vocational education and training at the Certificate III and IV levels, which may be indicative of the skills needed in the workforce:

- Certificate III level enrolments have consistently been the highest each year, accounting for over 50% of all enrolments in each year except 2020 when it dropped slightly to 47%.
- Certificate IV level enrolments have been the second-highest each year, accounting for around 20% of all enrolments in each year except 2021 when it increased to 26%.
- Diploma or higher level enrolments have been relatively stable, accounting for around 2-3% of all enrolments each year. There was a slight increase in 2021 to 4%.
- Certificate II level enrolments have been relatively stable, accounting for around 10-12% of all enrolments each year.
- Certificate I level enrolments have been declining steadily each year, accounting for only 2-3% of all enrolments in recent years.
- Non-AQF level enrolments have been fluctuating, with a significant increase in 2021 to account for 16% of all enrolments.

Overall, private training providers have been the most popular choice for VET enrolments, while TAFE enrolments have been declining. Community education providers and enterprise providers have had low enrolment numbers, while school and university enrolments have remained relatively stable. The COVID-19 pandemic may have had some impact on the fluctuation of enrolment numbers in 2020, but the general trends appear to be consistent with the years prior:

- TAFE enrolments have been declining steadily from 2016 to 2020 but saw a slight increase in 2021.
- Private training providers have consistently had the highest enrolment numbers each year, with a steady increase from 2016 to 2019, followed by a slight decline in 2020, and a substantial increase in 2021.
- School enrolments have been relatively stable from 2016 to 2019 but saw a significant drop in 2020 and remained the same in 2021.
- University enrolments have remained relatively low and stable each year.



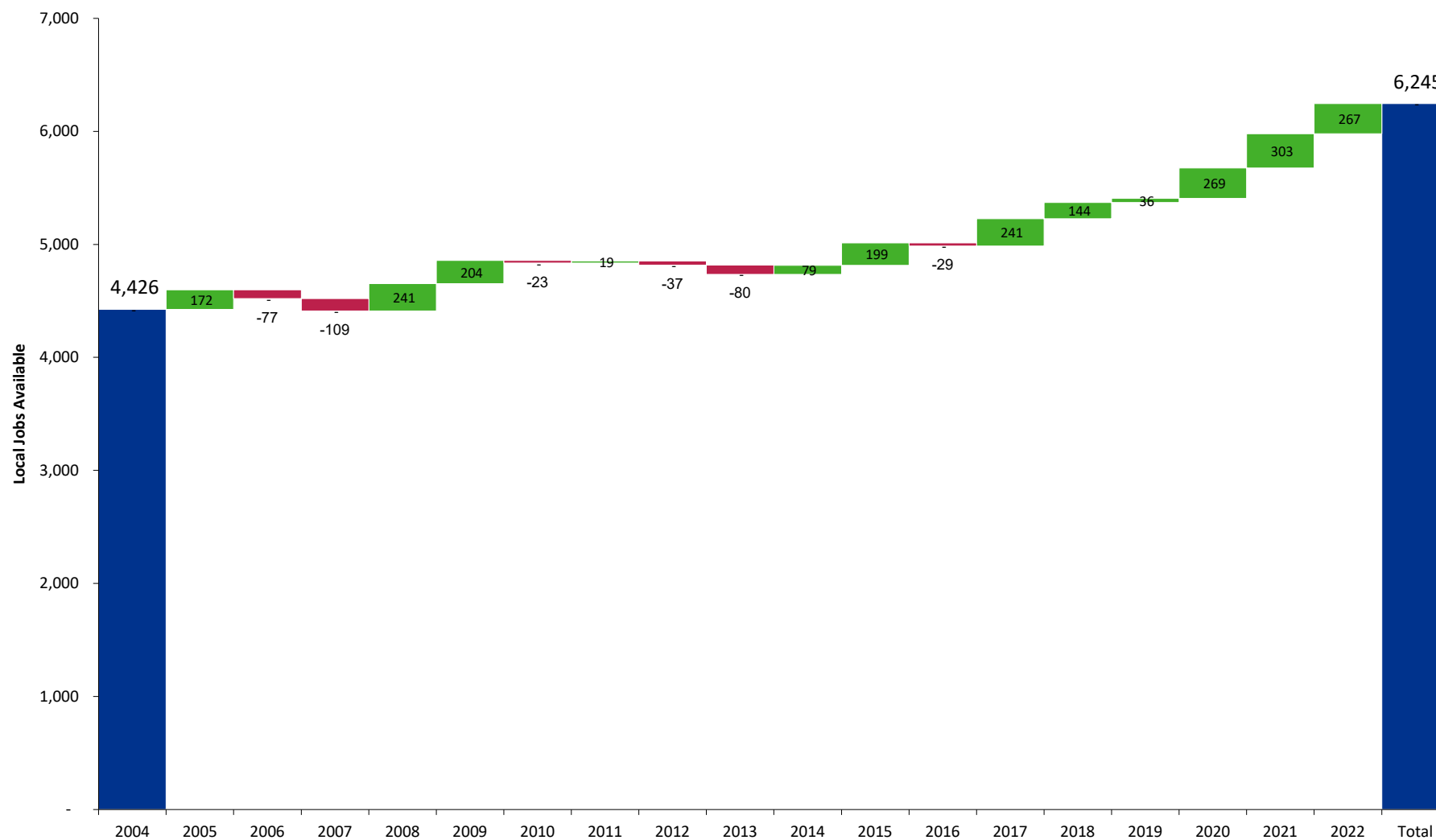
Local jobs



Local jobs have experienced variances year to year, however have trended upwards since 2003.

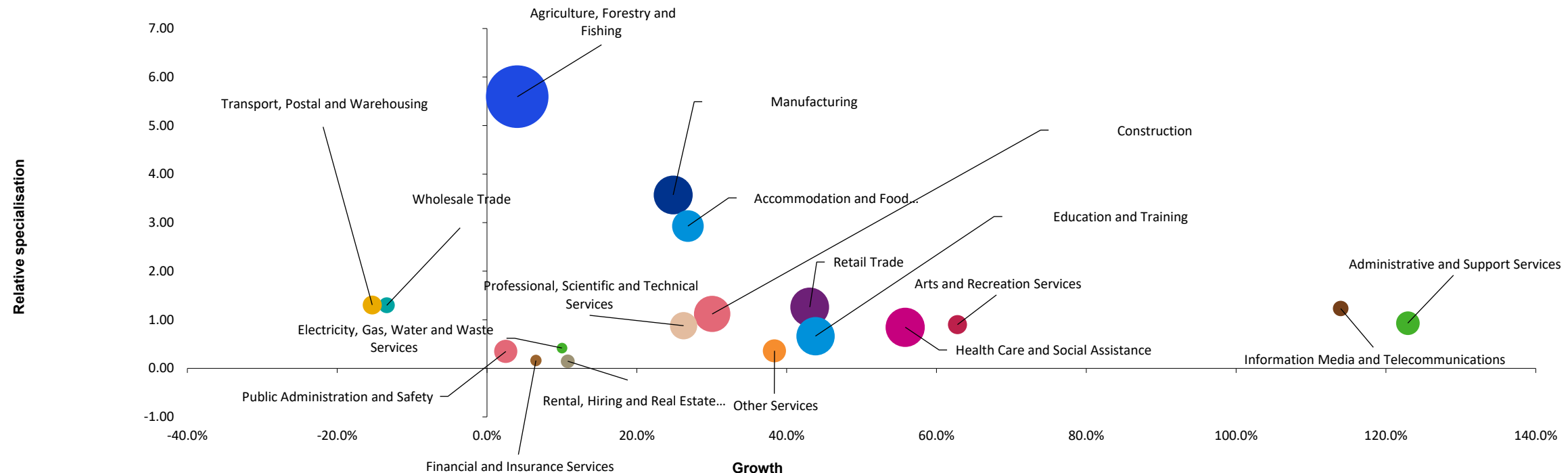
Huon Valley

The overall number of jobs in the Huon Valley has increased strongly most years over the period with only modest declines in some years. Similar to Kingborough, the Huon Valley was able to increase their number of local jobs in 2020, possibly due to increased demand in local manufactured goods and a food product, the region's two largest employment industries.



Growth industries – Huon Valley

The Huon Valley has seen growth in its largest employment industry, Agriculture, Forestry and Fishing, Manufacturing, representing almost a quarter of local jobs in the region. Growth has been experienced in other key industries, including Construction Manufacturing, Health Care and Social assistance and retail



Key increased growth industries include:

- Agriculture Forestry and Fishing (increased 4.0%)
- Manufacturing (increased 24.8%)
- Construction (increased 30.1%)
- Accommodation and food services (increased 26.8%)
- Retail trade (increased 43.1%)

- Healthcare and social assistance (increased 55.8%)

Key reduced growth industries include:

- Wholesale Trade (-13.4%)
- Transport, Postal and Warehousing (-15.3%)

Largest employment industries include:

- Agriculture Forestry and Fishing (24.1%)
- Manufacturing (9.3%)
- Education and Training (9%)
- Retail Trade (9.3%)
- Health care and social assistance (9.5%)

Lowest employment industries include:

- Financial and Insurance Services (0.8%)
- Electricity, Gas, Water and Waste Services (0.7%)
- Information Media and Telecommunications (1.5%)

07

Kingborough in focus



Kingborough at a glance

The deep dive into the Kingborough LGA, with a focus on workforce related indicators and local stakeholder insights points to a region that has a bright future, but is experiencing some workforce related supply challenges.

Strengths/ opportunities

- ✓ Strong performance on recent demographic, economic and jobs related indicators (see pages that follow)
- ✓ Favourable population growth outlook, which would see growth of around 6,300 by 2042 up to 47,589 (medium series)
- ✓ A population age profile that is similar to the Tasmanian average
- ✓ An unemployment rate that is better than the Tasmanian average
- ✓ A favourable trend in the achievement of higher educational attainment
- ✓ An addition of almost **3,400 jobs** since 2003
- ✓ Growth in most industry sectors and a strong base of jobs provided by the education sector
- ✓ Significant private sector investment in residential developments
- ✓ Channel Highway upgrade to improve local and visitor amenity
- ✓ New park and ride and potential for a new multi-storey carpark in central Kingston and a 'fifth bus lane'
- ✓ Major retail development in Margate and hopes for another shopping centre near Huntingfield
- ✓ Region is generally well served on many of the local 'liveability' factors

Weaknesses/ threats

- ❖ High reliance on retail trade as a major employer, which could be more exposed to a softening of economic performance
- ❖ Higher median house prices on a mortgage belt with rising interest rates may impact discretionary expenditure
- ❖ The local workforce ratio is 45-47% in the Kingston, Blackmans Bay, Margate and Snug suburbs/ towns, suggesting the region leaks over half its workers to areas outside the Kingborough LGA

