



**Local Jobs  
Program**

# **Local Jobs Plan**

## **Adelaide South**

## **South Australia**

August 2021

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The Department of Education, Skills and Employment acknowledges the traditional owners and custodians of country throughout Australia and acknowledges their continuing connection to land, water, and community. We pay our respects to the people, the cultures and the elders past, present and emerging.

## The Local Jobs Program

As part of supporting Australia's economic recovery from the COVID-19 pandemic, the Australian Government's Local Jobs Program (LJP) brings together expertise, resources and access to funding at the local level to accelerate reskilling, upskilling and employment pathways in 51 Employment Regions.

Recognising the importance of local knowledge in getting people back into jobs quickly, the LJP includes the following key elements in each region:

- a local Employment Facilitator
- a Local Jobs and Skills Taskforce
- a Local Jobs Plan
- a Local Recovery Fund to support small scale activities
- access to the National Priority Funding Pool.

The Taskforces, each chaired by the respective region's Employment Facilitator, develop and update a Local Jobs Plan for their region that identifies key employment and training priorities and provides a framework for driving employment outcomes in the context of the local labour market.

This interim Local Jobs Plan for the Adelaide South Employment Region identifies the key LJP priorities with a focus on creating employment opportunities, actively upskilling or reskilling local job seekers and meeting local employer demands.

## Key employment and training priorities

1. Work with industry and employers to understand their workforce needs and develop industry-driven training and employment initiatives to maximise opportunities and outcomes for local job seekers and those impacted by COVID-19, ensuring local job seekers are adequately skilled to take up employment opportunities including, traineeships and apprenticeships.
2. Maximising opportunities through stakeholder partnerships to create pathways into regional specific and growth industries, including within the Health Care, Manufacturing, Food Processing, Horticulture, Agriculture, Tourism and Construction sectors.
3. Leverage existing programs and funding within the region and local activities to better support young job seekers to prepare for and gain employment, addressing specific barriers to employment in the region, such as licences and transportation.
4. Develop strategies to increase access to existing pathways to training and employment for job seekers who are Aboriginal and Torres Strait Islander, mature aged, culturally and linguistically diverse, long term unemployed or who have a disability
5. Supporting employers and industry in upskilling existing employees to increase capacity and to open opportunities for entry-level jobs for job seekers
6. Develop initiatives that address non-vocational barriers to employment for job seekers in the region

