

Hume City Council
Labour Market Insights and Trends Forum
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FUTURE WORKFORCE - MELBOURNE'S NORTH

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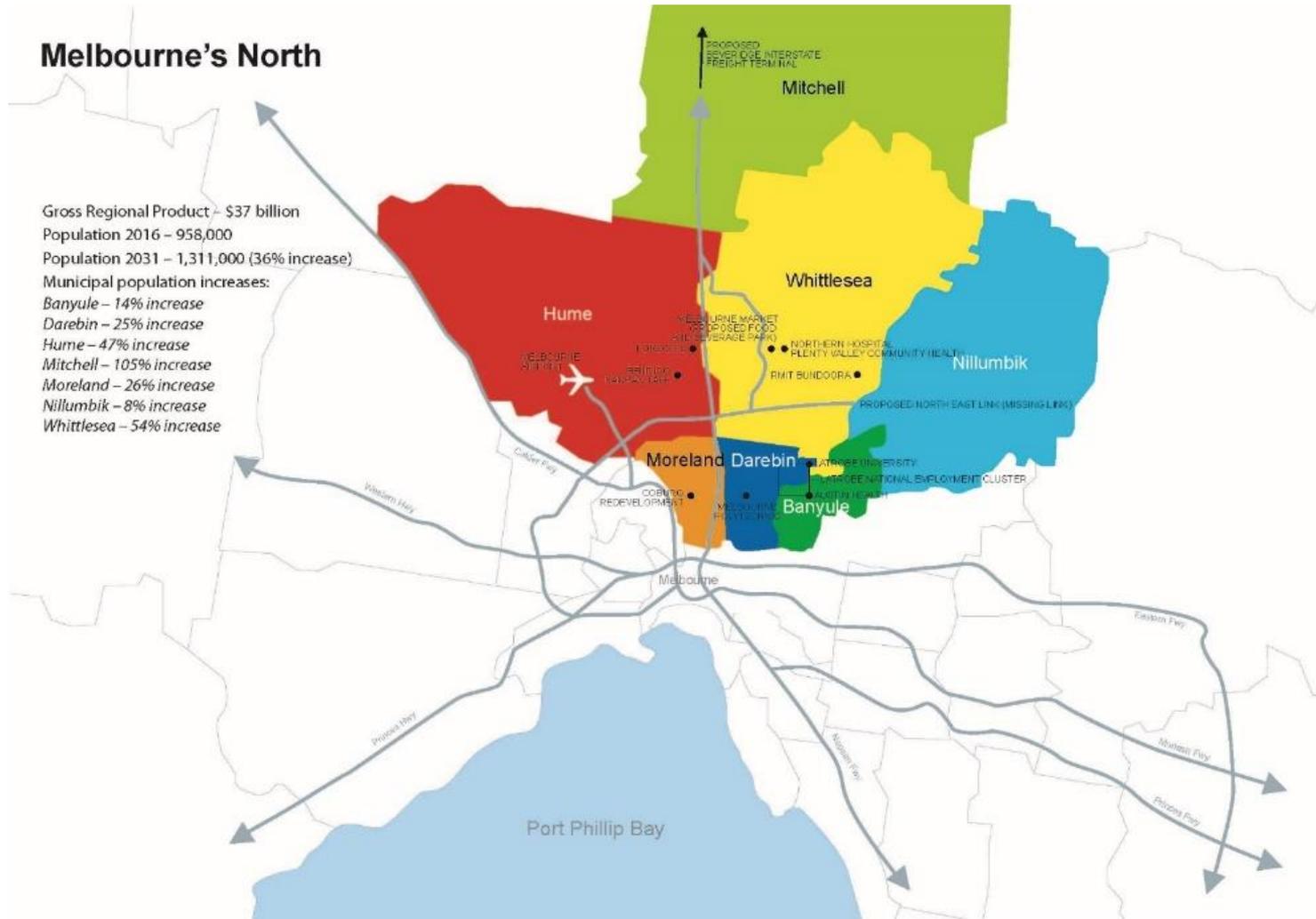
NORTH Link – Who are we?

- NORTH Link is a regional partnership of industry, education and government established in 1995
- A business network and regional economic development advocacy group representing Melbourne's Northern region comprising local Councils, local tertiary education institutions and industry (eg. Melbourne Airport, Northern Health, Plenty Valley Community Health, Melbourne Market Authority, etc.)
- Services 5,000 business contacts across North
- Our aims are to ensure that Melbourne's North achieves sustainable GDP growth at least equal to that of the rest of Melbourne and Australia

NORTH Link – What do we do?