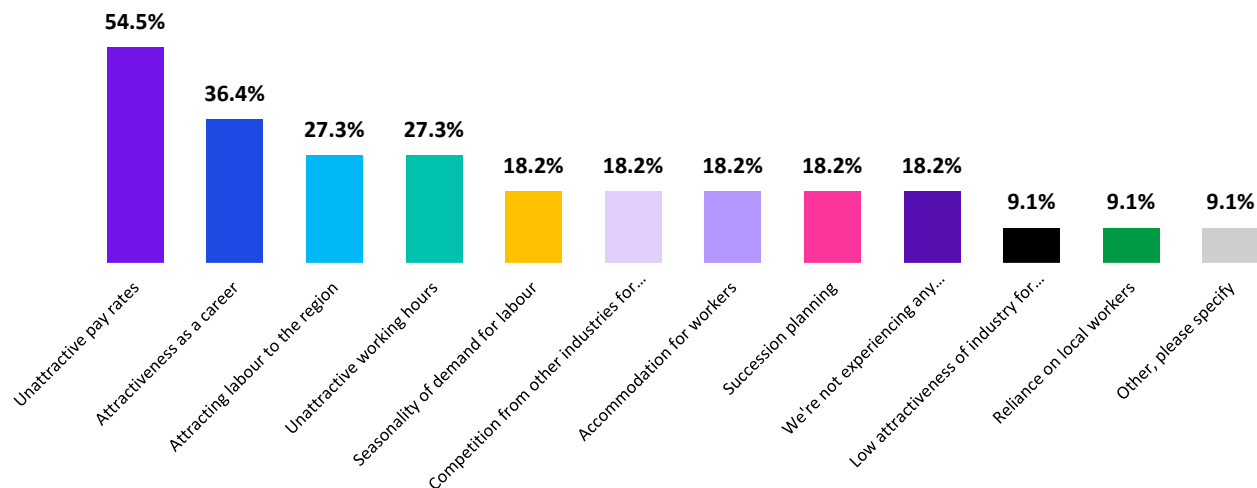
Implication for SETN interventions

1. **The survey results extracted for respondents from the Kingborough region point provide insights that are broadly consistent with the overall regional results.**
2. **The key point of difference was the higher rating given to unattractive pay rates, which is consistent with the two largest employment sectors in the region in retail and education, both employing large proportions of jobs that are typically lower paying (fast food retailing, sales assistants and early childcare educators)**
3. **High reliance on retail trade as a major employer, which could be more exposed to a softening of economic performance. This could lead to some displaced workers needing 'bridging support services**
4. **Higher median house prices on a mortgage belt with rising interest rates may impact discretionary expenditure, which could again impact on workers in the local retail**
5. **Leakage of local resident to jobs outside of the region suggests there may be scope for the profile of local jobs to be amplified to job seekers**

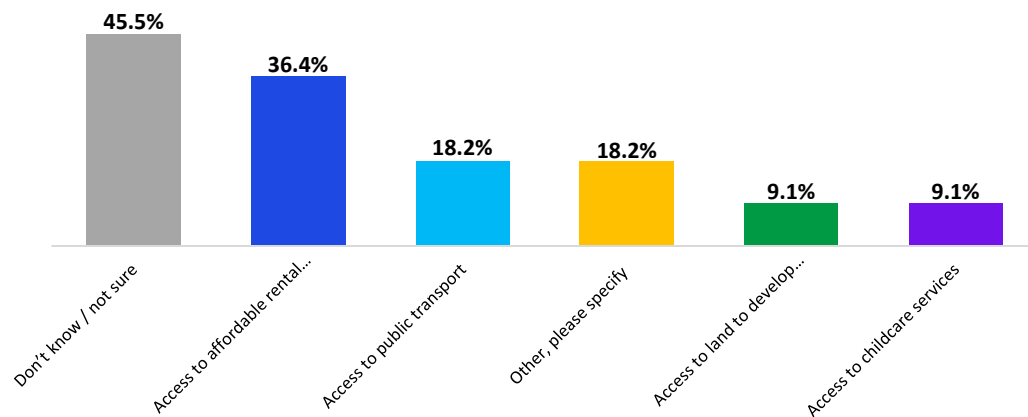
Overview of the Kingborough Survey

The survey of businesses has been analysed from the perspective of respondents that identified as being based in the Kingborough LGA. Some differences from the combined entire SETN region responses can be identified.

Q6 What are the main workforce supply challenges your organisation / industry faces today?



Q11 What are key barriers to attracting workers into your region?



Kingborough survey overview

Workforce supply issues

Unattractive pay rates was the most commonly identified workforce supply challenge, with 54.5% of respondents identifying this an issue. This is consistent with the two largest employment sectors in the region in retail and education, both employing large proportions of jobs that are typically lower paying (fast food retailing, sales assistants and early childcare educators)

Attractiveness as a career was the second most common response, with 36.4% of respondents saying the attractiveness of their work as a career as a significant barrier to their workforce supply.

Other popular themes included **attracting labour to the region** and **unattractive working hours**, both are consistent with the major employment industries and jobs in the region.

Attracting workers to the region

Compared the Huon Valley, Kingborough has less issues attracting workers to the region to work. This is consistent with Kingborough being a more urban municipality, where more people travel outside the region for work as well as having a larger resident population.

Local economic development strategies

The regional workforce planning studies have consistently found that the broader regional development strategies can play a major part in the attractiveness of a regional to live and work. Outlined below are some of the key features of those strategic documents, from which some potential implications for workforce supply, demand and bridging interventions have been drawn. These insights can link to SETN's strategic and action planning.

Economic Development Strategy Headlines

Kingborough Council released the Kingston Place Strategy 2020-2050 in 2020. The aims of the strategy were:

- To determine an integrated place strategy for central Kingston to support long term social and economic success and increase self sufficiency in the region
- To define a shared vision for the future of central Kingston
- To identify the infrastructure investment priorities for the region.

The strategy identifies a number of objectives it seeks to address that include:

- High dependence on employment opportunities outside of the Kingborough region
- Lack of public investment in the city centre is also discouraging private investment
- Car dominance in central Kingston discourages alternative transport modes, such as walking and cycling (see page 34).

The strategy promotes investment in the central Kingston district to support the attraction and retention of a wider variety of businesses and industries in the region, creating more local employment opportunities and reducing the high reliance on Hobart for employment opportunities for local residents.

Implication for SETN interventions

1. The strategy points to the Kingborough region evolving a greater level of self sufficiency, underpinned by new developments in central Kingston, driven by both public and private investment.
2. There is a clear ambition to attracting and retain a wider variety of businesses and creating more local employment. The region has typically leaked workers into other local government areas.
3. This suggests that SETN should remain closely connected with key stakeholders who are driving this strategy.
4. Where bridging type interventions are required between employers and job seeker, SETN should work with the other local bridging service providers and be available to support those endeavours where gaps emerge.
5. A focus on assisting job seekers who are not supported by other service providers should be a focus.

Kingborough data headlines

The study has explored more deeply, the broader demographic, economic and workforce related attributes of the Huon Valley and Kingborough LGAs. Summarised below are the key data points relating to the Kingborough. Further detail behind this summary is presented in this section.

Population and demographic



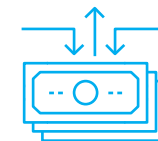
15.55% forecast population growth

Between 2022 and 2042



11.69% estimated resident population growth

Between 2016 and 2021 Census



5.55% of total DSS payments

As of December 2022, the percentage of Tasmania's total DSS payments that are received by Kingborough residents



41.7% of residents have a Bachelor Degree or higher

Tertiary education has trended upwards in the region, whilst residents with no qualification has trended downward

Economic performance



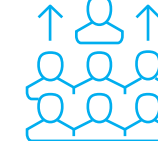
1.77% GRP Compound annual growth rate

Between 2011 and 2021, which is inline with the Tasmanian CAGR over the same period



2.6% Unemployment

As of September 2022 ABS quarterly report. This is lower than the Tasmanian unemployment rate of 4.3%



24.5% Increase in local jobs

Between 2015-2022. Since 2015, Kingborough has experienced significant growth in local jobs



62.4% of residents participate in the labour force

This higher than Tasmania's 58.2% of participation in the labour force

Local jobs and employment



14.2% growth in Retail Jobs

Between 2015 and 2021. Retail trade is the largest employment industry in the region, representing 16.2% of total jobs



14.4% growth in Construction

Between 2015 and 2021. Construction jobs represent 11.7% of total jobs in the region



53.5% growth in Education Jobs

Between 2015 and 2021. Education is second largest employment industry in the region, representing 14.4% of total jobs

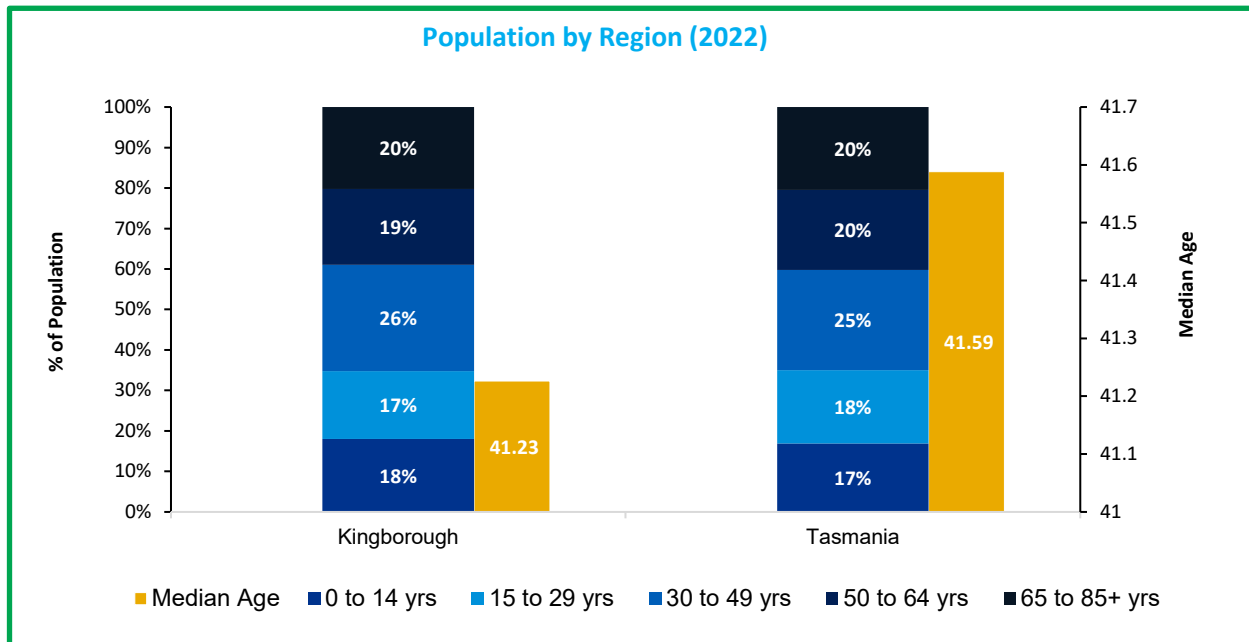


20.2% decline in Information Media and Telecommunications Jobs

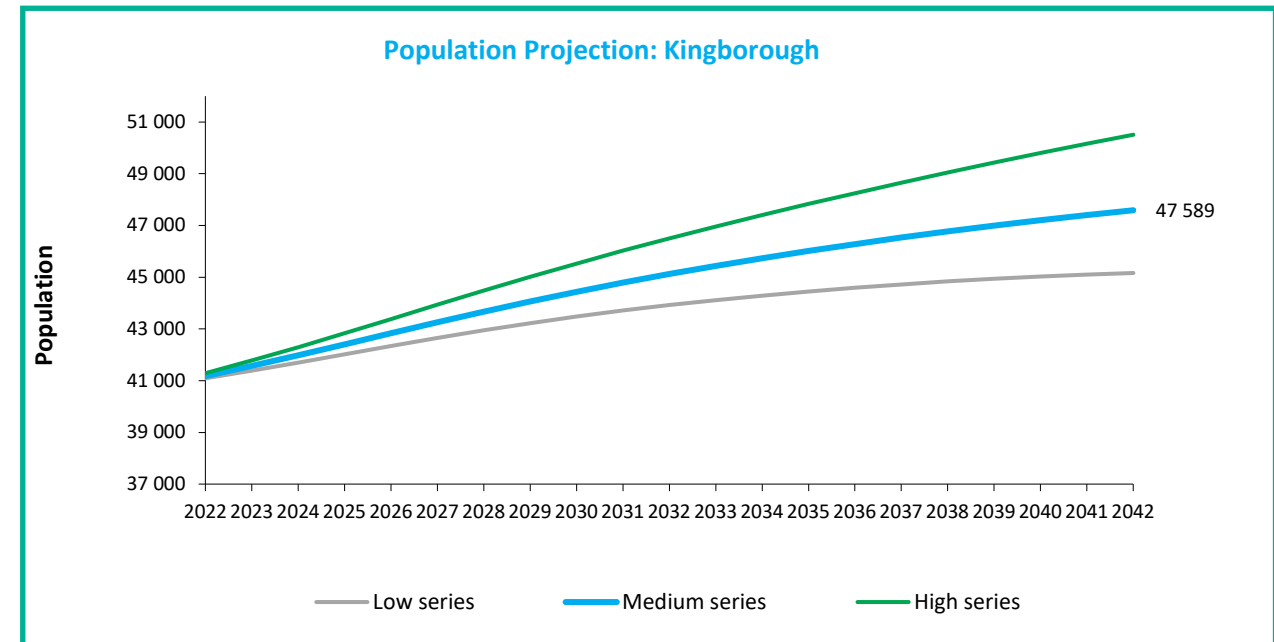
Between 2015 and 2021.