## Employment Region overview

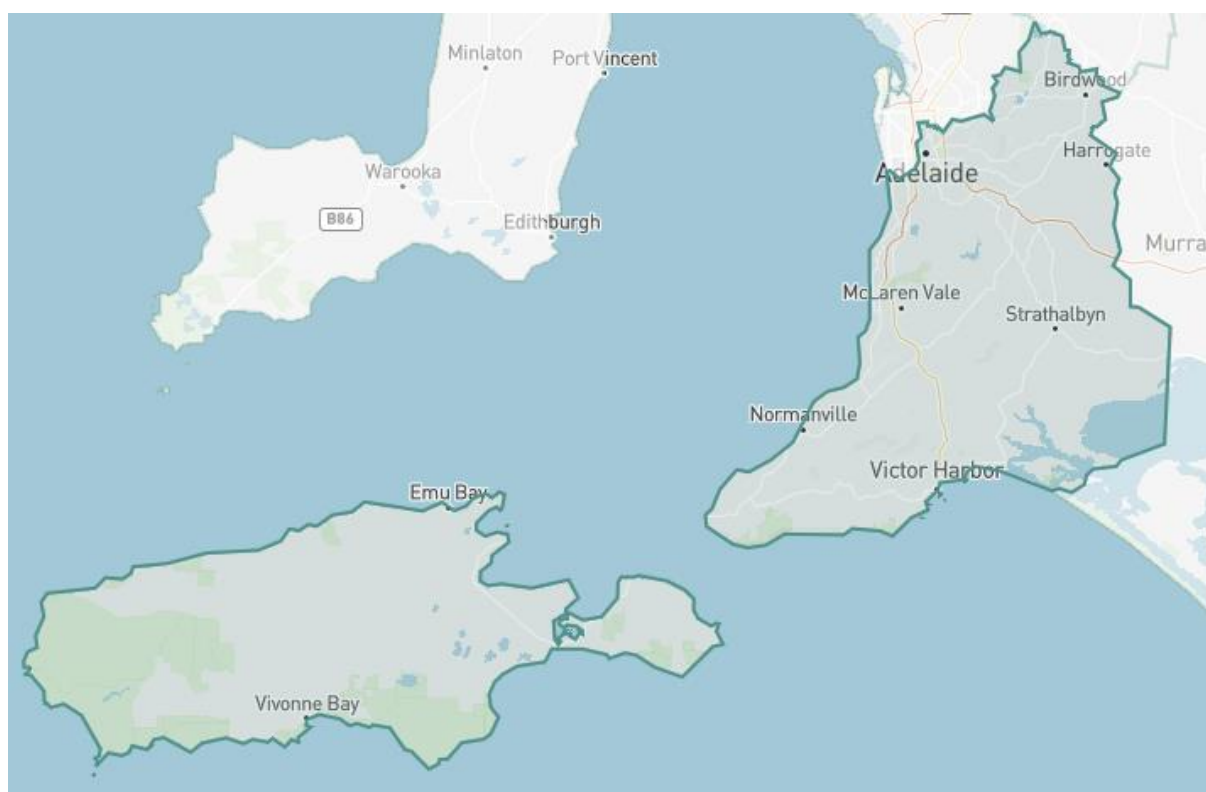
The Adelaide South Employment Region has a total area of 9,524km<sup>2</sup>. The estimated total population for the region in 2020, was 739,289 people.

The region covers northern areas including Kersbrook and Athelstone, the Adelaide CBD, urban areas in the Adelaide Hills such as Mount Barker and Stirling, and coastal areas from Glenelg to Victor Harbour. The Adelaide South Employment area also includes Cape Jervis and Kangaroo Island.

The region comprises 17 Local Government Areas (LGAs): Adelaide, Adelaide Hills, Alexandrina, Burnside, Campbelltown, Holdfast Bay, Kangaroo Island, Marion, Mitcham, Mount Barker, Norwood Payneham St Peters, Onkaparinga, Prospect, Unley, Victor Harbor, Walkerville and Yankalilla.

The LGAs with the highest populations are Onkaparinga with an estimated 175,900 people in 2020 and Marion with 96,500 people. The LGAs with the smallest populations are in Kangaroo Island with 4,980 people and Yankalilla with 6,300 people. Ninety three per cent of the region's population is located within metropolitan Adelaide and the other seven per cent is in the Fleurieu Peninsula and Kangaroo Island (ABS Regional Population estimates 2019-20).

### Adelaide South Employment Region Map



The unemployment rate for the region at May 2021 was 6.6 per cent. There are pockets of significant disadvantage across the region, including long term unemployment, high levels of income support dependency and high levels of youth unemployment. Adelaide South has three areas ranked in the lowest 25 areas on the 2016 Index of Relative Socio-Economic Disadvantage (IRSD) in SA. The IRSD ranks areas in Australia according to relative disadvantage using ABS Census data. These are Hackham West/Huntfield Heights, Christie Downs and Morphett Vale West. The region also has ten

out of the top 11 areas within SA with the least levels of disadvantage (predominantly in the inner southern, eastern and Adelaide Hills suburbs).

The region houses a diverse range of industries and jobs. This includes a variety of industries within the central business district of Adelaide, high intensity horticulture and broad-acre agriculture, and prominent tourism destinations such as Kangaroo Island and McLaren Vale.

There are opportunities for projects with a specific industry as well as location focus. For example, the City Onkaparinga contains the most visited tourism region outside the Adelaide CBD, McLaren Vale. The City of Marion contains the Tonsley Innovation District, on the site of the former Mitsubishi factory, which houses over 1,700 employees, and contains co-working spaces, vocational and higher education, entrepreneurship and international companies. The Adelaide Hills economy predominantly contains small businesses, with about 4,000 businesses in the region, focusing on tourism and viticulture and horticulture. Victor Harbor (with 39 per cent of its population aged over 65 years old, the second oldest local government population in Australia) has a focus on health and community services, construction, retail, and tourism.