- Research – Future Workforce
- Advocacy – Canberra Delegation
- Capability Building – overcome challenges, take advantage of opportunities
 - Innovation Series
 - Melbourne’s North Food Group
 - Jobs Victoria Employment Network (JVEN)
 - Northern Industry Student Placement Program (NISPP)
 - Work with LLENs

Melbourne's North – our region



Melbourne's North – rapid change

2017 Context – the region

- Melbourne's North is undergoing a rapid transition to a knowledge economy
- Experiencing massive population growth and hi-tech manufacturing and services are replacing traditional manufacturing
- Region overlaps with Northern agricultural food bowl
- Melbourne's North will add 300,000 persons by 2031, a 36 per cent population increase
- The population will reach 1.3 million, roughly the size of Adelaide

Evidence:

Future Workforce – Melbourne's North

- Evidence base for workforce strategies
- Released late 2015 - NORTH Link, Northern Melbourne RDA, La Trobe and RMIT universities, the Metropolitan Planning Authority and eight Northern Councils
- Analysed employment and skills in Melbourne's North – eight LGAs: Banyule, Darebin, Hume, Mitchell, Moreland, Nillumbik, Whittlesea and Yarra

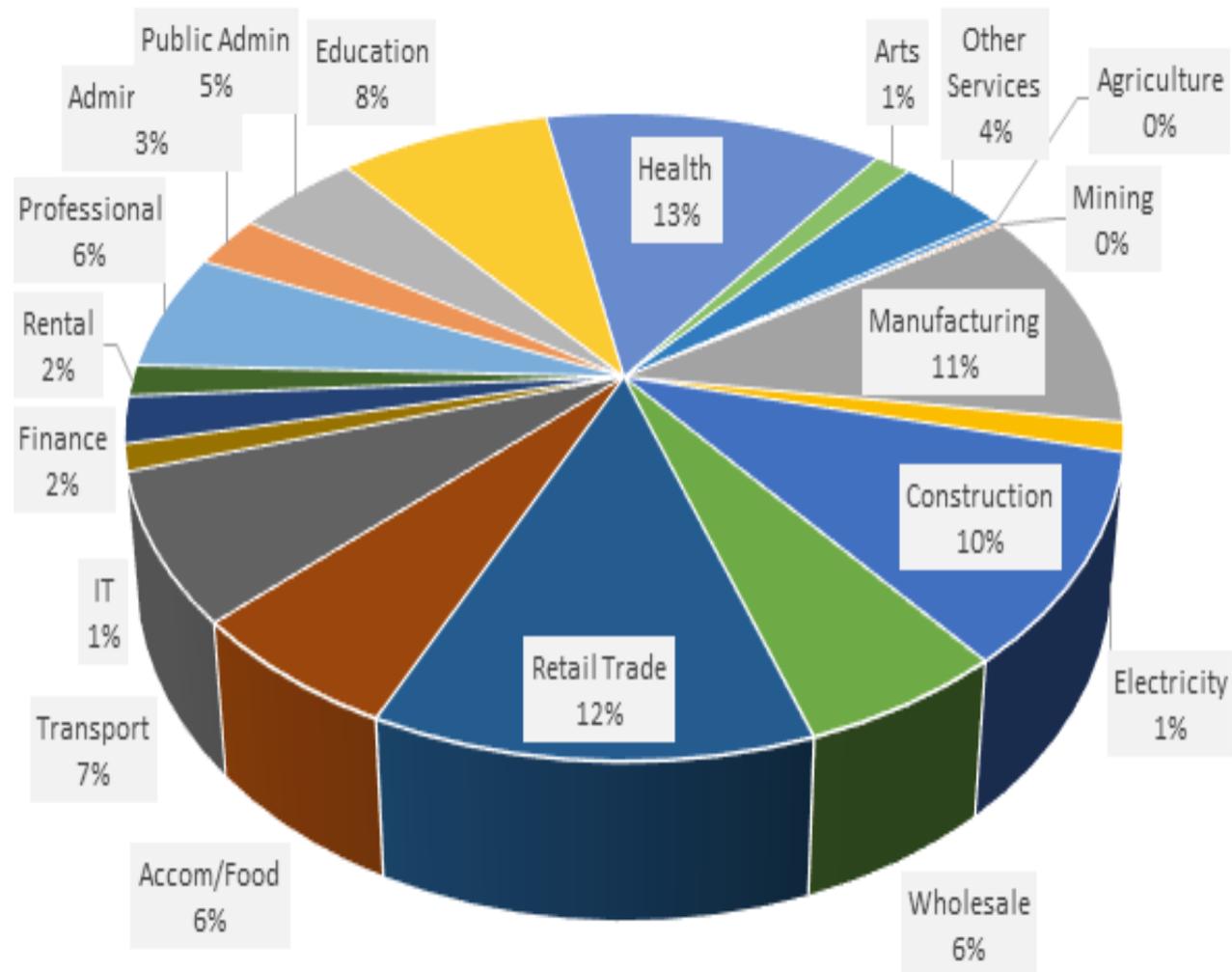
Evidence:

Future Workforce – Melbourne's North

- Finding: biggest employing sectors are:
 - Health 13%
 - Retail Trade 12%
 - Manufacturing 11%
- Number and proportion of jobs in manufacturing has declined significantly already due to offshoring and automation, and comparative growth in the other sectors
- Modelling shows the jobs impact in Melbourne's North of auto closures will be high