Population projections and demographics - Kingborough

The Kingborough region shares a similar age demographic to Tasmania, with a comparable median age. Treasury projections predict the population of the Kingborough region to increase at a much higher rate than the Tasmanian population over the next 20 years.



The ERP age demographic in the Kingborough region is broadly in line with the Tasmanian age demographic, with a comparable median age and proportion of residents in all age categories. The median age in the Kingborough municipality is marginally lower than the Tasmanian median age.

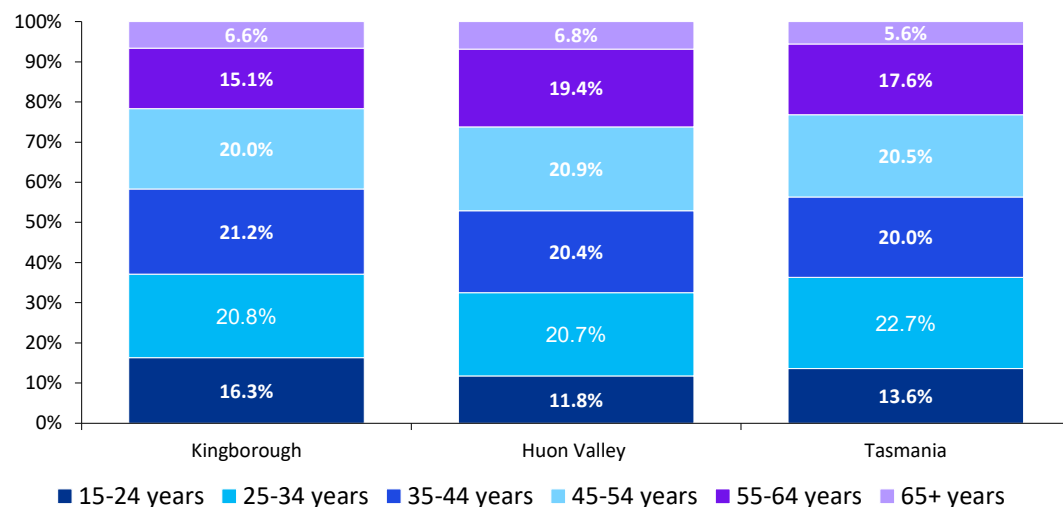


According to Treasury Projections, the population in the Kingborough region is projected to grow in each of the low, medium and high growth forecasts. The medium series projection shows Kingborough's population increasing by 15.55% over the next 20 years. The Tasmanian population is projected to increase 5.81%, based on the same medium series projections. These population projections signal significant growth forecast in the Kingborough region compared to other areas of Tasmania, which may create further opportunity for local employment and services.

Employment in the region

Unemployment in Kingborough has consistently been lower than the Tasmanian unemployment rate. The unemployment rate has continued to drop post pandemic. Younger workers (15-24 years old) make up a larger

Workers Age Profile



The resident workers age profile is consistent with age demographics in each region.

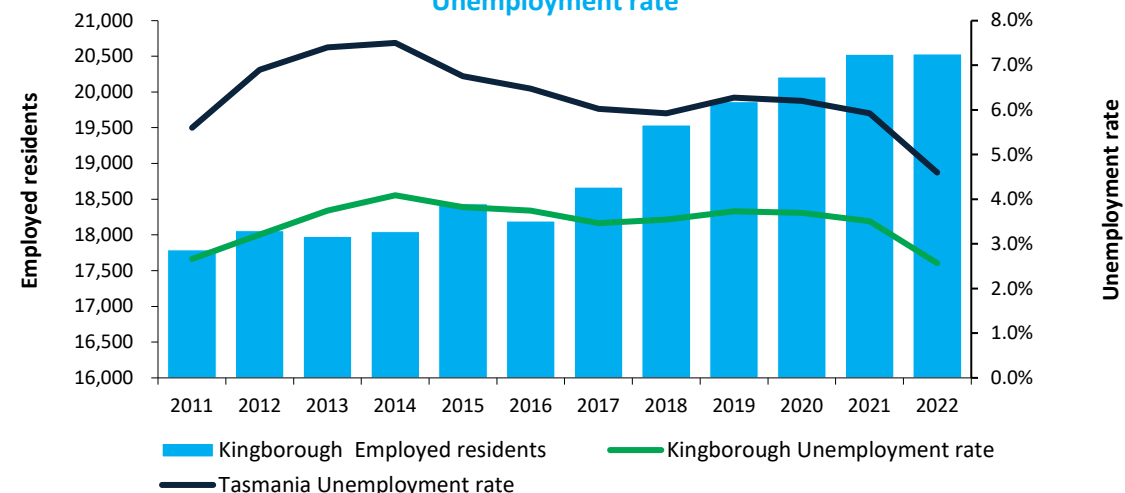
In the Kingborough region, younger people (15-24) make up a larger proportion of employed residents than the Huon Valley or the rest of Tasmania. This may be attributed the large number of service related jobs in the region that typically employ younger people e.g. retail, hospitality and fast-food. In the Kingborough region, 32.9% of retail workers are represented by the 15 to 24 year old age demographic

The Huon Valley has a higher proportion of workers between 55 and 64 years of age, which is consistent with the older demographic in the region. Younger people represent the smallest proportion of resident workers, which is inline with the lower proportion they represent of residents in the region, as well as the nature of jobs available in the region.

In recent years, the Kingborough regions employed residents population has experienced steady growth, averaging an increase of 2.19% p.a. since 2017.

Kingborough’s unemployment rate as consistently been lower than the Tasmanian unemployment rate over the 10-year period. The December 2012 quarter showed the Kingborough unemployment rate to be 3.8% less than the Tasmanian unemployment rate in the same quarter. More recently, since 2020, the Kingborough unemployment rate has averaged approximately 2.42% lower than the Tasmanian unemployment rate.

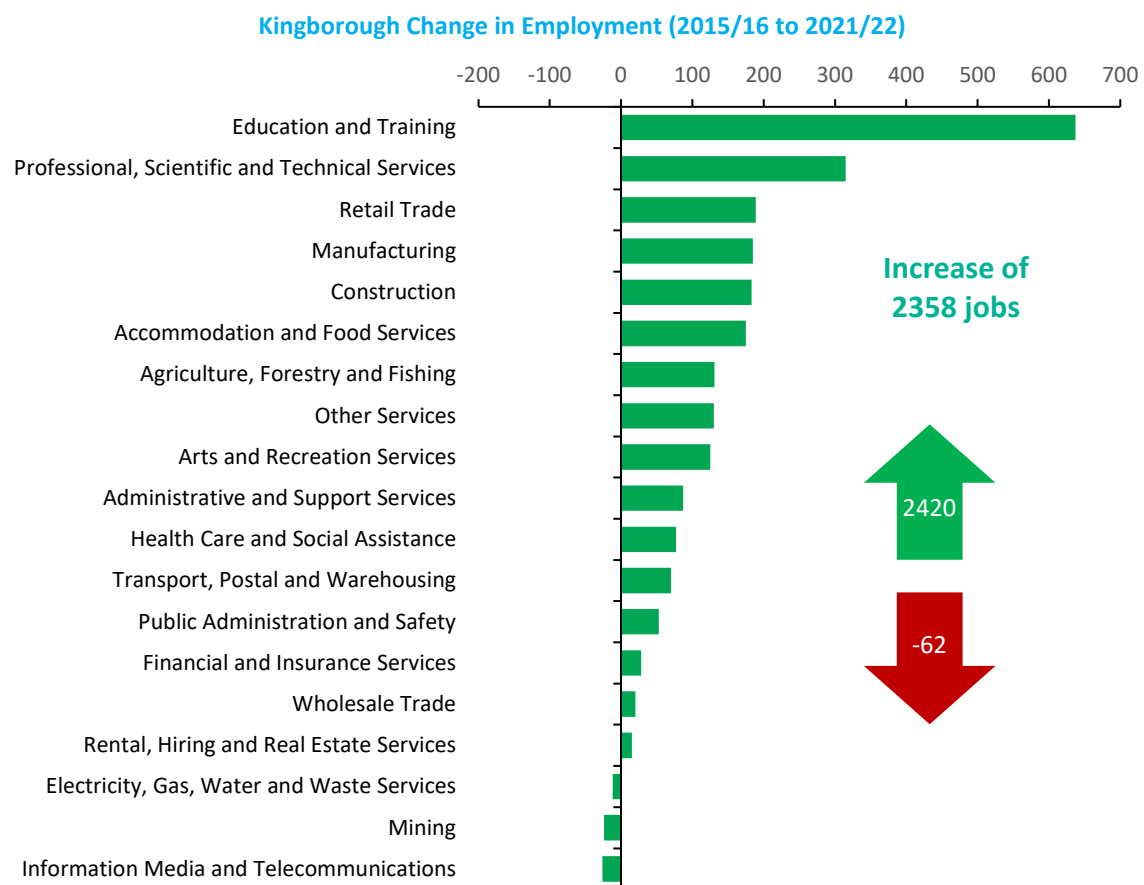
Kingborough: Employed Residents and Unemployment rate



ABS Community profile, accessed 17/02/2023 <<https://www.abs.gov.au/census/find-census-data/community-profiles/2021/LGA63610>>

Workforce - Kingborough

Kingborough employment has increased from 9,638 to 10,699, a 11% increase between 2014/15 to 2020/21. The industries experiencing the most change in employment in Kingborough consist of retail trade (24.6% increase), education and training (26.3% increase), construction (18.4% increase) and information media and telecommunications (-78.8% decrease). Both financial and insurance services and administrative and support services held steady.



Retail Trade (increase)



Retail trade increased by 189 employees, a rise of 14.2%. Contributing factors included the 2016 opening of Bunnings Warehouse which provided 120 jobs.



Education and Training (increase)

Education and training increased by 637 employees, a rise of 53.5%.



Construction (increase)

Construction increased by 183 employees, a rise of 14.4%. Contributing factors include the Kings Quarter at Kingston Park development supporting 180 jobs working to complete 80 homes.



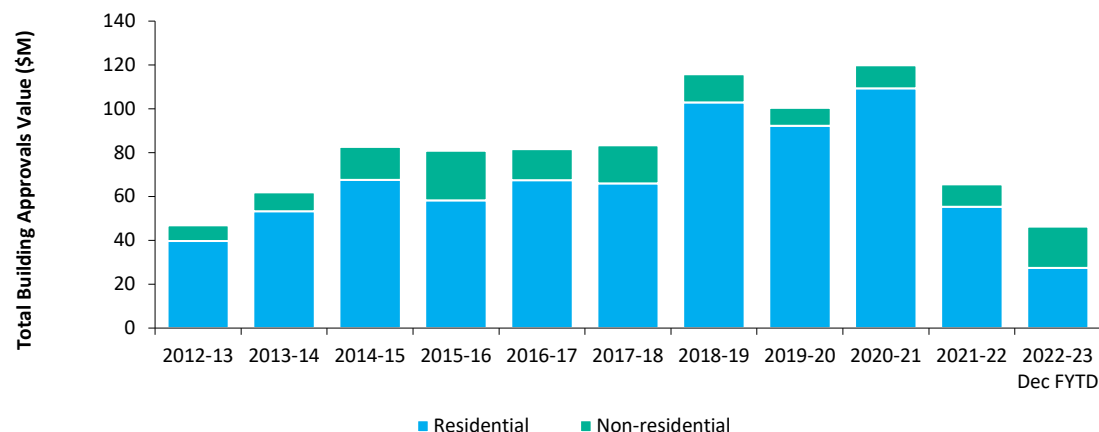
Information Media and Telecommunications (decrease)

In 2015, telecommunications company, Vodafone, closed down its flagship Kingston customer care centre after 16 years due to relocation. The closure of the Kingston office resulted in the loss of over 300 workers contributing to the 20.2% decrease in information media and telecommunications employment.