There are two Regional Development Australia organisations operating in the region, Adelaide Metropolitan and Adelaide Hills, and Fleurieu and Kangaroo Island.

# Key challenges in Adelaide South Employment Region

Employers and job seekers in the Adelaide South Region face the following long standing and contemporary challenges:

- Transport and drivers' licences
- Evolution of manufacturing
- Lack of licenses, qualifications and experience
- Youth unemployment
- Long term unemployment
- Impacts of COVID-19
- Geographic isolation.

The region also experienced the 2019/2020 Adelaide Hills and Kangaroo Island bushfires, which resulted in job losses and financial difficulties for residents and businesses.

More detailed labour market insights can be found in Attachment A - Labour Market Data Dashboard.

## Transport and drivers' licences

Most workers in the region travelled to work using their own vehicle (71 per cent at the 2016 Census) and less than 10 per cent used public transport. At the time of the 2016 Census, most people travelled between 2.5km and 10 km for work. Very few residents travelled over 50km to their place of work.

Transport challenges in the region, include:

- Obtaining a driver's licence and having access to reliable private transport is a common barrier for people, particularly young people, wanting to enter the workforce. Both obtaining and retaining a licence, and having adequate support to undertake the 75 hours of supervised training required to gain a provisional licence, is a significant barrier to employment
- Public transport is centred around major population areas and there is limited to no public transport access past Seaford Heights in the south, and Mount Barker to the North East, of the region. Limited public transport creates an additional barrier for job seekers who do not have a licence or access to a reliable vehicle.
- In regional areas, job service and training providers, and government and other services are in larger towns and cities. This means job seekers living in remote areas must travel for appointments and training.

## Lack of licenses, qualifications and experience

Common issues for job seekers, particularly young people, is a lack of essential licenses and experience. As mentioned previously, it can range from a driver's Licence and a reliable car to industry requirements like white cards, forklift licences and first aid. There are multiple reasons for these barriers including access to appropriate training, financial cost of training and licences and the ability to have a supervisor for required training or driving hours.

Employers may be unable to employ a job seeker who has the required licenses and qualifications without practical on-the-job experience. This lack of experience was exacerbated by COVID-19 social distancing restrictions and the limits imposed on training providers.

## **Youth unemployment**

For youth unemployment the Adelaide- South Statistical Area 4 was the second highest rate at 15.9 per cent in May 2021, the second highest in SA. The rate is consistent with other SA4s such as Greater Adelaide (15.6 per cent), SA Outback (15.8 per cent).

The Centre for Independent Studies (2015) notes there are multiple and complex causes behind youth unemployment. 'Among them, the quality and relevance of education (there is a direct correlation between level of educational attainment and level of unemployment), which in turn creates a situation of assistance and dependency. A low skilled, inexperienced young workforce with great emphasis on part-time and casual jobs is particularly vulnerable to adverse economic conditions, which leads to youth unemployment being higher and more unstable than overall unemployment' (Centre for Independent Studies, 2015).

## **Long term unemployment**

The employment data indicates that across the three employment programs, jobactive, Transition to Work and Parents Next that three quarters of job seekers in the region are long term unemployed (12 months or longer unemployed). The increase in the proportion of job seekers with an unemployment duration has grown from May 2019 – May 2021. This presents a significant barrier for these job seekers to be competitive in the labour market. These job seekers are not able to promote a recent work history or a current skill level to meet the needs of employers.

The National Skills Commission Vacancy Report May 2021 stated after Queensland, South Australia recorded the next strongest increase in recruitment activity over the month (up by 4.5 per cent or 550 job advertisements). With strong vacancy growth and businesses recovering from COVID-19, those job seekers with long periods of unemployment may be left behind by employers and further add to their length of unemployment.