Evidence:

Future Workforce – Melbourne's North



Evidence:

Future Workforce – Melbourne's North

Key findings:

- Health the biggest workforce;
- Relatively poor links between education providers and industry in Melbourne's North;
- Career guidance is underinvested with limited funding, helping lead to poor career choices and high apprenticeship and other course dropout rates; and
- The whole educational system needs to be more cohesive, with employability a key goal

Evidence:

Future Workforce – Melbourne's North

Recommendations:

- Higher levels of investment in career guidance at secondary level
- Greater efforts to improve the links between industry and education, including schools, with emphasis on employability
- Capability building for firms and individuals, especially around STEM
- Associated with the concept of STEM PLUS, which means Science, Technology, Engineering and Maths plus knowledge about cultures and markets, communications, and language skills and design
- Increased infrastructure investment
- Increased private sector capital investment
- Industry policy regarding priority sectors and the development of clusters

Evidence:

Future Workforce – Melbourne's North

Implementation:

- Formed a Heads of Tertiary Education Group with the two northern university Vice Chancellors of La Trobe and RMIT, the two Institute CEOs at Melbourne Polytechnic and Bendigo Kangan, NORTH Link and Northern Melbourne RDA
- Decided to:
 - Improve the education/industry interface by instituting four Industry Roundtables across the priority sectors of Advanced Manufacturing, Food and Beverage, Health and Business and Professional Services
 - Solicit a proposal from NORTH Link to put the current pilot student placement program, NISPP, on a more permanent footing
 - NORTH Link Innovation Series – link SMEs to CSIRO and universities/TAFEs
 - Young people – line of sight on jobs of future (working with LLENs - synergies)
 - Collaboration with Council Economic Development Departments

Industry Roundtables 2016:

- Four Priority Sectors
 - Advanced Manufacturing
 - Food and Beverage
 - Health
 - Business Professional Services
- Findings
 - Soft skills
 - Relationship with tertiary education

Northern Industry Student Placement Program (NISPP)

The program offers to education:

- Greater visibility to industry
 - Improved employability outcomes for courses and thus improved marketability
 - Stronger links to Industry Placement Officers so that program can phase out
- The program offers to industry:
 - The ability for a busy enterprise to take someone on to do a project that may otherwise be swamped by day-today operations
 - A look at their future workforce
 - The program offers students:
 - Work experience and more context to their course
 - Contact with future employers

Northern Industry Student Placement Program (NISPP)

- Pilots 2015 and 2016 – target of 20, 63 placement (food)
53 placements (general)
- Scaled up NISPP 2017 supported by all four tertiary institutions – target 120; 108 placements so far
- NISPP not just about student placements - a program that can leverage broader co-operation between education and industry
 - Students offered graduate/p-t jobs
 - Increasingly aligned with projects of regional significance – NEPA, HSB Project

NORTH Link Innovation Series

- Connects Northern SMEs to R&D and Innovation facilities – e.g. CSIRO and universities/TAFEs
- Well attended – usually oversubscribed
- Examples of recent visits
 - Bendigo Kangan Institute Food and Beverage Centre of Excellence - November
 - CSIRO Lab 22 (3D printing) – October
 - RMIT Food Research and Innovation Centre - July
 - CSIRO Manufacturing Geelong - May
- Workforce implications of technological change

Jobs Victoria Employment Network (JVEN)

- Victorian Government funded initiative to deliver practical recruitment support to businesses across the northern suburbs of Melbourne
- Easier to recruit the right people needed to increase productivity, profitability and innovation
- Scope, cohorts, support from Northern Councils and TEPs
- More pre and post employment value add
- Collaboration – don't reinvent wheels
 - Work in with City of Hume, LLENs, Jobactives
- Program Manager – Michael Iaccarino
- 100 placements over 2017

JVEN Apprenticeship Forum – August 2017

- “Where have all the apprentices gone?”
- Held by NORTH Link and Apprenticeships Matter
- 10 employers attended and 4 others provided input
- Small family owned manufacturing businesses
- Sectors: caravan, bakery, stainless steel fabrication, masonry, engineering, automation technology
- Vacancies reported
- Key perception: *Imperative to get y.p, teachers & parents interested in skilled trades particularly in manufacturing*

WTIF Seed Funded Projects

- Northern Vocational Mentoring Exchange
 - Address career underinvestment
 - Mentor bank – 100 mentors
 - Visibility of key industries to young people
- North West Melbourne Data Analytics Hub
 - Better connect students to jobs in industry
- NDIS Opportunity?
 - Customised mobility aids

Challenges

- What is the visibility of industries such as Food and Beverage and Health among young people?
- Why are apprenticeships hard to fill?
 - e.g. automotive servicing, furniture trades
- Why are apprenticeship dropout rates so high?
- What is the role of schools?
- Schools not a “conveyor belt” of people for industry but partnerships with industry necessary



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