Housing affordability and development

The cost of homes in the Kingborough region have increased 105% since 2015, with days on market declining in the same time, indicating a competitive housing market in the region. The value of new residential building approvals has declined since 2020-2021, following an increase in Government stimulus.

Kingborough Value of Building Approvals



Building approvals

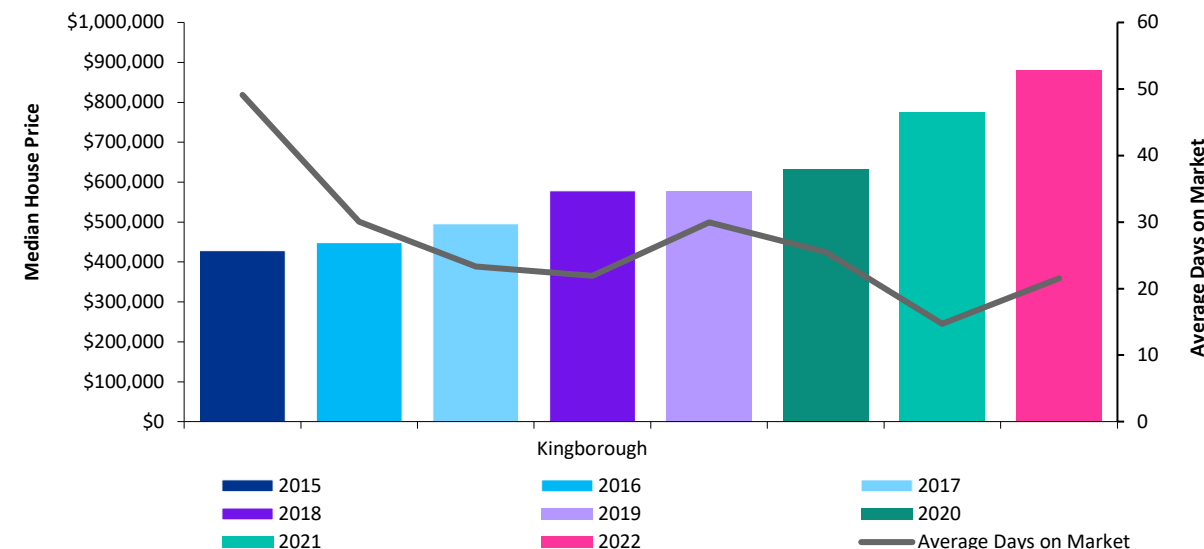
- The residential sector had a general upward trend over the period, with some fluctuations.
- The highest residential figure was in 2020-21 with \$109M, followed by 2018-19, with \$103M.
- The non-residential sector showed a general upward trend over the period, with some fluctuations, consistent with development in the region
- The highest non-residential figure was in 2015-16 with \$22.6M, followed by 2022-23 (December FYTD) with \$18.8M at the half way point of the financial year.
- Both sectors experienced a decline in 2021-22 compared to the previous year, with residential value dropping to its lowest value since 2013-2014.

Median house price

House prices in the Kingborough Local Government area have largely trended upwards since 2015, with one year of stagnant growth in 2019. Over the same period, the average days on market has declined, indicating a competitive housing market in the region. From 2015 to 2022, the median house price has increased 105.8% across all suburbs in the region. Similar to the Huon Valley, Kingborough's largest increase in property prices was in 2021, with the median house sale increasing 22.60% from the prior year.

The average resident worker income in Kingborough recorded in the 2021 Census was \$68,662, meaning that the average home price in the region is now 12.83 times the average annual income.

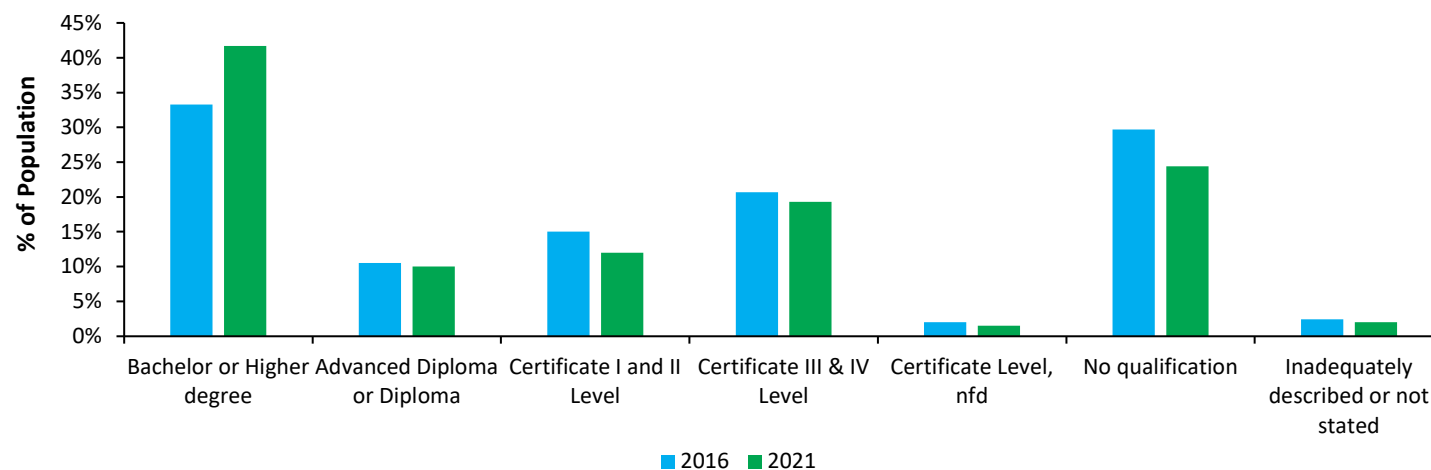
Median Price of Houses Sold - Kingborough



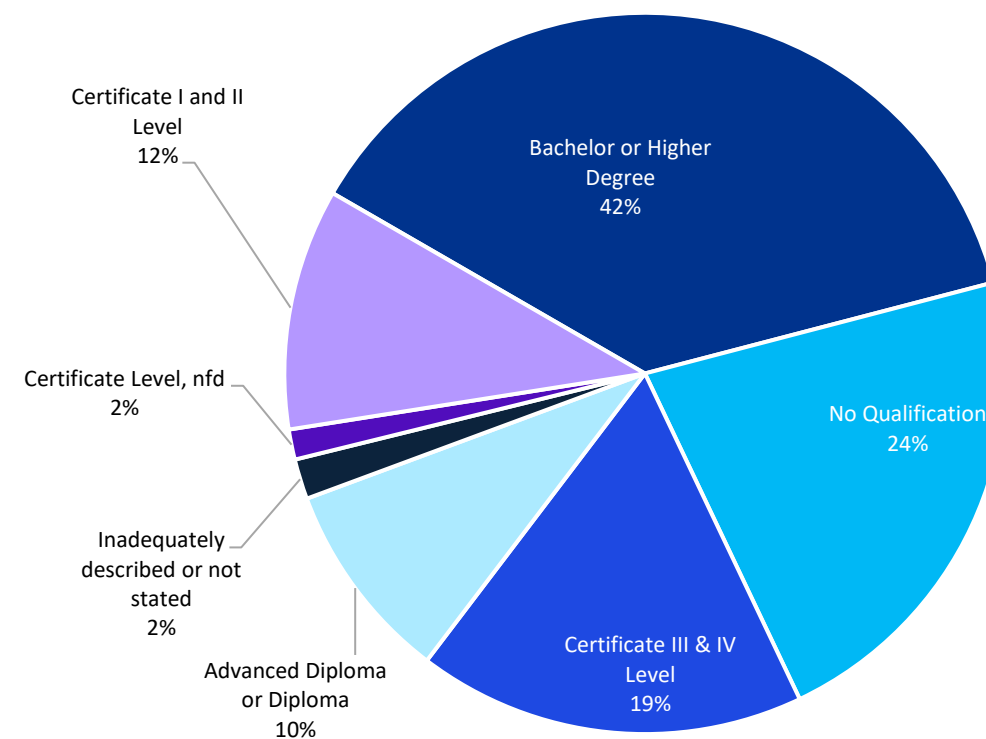
Qualifications - Kingborough

As a proportion of residents, Bachelor degree or higher was the only education qualification to increase between 2016 and 2021, with a 49% growth in total obtainment. Residents without a qualification has decreased to less than a quarter of residents in 2021, down from 37.1% in 2016

Education undertaken in Kingborough as a % of Population (2016-2021)



Education undertaken in Kingborough 2021



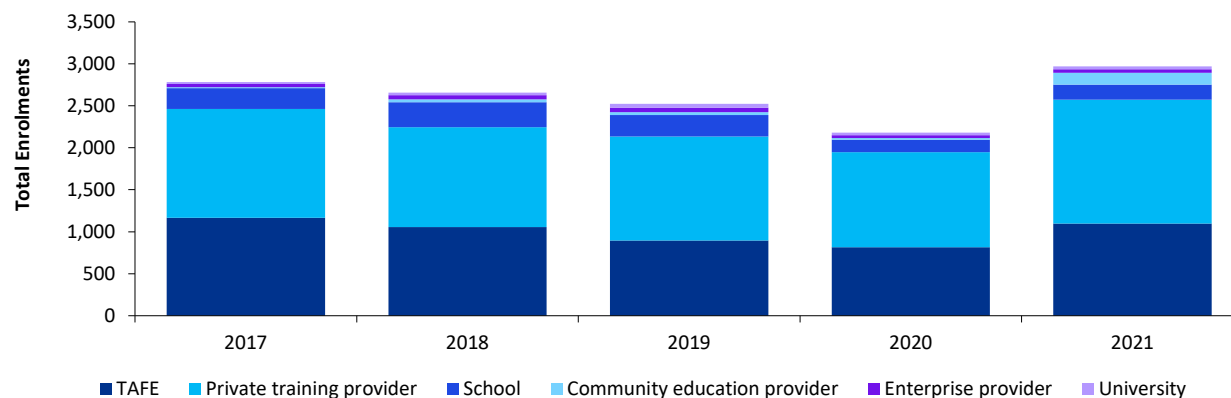
There has been a 49% rise in Bachelor or higher degree obtainment within Kingborough which was the highest proportioned qualification in both 2016 and 2021, 33.3% and 41.7% respectively.

Despite significant population growth over the same period, the total proportion of people with no qualifications decreased, indicating good education and training outcomes in the Kingborough region. The proportion of residents as a percentage of total population with no qualification has decreased from 37.1% in 2016 to 24.4% in 2021, indicating a greater proportion of the population have obtained a qualification during this time. Advanced Diploma or Diploma, Certificate III & IV Level have also increased in total obtainment, however represent a lower proportion of residents as a percentage compared to 2016.

VET enrolments - Kingborough

VET enrolments trended downwards from 2017-2020, before rebounding in 2021. In the Kingborough region, private training providers and TAFE providers make up the majority of enrolments in the Kingborough region.