## **Impacts of COVID-19**

Employment changes occurred because of COVID-19. There were significant employment losses in areas such as agriculture, forestry and fishing, financial and insurance services. There was also an impact on tourism and hospitality with significant job losses and reduction of working hours. As the economy starts to improve and restrictions continually ease, these businesses are re-opening and/or returning to pre COVID-19 opening hours.

During restrictions, there was an increase in the demand for logistical staff including delivery drivers, warehouse staff due to increased use of home deliveries of groceries and food, and internet shopping. There is speculation that this demand may reduce as the working population returns to their workplaces and reduces the hours they work from home.

The highest proportional growth in the JobSeeker and Youth Allowance payments were in the Eastern, inner North and Adelaide Hills areas. North Adelaide saw an increase of 200 per cent from March 2020 to June 2020. Other Statistical Area 2s with high growth in the same period included Burnside- Wattle Park (179 per cent), Coromandel Valley (177 per cent), Belair (167 per cent) and Aldgate- Stirling (150 per cent).

There were signs of recovery between February 2020 and February 2021. Industries including Education and Training, Health Care and Social Assistance and Construction have seen marked

increases in employment. It has also been reported that local job providers have seen a significant increase in job seekers due to COVID-19 and are actively recruiting staff. This demand has been impacted by the return of face to face interviews for job seekers.

## **Geographic isolation**

In addition to the transport issues described earlier, geographic isolation has implications for access to government, training and other services. Kangaroo Island is the most geographically isolated within the region requiring a ferry crossing or an airplane service for access.

Due to economies of scale services, including job providers and education and training, may not have a presence outside major suburban areas. There is little incentive for providers to travel to regional areas due to the costs associated with travel and accommodation, and difficulties in attracting viable number of attendees. Training providers may also have limited access to quality trainers with current industry experience. These issues have been further heightened due to COVID-19 social distancing restrictions limiting the number of trainers and participants that can be in a training room.

The region has a large geographic span with Kangaroo Island being isolated from mainland South Australia and limited by transport options. This has implications regarding the available services to support job seekers to access training and employment opportunities.



# Local stakeholders and opportunities

## Local government priorities

Common economic priorities across the region’s Local Government Areas relate to tourism, business investment, export opportunities, increasing demand for service industries and encouraging value-added initiatives. Other observations on economic trends from local government level include:

- A move from a predominately production-based (economy) to one based on creativity and innovation (Adelaide Hills Council Strategic Plan)
- Employment growth will come from labour intensive sectors of health, aged care and social assistance, education, training, personal services including retail, hospitality and recreation. It is also anticipated that there will be growth in creative industries including design and IT and a growth in microbusiness (Campbelltown City Council Strategic Plan)

## Major projects

There are several major projects underway in the Adelaide South Employment Region. The table below lists key projects by Local Government Area.

**Table 1: Selected major projects by Local Government Area**

COUNCIL	PROJECT
<b>Onkaparinga</b>	<ul style="list-style-type: none"> <li>• Multiple ‘lifestyle’ and retirement residential developments for 55-year-old + people</li> <li>• Six significant Defence suppliers located at Lonsdale</li> <li>• Advanced engineering, boat building, electronics, and metalworks all expanding their R&amp;D and manufacturing workforce based on new contracts</li> <li>• SA Government funded projects in schools - \$60m</li> <li>• New hospitality, retail and creative small business emerging in ‘traditional’ townships including Aldinga and McLaren Vale</li> <li>• Mt Bold reservoir extension - \$200m</li> <li>• Flagstaff Road widening project - \$32.9m</li> <li>• Main South Road/Victor Harbour duplication upgrade is pledged in State Government 2021 estimates - \$435m</li> <li>• Main South Road Seaford to Aldinga expected to proceed in 2022 - \$600m</li> <li>• Establishment of Onkaparinga Youth Enterprise Hub</li> <li>• Aldinga Payinthe College - \$117m</li> </ul>
<b>Marion</b>	<ul style="list-style-type: none"> <li>• Repat Health precinct redevelopment - \$80m</li> <li>• Tonsley Innovation precinct is continuing to expand and diversify</li> <li>• Edwardstown is currently subject to the City’s Revitalisation project, aiming to increase the prosperity, liveability and investment appeal of the region</li> </ul>

