

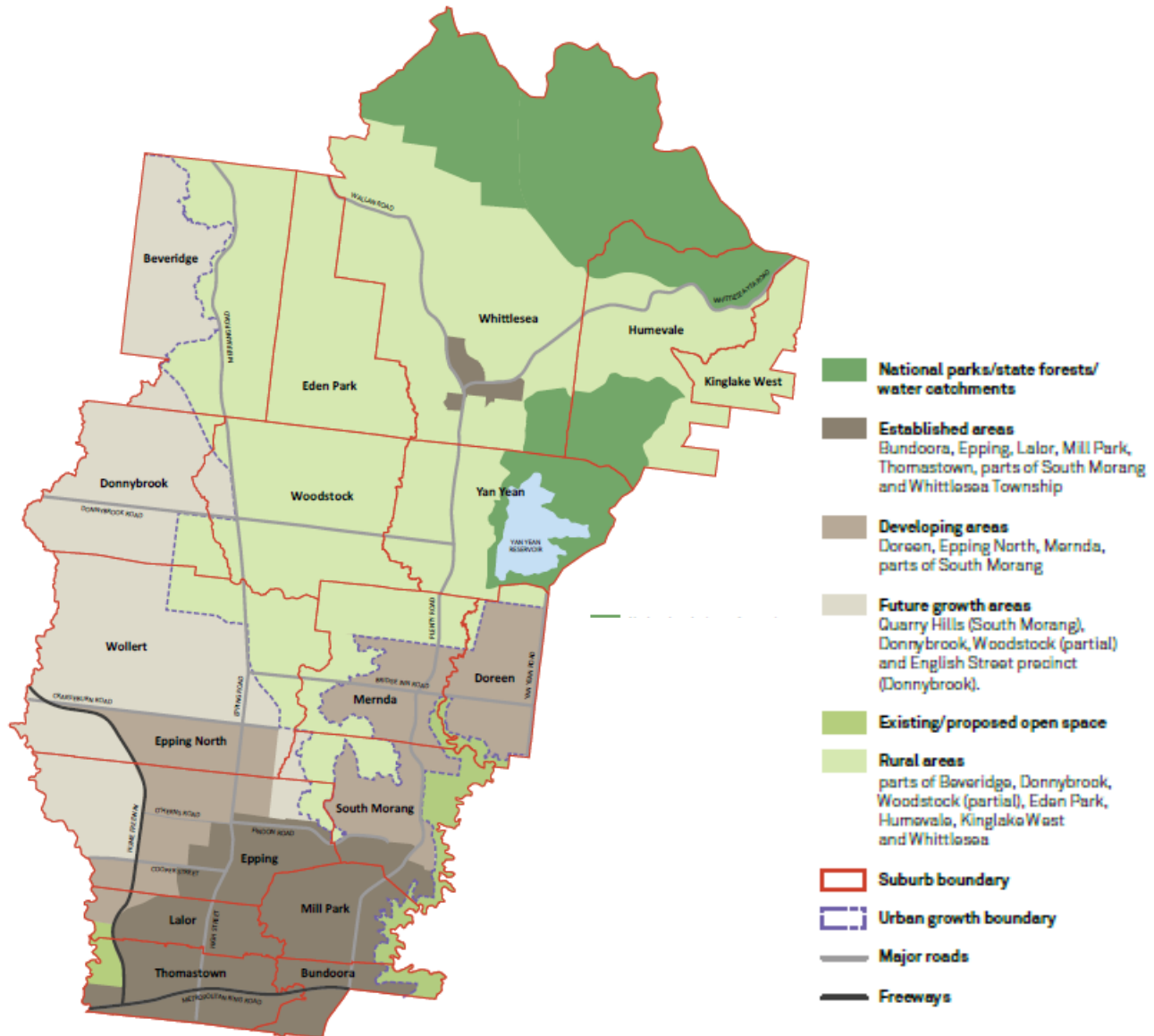
City of Whittlesea

*Creating vibrant self-sustaining communities
together*

***21st Century Capabilities: THE FUTURE OF JOBS,
SKILLS AND WORK***

Wednesday 6 June 2018

Stages of development



Planning for growth

- More than 7,000 new residents per year
- In 20 years our city will grow by 71 per cent
 - Growth areas of **Wollert, Donnybrook** and **Epping North**
 - **Mernda** and **Doreen** will continue to grow

Celebrating diversity

- Approximately 41.6 per cent of residents were born overseas
- 48.9 per cent speak a language other than English

Educational qualifications

- 28,000 residents hold a Bachelor or Higher degree
- 28,000 residents have a Vocational qualification
- 14,700 residents have an Advanced Diploma or Diploma

Our economic landscape

Local
businesses

13,645

ABS 2017

Local jobs

65,816

NIEIR 2017

Employed
residents

104,372

ABS 2017

GRP

\$7.42 billion

NIEIR 2017

Growth opportunities

- Advanced Manufacturing
Food and Fibre
- Transport and Logistics
- Health Care and Social Assistance
- Retail
- Agriculture and Tourism



Economic Development Strategy, *Growing our economy together*

Vision of 10,000 new jobs in five years

Underpinned by five key directions

Priorities

- Investment attraction strategy
- Increase Council's local spend
- Support business prosperity and networking opportunities
- Support job creation opportunities for vulnerable groups through external partnerships
- Final report of the Land Capability Assessment

1. Strive to build a healthy, prosperous and resilient community
2. Foster an environment that encourages the development of a vibrant local economy
3. Capitalise on the city's human, natural and built resources to maximise local employment
4. Promote the municipality as an attractive destination to invest and work in, visit and enjoy
5. Collaborate with community, businesses and government to deliver resources and opportunities.

Industry, education, government and community

- Partnerships with HWLLEN in preparing young people – Making Choices, Youth expo, Real Industry Job Interviews
- Whittlesea Tech School
- NORTH Link and Melbourne’s North Food Group
- Melbourne Market Authority and Melbourne Polytechnic – Greengrocer and Caravan industry programs
- Internal collaborations

- [Economic Development Strategy; Growing our economy together](#)
- City of Whittlesea economic profile
<http://economy.id.com.au/whittlesea>
- [Place snapshots: A Guide to Development in Your Area](#)

Thank you

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