Kingborough Total VET Program Enrolments by Provider type



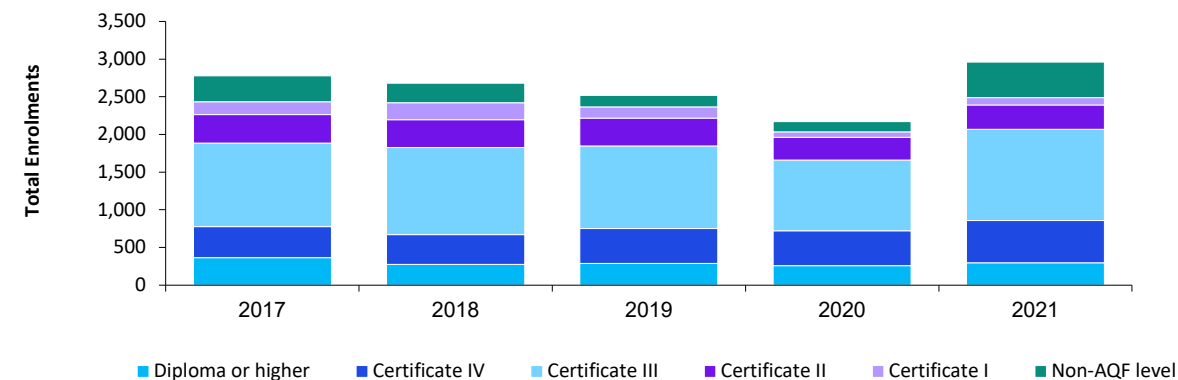
Overall, TAFE providers and private training providers are the main providers of VET in the Kingborough region, accounting for the majority of VET enrolments. Community education providers and enterprise providers have seen fluctuations in enrolments over the six-year period. School-based VET enrolments have remained relatively stable, while university-based VET enrolments remain comparatively low:

- Private Training providers have consistently had the highest number of VET enrolments over the six-year period, representing 46.75% of enrolments between 2016-2021.
- TAFE training providers have consistently been the second largest VET provider by enrolments, with 39.86% of total enrolments between 2016-2021.
- School-based VET enrolments have remained relatively stable over the six-year period.
- University-based VET enrolments have remained relatively low over the six-year period.

Overall, there is a shift towards higher level qualifications, but there are also fluctuations in enrolments in lower level qualifications, which may be influenced by factors such as economic conditions, policy changes, and the COVID-19 pandemic:

- The total number of VET enrolments increased from 2,777 in 2017 to 2,900 in 2021. This represents a 4.4% increase over the five-year period.
- The largest increase in enrolments was in Certificate III level, with an increase of 101 enrolments from 2017 to 2021.
- The largest decrease in enrolments was in Certificate I level, with a decrease of 70 enrolments from 2017 to 2021.
- The proportion of enrolments in each level of education has remained relatively consistent over the five-year period. Certificate III level enrolments have consistently made up the largest proportion of enrolments, followed by Certificate IV level enrolments.
- Non-AQF level enrolments have seen significant fluctuations over the five-year period, with a decrease in 2018 and 2019 followed by a significant increase in 2021.
- The data suggests that there is a trend towards higher level qualifications, with increasing enrolments in Certificate IV level and Diploma or higher level qualifications.
- The COVID-19 pandemic may have had an impact on enrolments, particularly in 2020 where there was a decrease in enrolments in most levels of education.

Kingborough VET Enrolments by Qualification Level



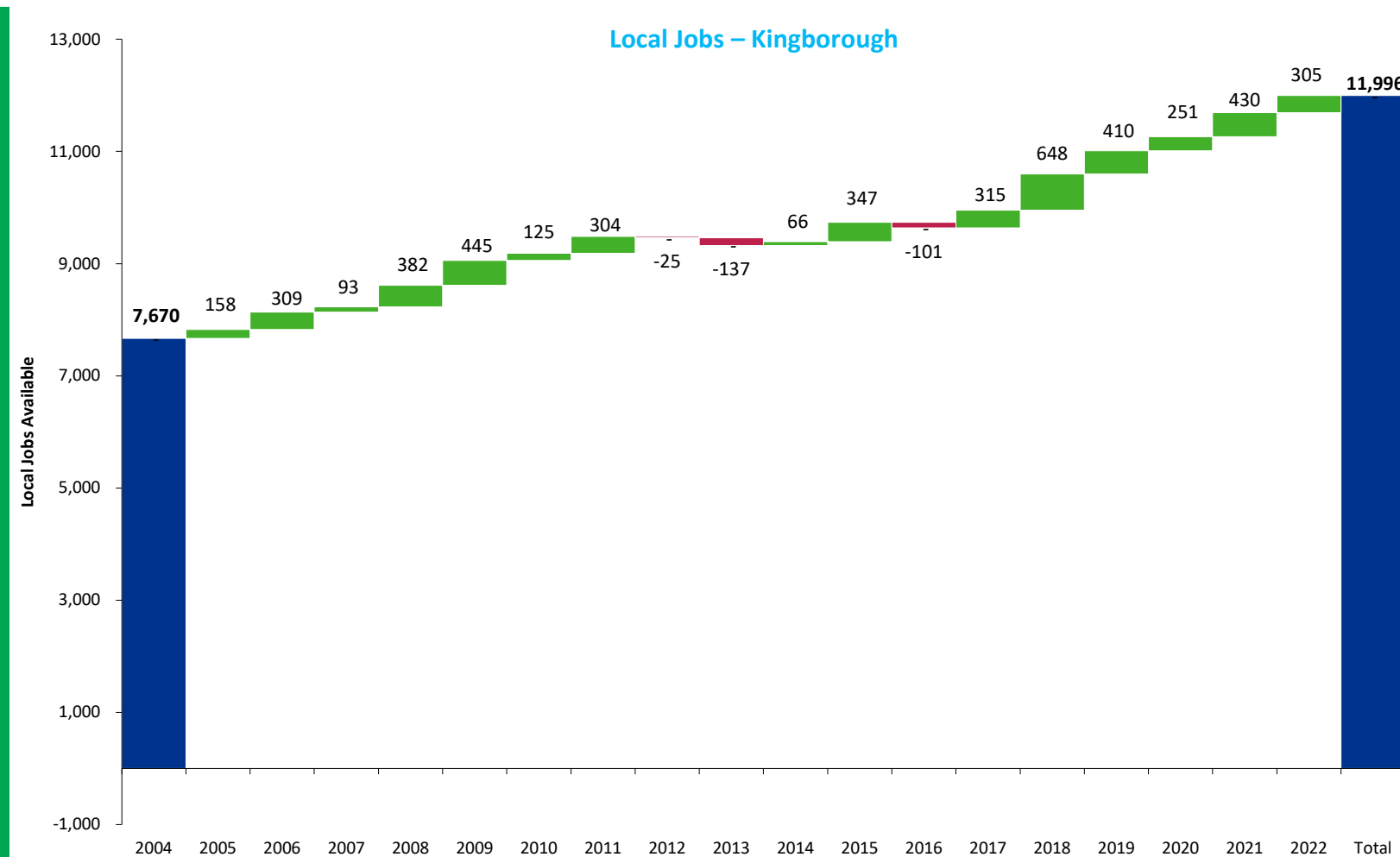
Local jobs



Local jobs in Kingborough have experienced steady growth since 2004. Whilst 2020 slowed down growth, 2021 and 2022 have seen strong years of growth in local jobs in the region.

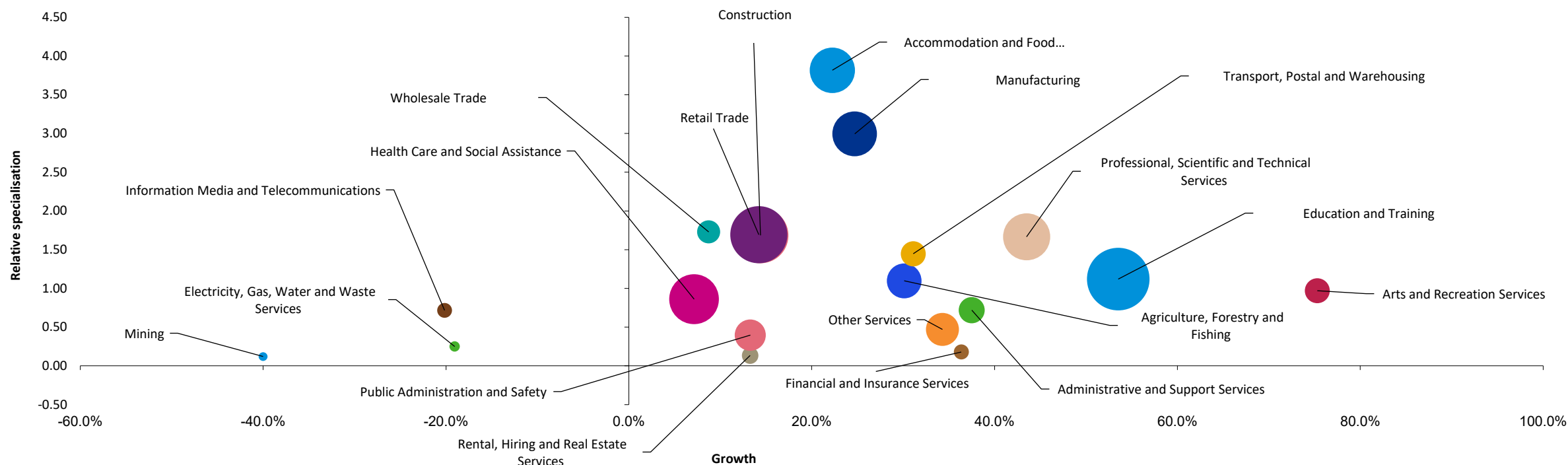
Kingborough

The overall number of jobs in the region has increased every year other than 2013. Strong growth was experienced in the years prior to the COVID-19 pandemic, noting the Kingborough region did not suffer a net job loss during those uncertain economic times despite having a service heavy local jobs profile (i.e. retail).



Growth industries - Kingborough

Within the Kingborough region, retail, education and training and construction industries experienced the highest levels of growth, and were the most popular industries. The largest employment industry – education and training – experienced high levels of growth. Major industries in construction and retail also experienced strong growth at the next biggest employment industries for local jobs



Key increased growth industries include:

- Retail (14.4%)
- Education and Training (53.5%)
- Construction (14.4%)
- Manufacturing (24.7%)
- Health Care & Social Assistance (7.1%)

Key reduced growth industries include:

- Information Media and Telecommunications (-20.4%)
- Mining (-40.0%)
- Electricity, Gas, Water and Waste Services (-19.20%)

Largest employment industries include:

- Retail (12.7%)
- Education and Training (15.2%)
- Construction (12.1%)
- Health Care & Social Assistance (9.6%)
- Manufacturing (8.1%)

Lowest employment industries include:

- Mining (0.3%)
- Information Media and Telecommunications (0.9%)
- Financial and Insurance Services (0.9%)


Appendix 1: Survey results



















Education providers in the region

SUPPLY SIDE

Both regions contain a variety of education providers spanning the public and private systems along with the presence of several RTOs that service the region.



Education services

 Forsite	 Huon Valley Trade Training Centre	 Seafood Maritime Training	 Kingston High School	 Channel Christian School
 St James Catholic College	 Calvin Christian School	 Huonville High School	 St Aloysius Catholic College	 Tas TAFE
 Home Schooling	 Vocational Learning: Career Education Team	 Woodbridge School	 AETS	 Bruny Island District School
		 Dover District High School		

Employment services in the region

BRIDGING SERVICES

Both region has been serviced by many bridging service providers that offer various services to support and upskill jobs seekers and facilitate their connection with employers.



Employment support services



Workskills



APM
employment services



Asuria



Maxima



Libraries Tasmania
Huonville & Kingston



Max Employment



Beacon Foundation



Jobnet



Nexus



Colony 47



MAS



Aim Big Employment



MEGT

Major employers in the region

DEMAND SIDE

The region has several major employers that account for a significant percentage of jobs in the region. Those that are more prominent amongst the strategic growth sectors are presented below. Insights from some of these employers and sectors are discussed in further detail in the following section.