COUNCIL	PROJECT
<b>Adelaide Hills / Mount Barker</b>	<ul style="list-style-type: none"> <li>• Vineyard and horticulture rebuilding and resilience including cherries and olives across Adelaide Hills, Cudlee Creek and Kangaroo Island - \$5.9m</li> <li>• Onkaparinga Woollen Mills Redevelopment - \$3m</li> <li>• Fox Creek Bike Park Cudlee Creek Rebuild of trails and facilities - \$2.5m</li> <li>• LeafCann major project - will produce high quality pharmaceutical grade medicinal cannabis ingredients and medicines in its state-of-the-art cultivation and production facility. It is estimated it will create 1400 jobs plus 850 jobs during development - \$350m</li> <li>• Mt Barker Regional Sports Hub - \$20m</li> <li>• Co-working Hub/New Venture Institute Partnership based at Mt Barker TAFE campus - \$1.0m</li> <li>• Development of Heysen Boulevard (ring-road through southern housing developments) - \$48m</li> </ul>
<b>Alexandrina / Victor Harbour</b>	<ul style="list-style-type: none"> <li>• Ocean St Precinct Upgrade Victor Harbour - \$6.4m</li> <li>• Heysen Trail Reinvigoration - \$5m</li> <li>• Railway Terrace Precinct Development - \$4.3m</li> </ul>
<b>Adelaide</b>	<ul style="list-style-type: none"> <li>• Central Market Arcade Redevelopment - \$400m</li> <li>• Lot 14 Adelaide development - \$672m</li> <li>• 60 King William Street – mixed use redevelopment</li> <li>• 203 North Terrace – 367 bed student accommodation</li> <li>• 266 North Terrace - GSA Student Accommodation Tower</li> </ul>
<b>Kangaroo Island</b>	<ul style="list-style-type: none"> <li>• Early Childhood Education and Care Centre Construction - \$1.8m</li> <li>• Collaborative package of projects to support rural landholders recover and build back better agriculture on Kangaroo Island, Adelaide Hills and Mount Barker - \$8.9m</li> <li>• Establishment of a small-scale fibre mill on Kangaroo Island - \$0.9m</li> <li>• Support for SA Apiary Industry - \$0.68m</li> <li>• SA Government’s Regional Development Strategy (April 2021) identifies \$20m for improving security and water supply to Kangaroo Island</li> <li>• American River Resort - \$20m</li> <li>• Increased internet coverage and capacity through funding for improved open-access telecommunication infrastructure</li> <li>• Funds to establish accommodation for tradespeople, seasonal workers and fire recovery and construction personnel</li> </ul>

# Attachment A – Labour Market Data Dashboard



**Adelaide South  
Employment Region  
South Australia**

## Labour Market Data Dashboard

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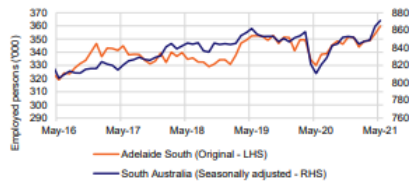
Refer to source notes for data reference periods

This **Labour Market Data Dashboard** provides key indicators for the labour market by Employment Region. It is updated on a monthly basis

	Labour market summary table											
	Employment			Unemployment			Unemployment rate		Participation rate		Youth unemployment rate	
	May-21 ('000)	Mar-20 ('000)	Change (%)	May-21 ('000)	Mar-20 ('000)	Change (%)	May-21 (%)	Mar-20 (%)	May-21 (%)	Mar-20 (%)	May-21 (%)	Mar-20 (%)
Adelaide South	359.8	349.3	3.0	20.1	20.7	-2.8	5.3	5.6	66.6	65.1	15.4	12.6
South Australia	871.1	858.2	1.5	53.9	57.9	-6.9	5.8	6.3	63.3	63.0	11.8	14.2
Australia	13,125.1	12,994.8	1.0	791.1	723.5	-3.1	5.1	5.3	66.2	65.9	10.7	11.6

Source: ABS, Labour Force Survey, May-21. Employment Region data are original estimates, except for the youth unemployment rate, which is a 12-month average of original estimates. State youth unemployment rates are original estimates. Remaining data are seasonally adjusted.