Major employers

 TASSAL GROUP <i>a better tomorrow</i> Tassal	 REID FRUITS SINCE 1856 Reid Fruits	 HUON AQUACULTURE Huon Aquaculture	 ANTARCTIC PROGRAM Antarctic Division
 Woolworths Woolworths	 BULK NUTRIENTS PURE SUPPLEMENTS Bulk Nutrients	 HANSEN TASMANIA Hansen Tasmania	 HUON VALLEY COUNCIL Huon Valley Council
 MITRE 10 Mitre 10	 VOS VOS Construction	 BUNNINGS warehouse Bunnings Warehouse	 Kingborough Kingborough Council

About the Survey

A survey was distributed to expand the reach of this workforce planning study.

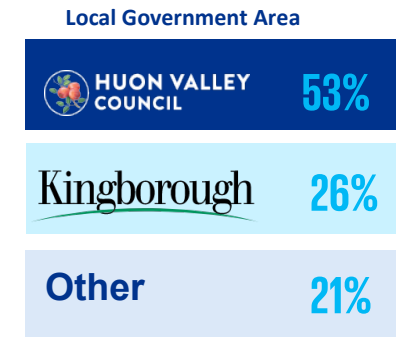
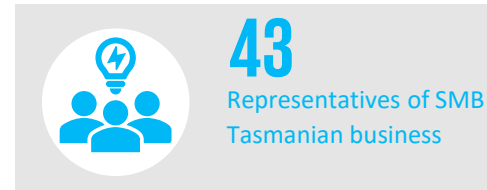
About the research

The survey was constructed with input from SETN to assist in identifying pain points and future barriers for local businesses that operate in the Huon Valley and Kingborough regions. The survey was comprised of 3 sections:

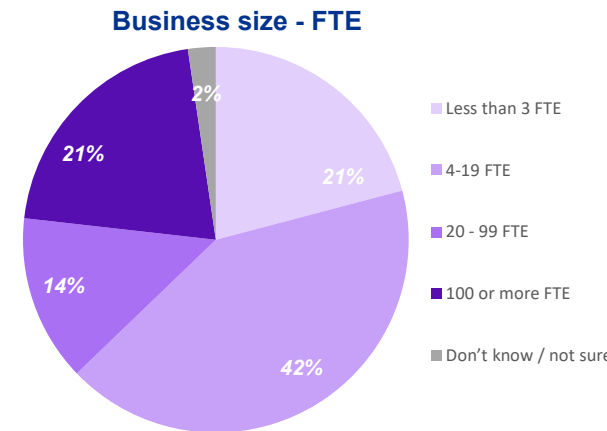
1. About your organisation
2. Current workforce supply and capability situation
3. Looking ahead

The online survey was sent out to a number of initial identified stakeholders, but also promoted by the respective Council. A total of 43 business representatives completed the survey.

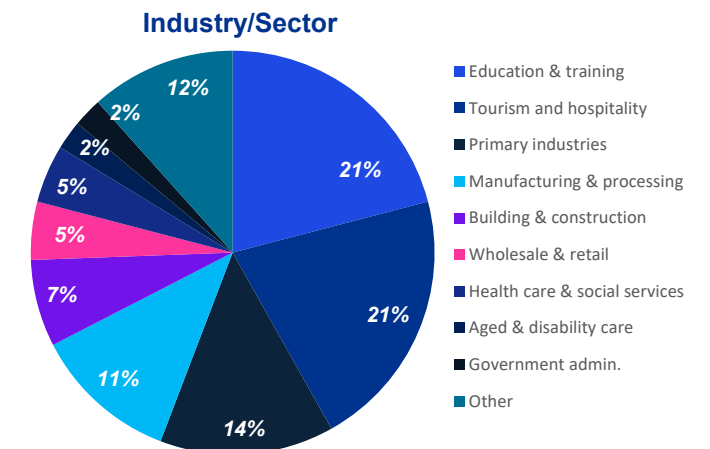
Due to the small sample size, comparison of results between groups is not recommended.



Q2 In what local government area is your organisation based? (n=43)



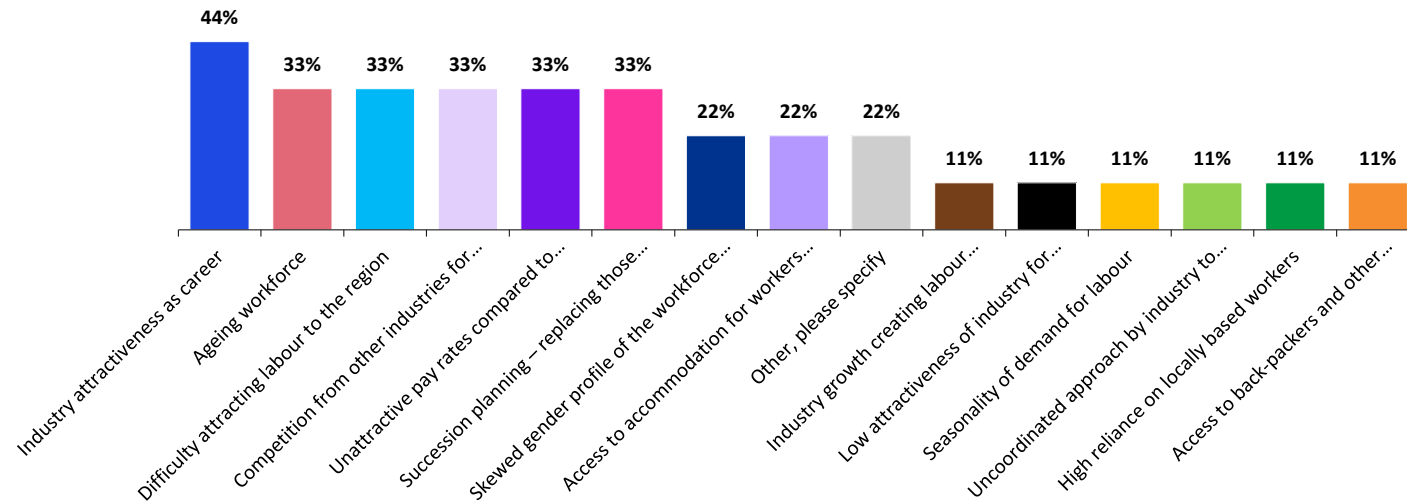
Q3 How many full-time equivalent (FTE) employees do you currently have in your organisation? based? (n=43)



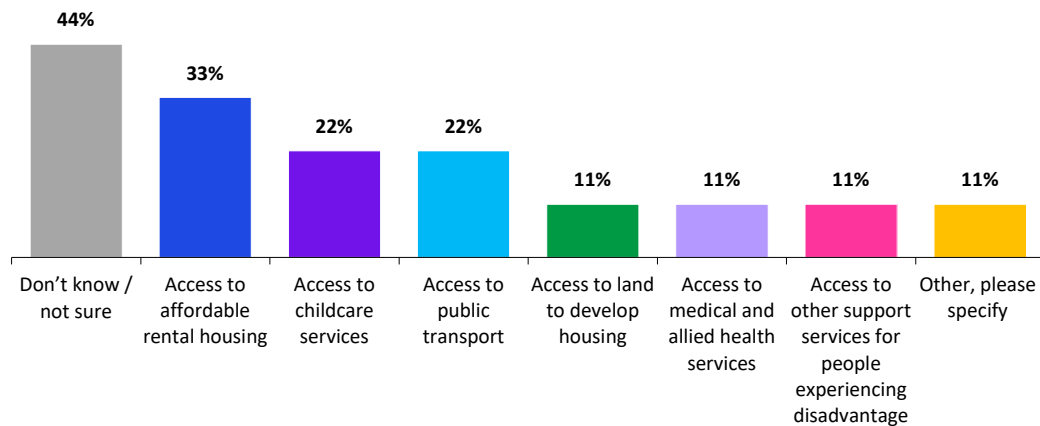
Q1 In which industry sector do you/ your organisation mainly operate? (n=43)

Overview of survey data – Other Locations

Q6 What are the main workforce supply challenges your organisation / industry faces today?



Q11 What are key barriers to attracting workers into your region?



Other locations survey overview

The breakdown of respondents that nominated 'Other' to what Local Government area is their organisation based is outlined below

State-wide	33%
Both Kingborough and Huon Valley	33%
Hobart	22%
Interstate	11%

Workforce supply issues

Industry attractiveness as a career (44%) was the most common workforce supply challenge facing state-wide organisations and organisations operating in both region.

A point of difference compared to the overview for Kingborough and the Huon Valley was the identification of succession planning being among the most common responses.

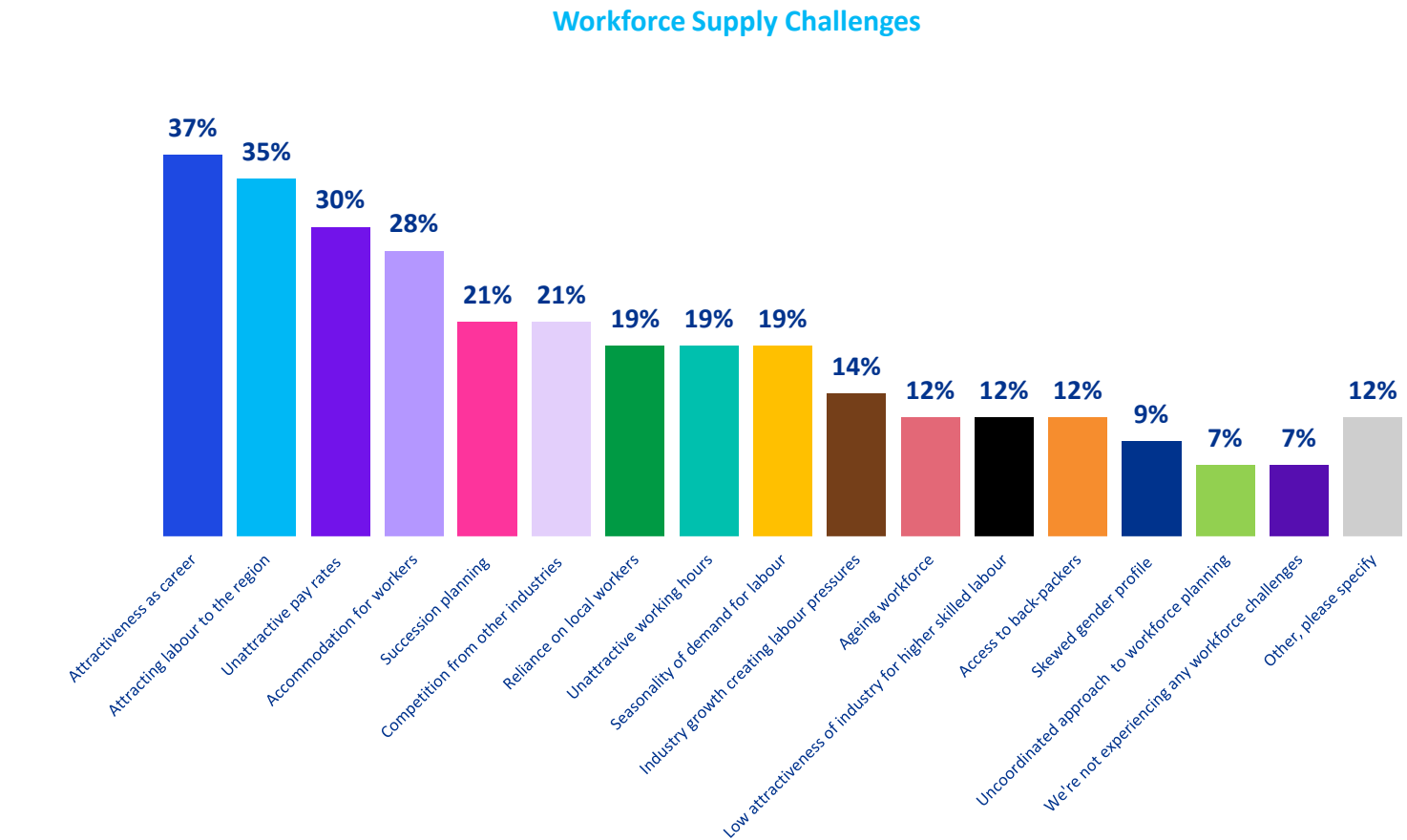
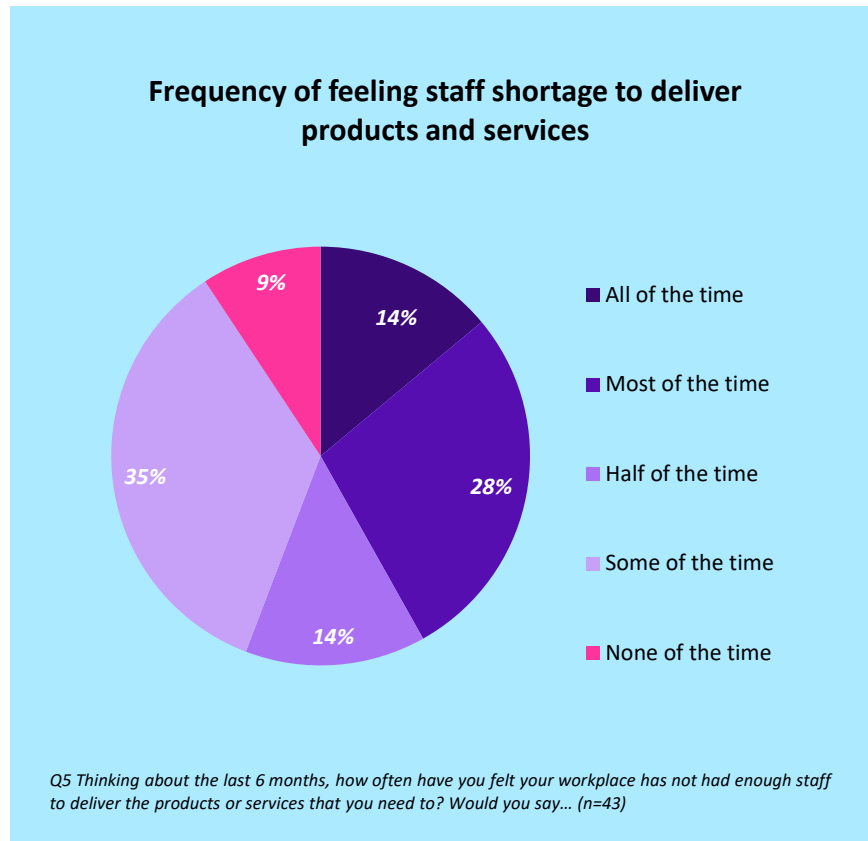
Key barriers attracting workers to the region

Consistent with the Kingborough and Huon Valley regional overviews, **access to affordable rental housing** was noted as a key barrier to attracting workers to the region.

A large proportion of respondents also nominated that they didn't know or were not sure what key barriers in attracting workers to the region may be.

Summary current workforce issues

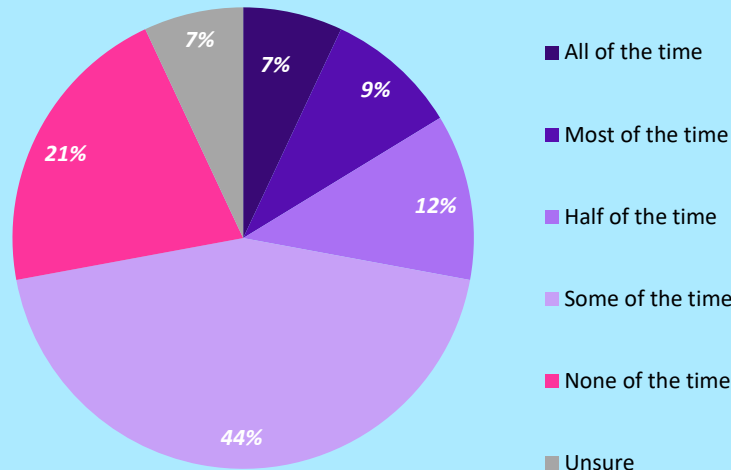
The workforce supply challenges are multifaceted, with the industry attractiveness as a career, difficulty attracting labour to the region and unattractive pay rates compared to other industries as the most prominent challenges.



Businesses are facing challenges to attract and retain appropriately skilled staff

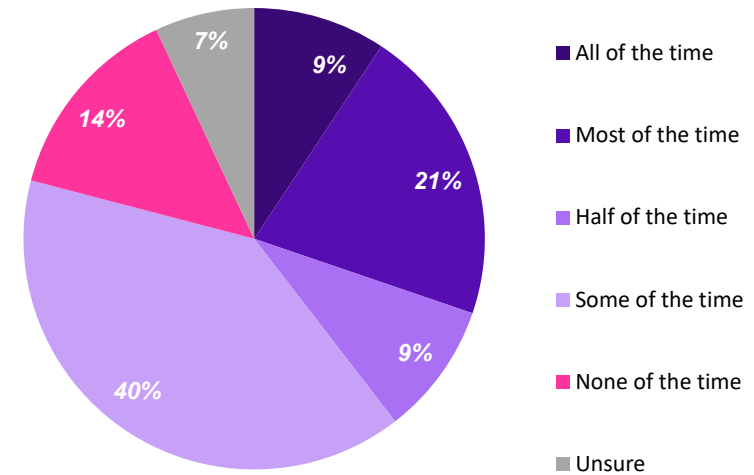
Over the past six months, almost 70% of businesses have felt forced to bring unskilled or untrained staff onboard. Additionally, one in three businesses have expressed worries about the impact of skill gaps within their workforce on the overall quality of their products or services.

Frequency of being forced to bring unskilled/untrained staff (last 6 months)



Q9a Thinking about the last 6 months, how often have you been forced to bring on staff that don't have the appropriate skills or training required for their role (n=43)

Frequency of feeling concerned that workplace skill gaps is impacting the quality of products or services (last 6 months)

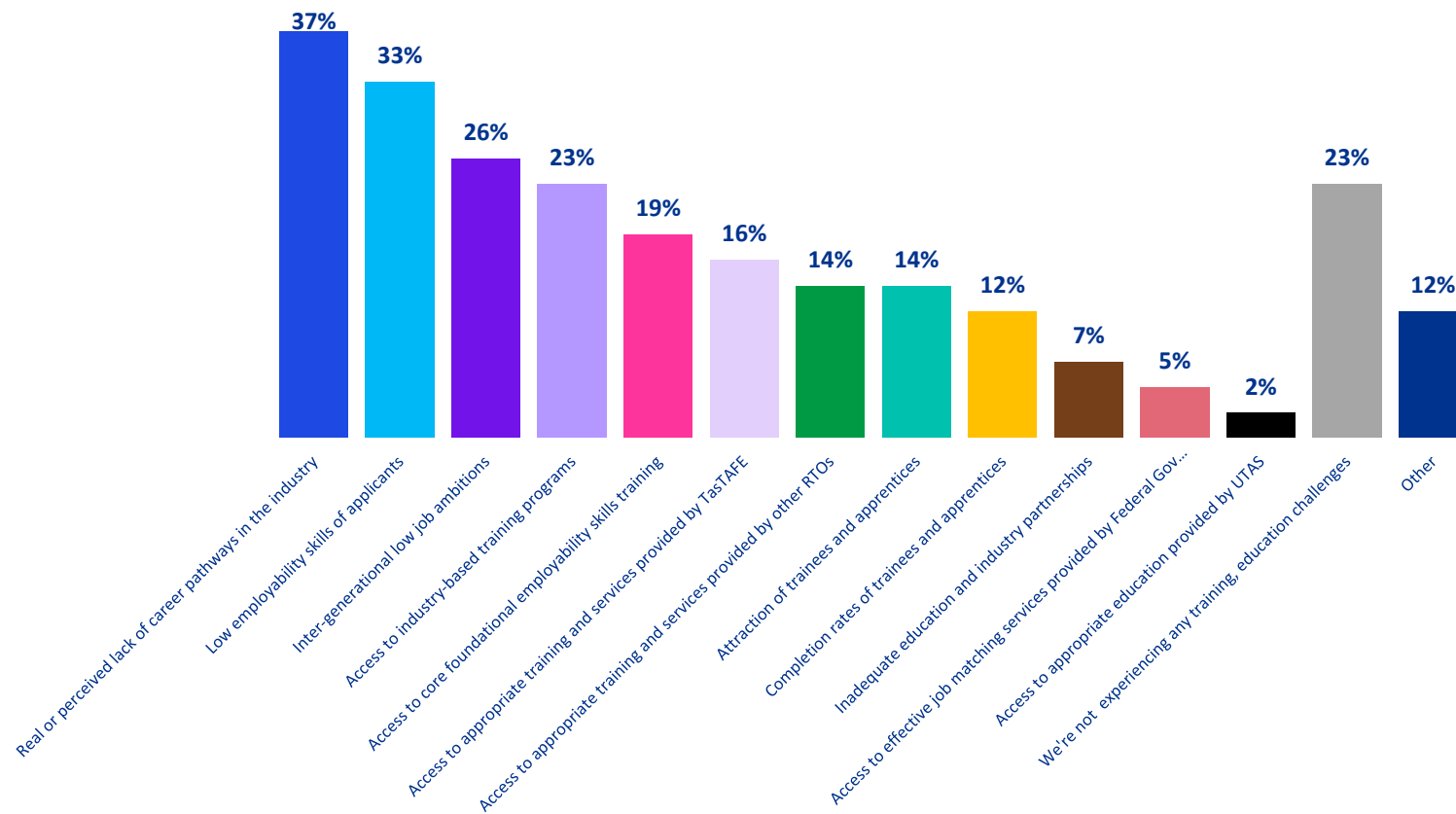


Q9a Thinking about the last 6 months, how often have you felt concerned that skill gaps in your workplace are impacting the quality of your products or services (n=43)

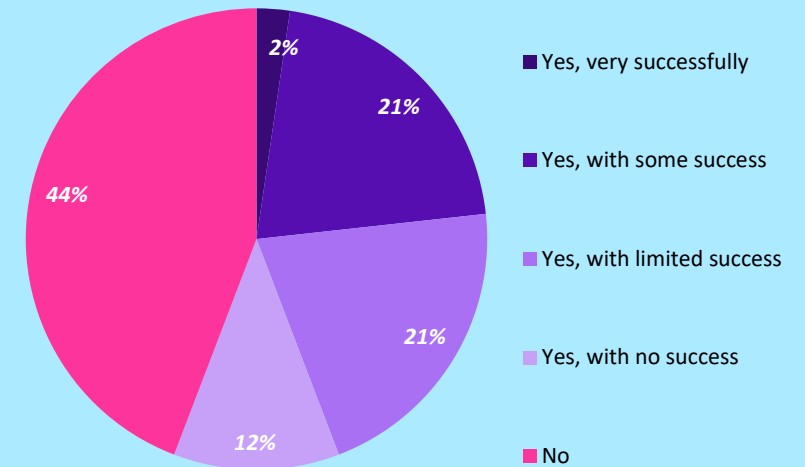
A number of training, education and employment pathway challenges exist

While the training and education challenges are diverse, the level of success or assistance in engaging with schools and training programs has been minimal.