### Employed persons



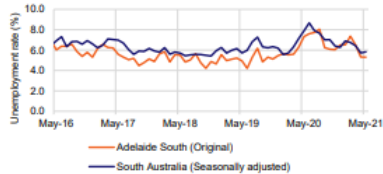
Source: ABS, Labour Force Survey, May-21

### Largest employing industries



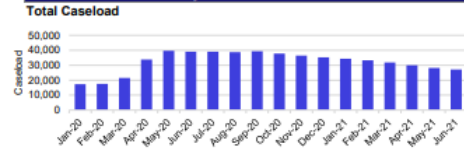
Source: ABS, Labour Force Survey, Detailed, four quarter averages, May-21 quarter

### Unemployment rate



Source: ABS, Labour Force Survey, May-21

### Jobactive Caseload



### Jobactive Caseload by participant cohorts

Participant Cohorts	Jun-21	Monthly Change (%)	Change since Mar-20 (%)
Total caseload	27,150	-3.6	26.0
Male	13,730	-4.1	23.5
Female	13,420	-3.1	28.7
Mature Aged (50+)	8,230	-3.6	37.2
PWD	6,600	-0.6	21.6
Youth (U25)	4,190	-3.9	11.4
CALD	3,580	-5.0	34.2
Indigenous	1,310	-2.3	23.3

### Jobactive Caseload by duration registered



Data include Jobactive and New Employment Services Trial participants. Source: Department of Education, Skills and Employment, caseload data, Jun-21

### LGAs with highest unemployment rates (%)

Local Government Area (LGA)	Mar-21	Mar-20
Adelaide (C)	9.7	8.0
Onkaparinga (C)	9.4	7.8
Victor Harbor (C)	8.7	7.1
Mount Barker (DC)	8.1	6.9
Campbelltown (C) (SA)	7.5	5.6

For more insights, access SALM data via [lmp.gov.au](http://lmp.gov.au). Source: National Skills Commission, Small Area Labour Markets, four quarter averages, Mar-21 quarter

### Online job advertisements



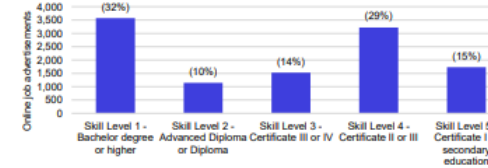
Source: National Skills Commission, Internet Vacancy Index, seasonally adjusted, May-21

### Online job advertisements by occupation



Source: National Skills Commission, Internet Vacancy Index, original data, May-21

### Online job advertisements by skill level



Source: National Skills Commission, Internet Vacancy Index, seasonally adjusted, May-21

Note: Data are not readily available for all sources by Employment Region. ABS Labour Force Survey data are based on the combined SA4s of Adelaide - Central and Hills; and Adelaide - South. The Internet Vacancy Index (IVI) uses a unique geographical approach. For this region, the IVI Adelaide region has been used. Jobactive Caseload reports at the Employment Region level and includes participants receiving both digital and provider servicing (it excludes other programs, such as ParentsNext or Transition to Work (TWW)). For caseload data, the Employment Region is based on (1) the location of the provider for Jobactive provider serviced participants; (2) where the participant resides for Online Employment Services (OES) participants; (3) the NEST Employment Regions of Adelaide South or Mid North Coast for NEST participants. Jobactive Caseload by duration registered is based on the participant's time registered in employment services. PWD = people with disability and CALD = culturally and linguistically diverse persons. Caseload data are based on current methodology which has been retrospectively applied to historical Jobactive caseload dates. As such, the data may not align with earlier figures. For any enquiries related to the data in this dashboard, please contact [EmploymentPathwaysAnalysis@skillscommission.gov.au](mailto:EmploymentPathwaysAnalysis@skillscommission.gov.au).