Training, Education and Employment Pathway Challenges



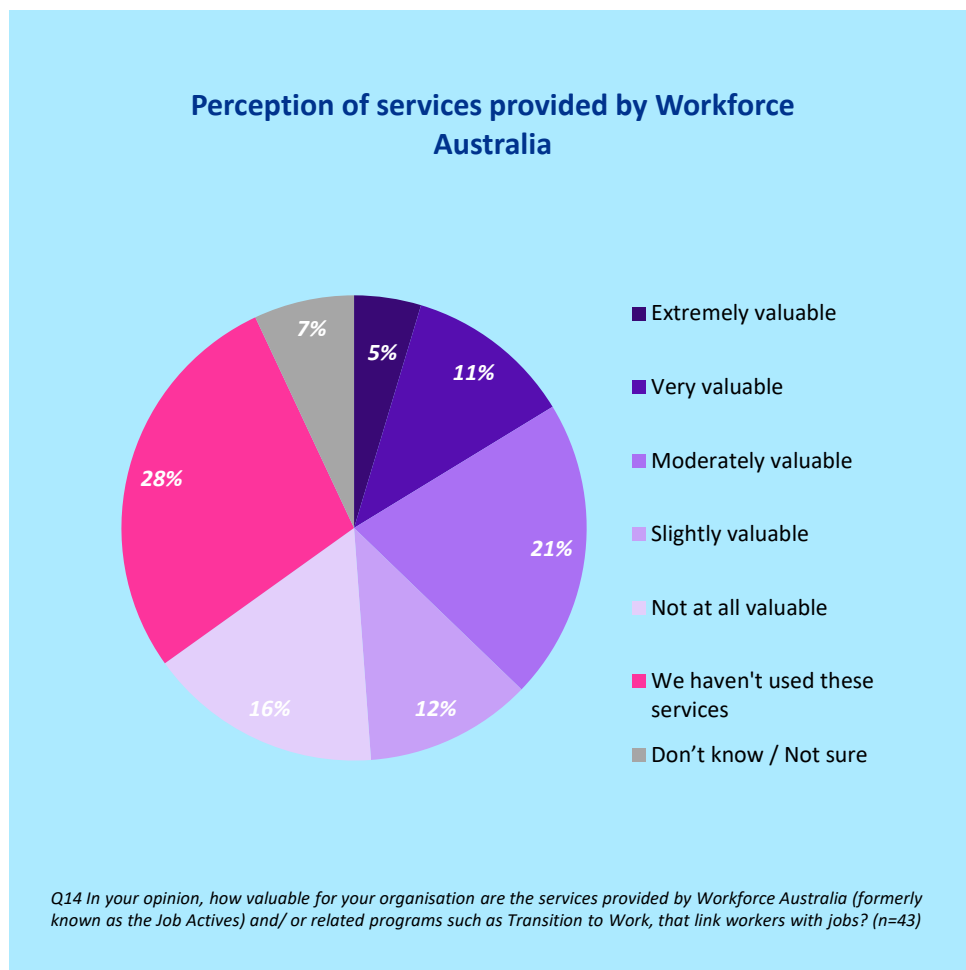
Engagement with schools and training organisations to attract workers



Q12 Have you engaged with schools / registered training organisations to attract young workers into your industry and if so, how successful have those interactions been? (n=43)

One in three businesses haven't used Workforce Australia Services

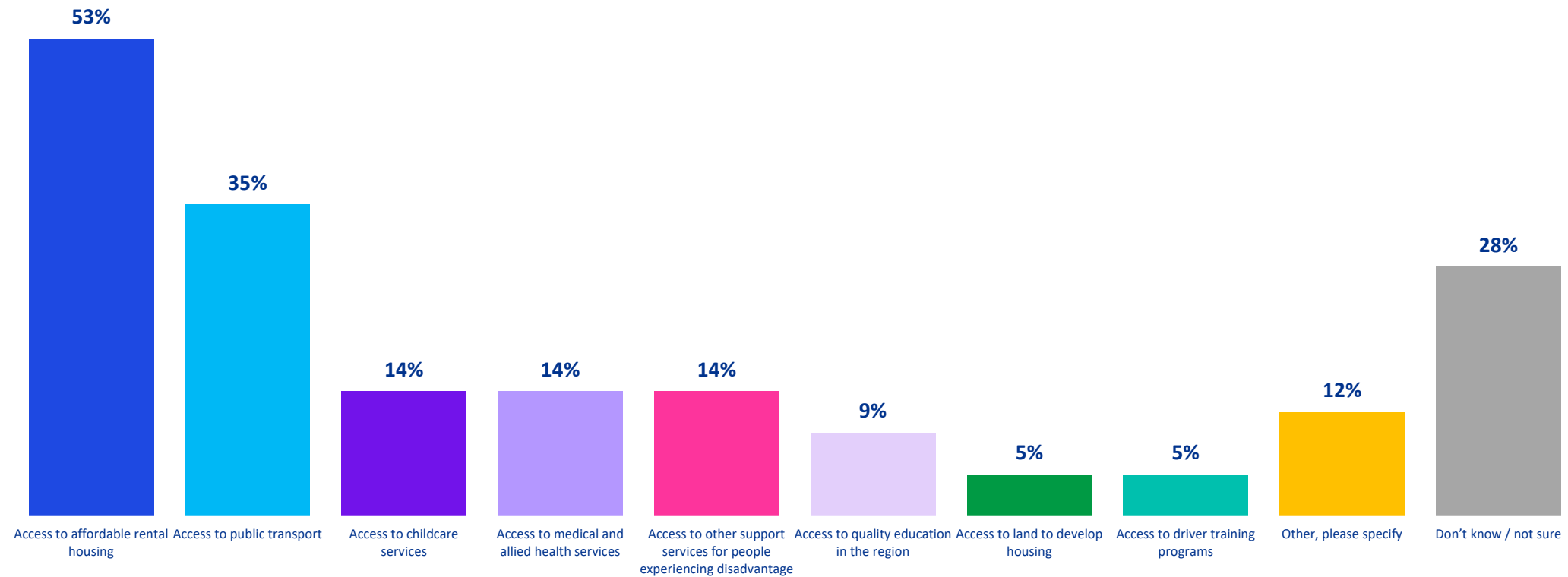
Among those who have engaged with Workforce Australia Services, only 16% found them to be extremely or very valuable.



Access to affordable housing and public transport are key barriers to attracting workers in the region

The limited access to amenities such as housing, public transport, medical services, and childcare facilities has been identified as a significant barrier to attracting workers in the region.

Key barriers to attracting workers in the region

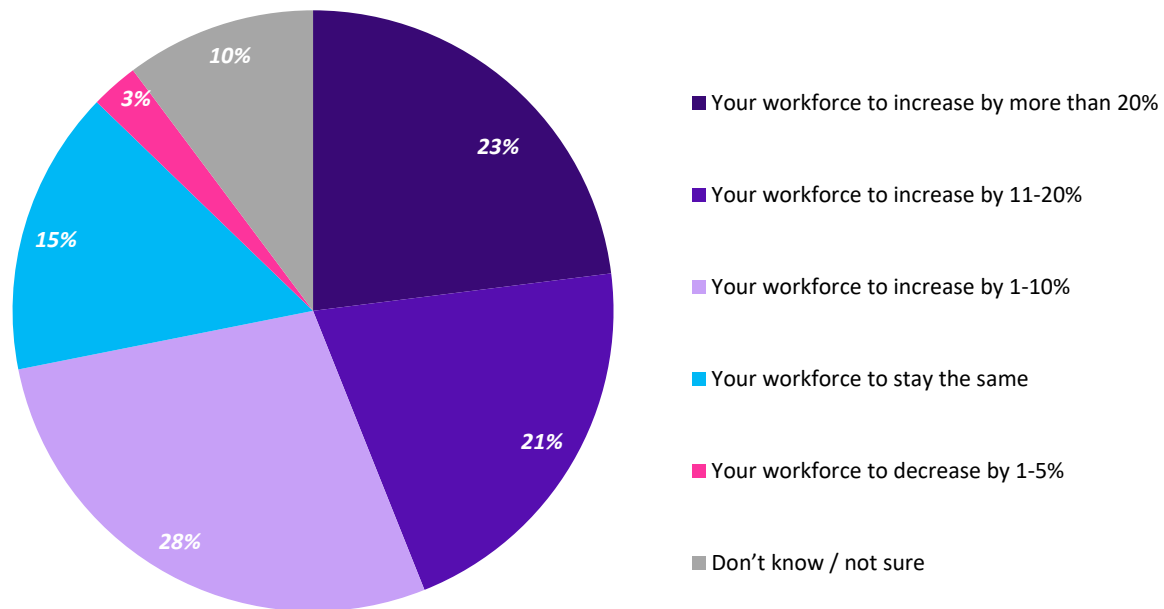


Q11 What are key barriers to attracting workers into your region? Please select/note up to 3 key barriers. (n=43)

Seven in ten businesses plan or expect to increase their workforce over the next 5-10 years

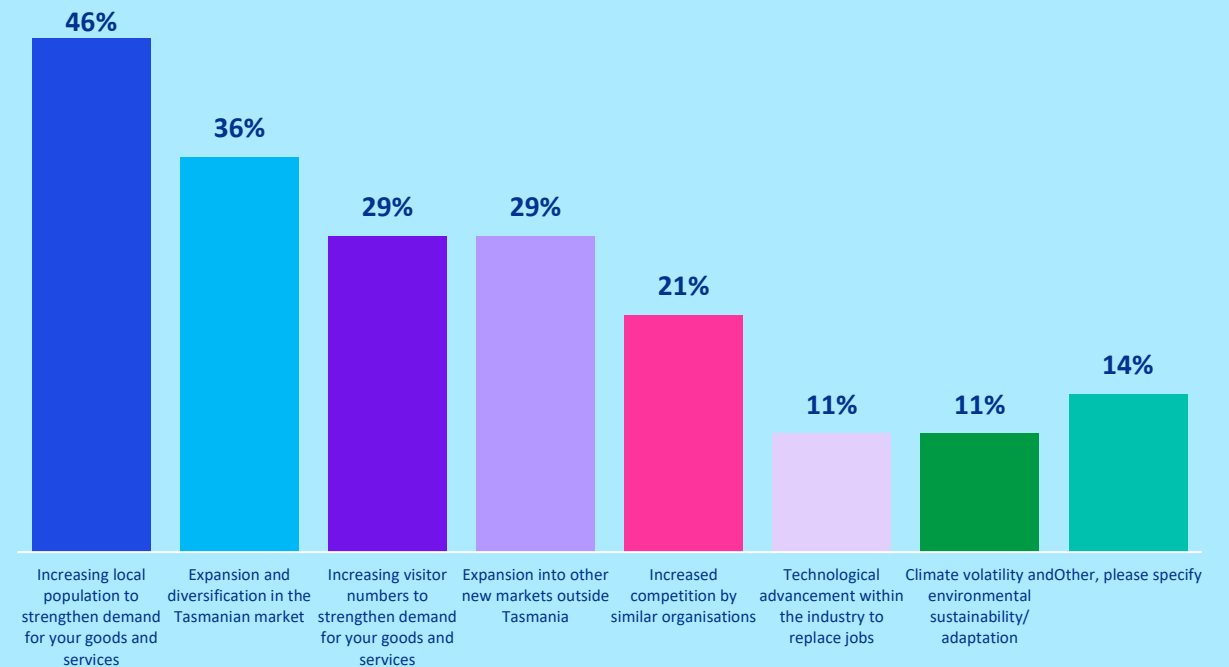
Only 3% of businesses anticipate a decrease in their workforce over the next 5-10 years. Factors driving the demand for workers include the growing local population and the expanding and diversifying Tasmanian market.

Planned or expected workforce demand over the next 5-10 years



Q15. What is your organisation's planned or expected demand for workforce over the next 5-10 years having regard to industry trends and your business plans? (n=43)

Trends prompting businesses' workforce demand over the next 5-10 years



Q16 What are the forces and trends that you believe will prompt your business/industry to have an increased demand for workforce over the next 5-10 years? (n=28)



Southern Employment & Training Network

HUON VALLEY | THE CHANNEL | BRUNY ISLAND