WHAT THE DATA IS TELLING US

The Connect Effect 2014 Series – 13 March 2014

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Funded by the Australian Government Suburban Jobs Program
Economic growth rates

Source: BIS Shrapnel (2013)
Job vacancies in SA (‘000)

Source: ABS (2014) Job Vacancies
Employment in SA ‘000 (Nov 2003 to 2013)

Source: ABS (2014) Labour force
Employment in SA ‘000 (Nov 2013)

- **Manufacturing**
  - 78,800 persons
  - 83% full time

- **Health care and soc assist**
  - 109,500 persons
  - 48.9% full time

Source: ABS (2014) Labour force
Employment in SA ‘000 (Nov 2003 to 2013)

Source: ABS (2014) Labour force
Manufacturing in Playford (2006 to 2011)

Manufacturing, nfd
Food Product
Primary Metal and Metal Product
Beverage and Tobacco Product
Non-Metallic Mineral Product
Wood Product
Fabricated Metal Product
Pulp, Paper and Converted Paper Product
Textile, Leather, Clothing and Footwear
Petroleum and Coal Product
Basic Chemical and Chemical Product
Printing (including the Reproduction of Recorded Media)
Furniture and Other
Machinery and Equipment
Polymer Product and Rubber Product
Transport Equipment

Source: 2006 & 2011 Census
Opportunities in SA - industry

Source: ABS (2014) Labour force
Opportunities in SA – work hours

Source: ABS (2014) Labour force
Opportunities in SA - gender

Source: 2011 Census
## Unemployment

### City of Playford

<table>
<thead>
<tr>
<th>Map key</th>
<th>SLA name</th>
<th>No. unemployed</th>
<th>Unemployment rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Playford (C) - East Central</td>
<td>1561</td>
<td>13.2%</td>
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<tr>
<td>2</td>
<td>Playford (C) - Elizabeth</td>
<td>2051</td>
<td>21.5%</td>
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<tr>
<td>3</td>
<td>Playford (C) - Hills</td>
<td>214</td>
<td>9.9%</td>
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<tr>
<td>4</td>
<td>Playford (C) - West</td>
<td>538</td>
<td>11.1%</td>
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<tr>
<td>5</td>
<td>Playford (C) - West Central</td>
<td>873</td>
<td>16.3%</td>
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</tbody>
</table>

Source: SALM Sept 2013
Unemployment

- Average 5 percentage point increase in unemployment rate in 5 years

<table>
<thead>
<tr>
<th></th>
<th>Sep-08</th>
<th>Sep-13</th>
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</thead>
<tbody>
<tr>
<td>Playford (C) - East Central</td>
<td>8.6%</td>
<td>13.2%</td>
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<tr>
<td>Playford (C) - Elizabeth</td>
<td>16.8%</td>
<td>21.5%</td>
</tr>
<tr>
<td>Playford (C) - Hills</td>
<td>5.6%</td>
<td>9.9%</td>
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<td>11.5%</td>
<td>16.3%</td>
</tr>
</tbody>
</table>

Source: SALM Sept 2013
SEIFA

- Index of Relative Socio-Economic Disadvantage
- Playford SEIFA=871
  - Most disadvantaged LGA in Adelaide
  - One of the most disadvantaged urban areas in Australia

Source: 2011 Census
Impact of the GMH closure
Impact of the GMH closure - SA

- Total impact of closure upon SA at 16 quarters after closure
  - Industry employment in SA, -23,903
  - GRP (headline) at market prices, -$912.5m

<table>
<thead>
<tr>
<th>State</th>
<th>1st</th>
<th>4th</th>
<th>8th</th>
<th>12th</th>
<th>16th</th>
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<td>Total</td>
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</table>
Impact of the GMH closure - SA

- % employment decline for residents in LGA

Source: WISeR & NIEIR (unpublished)
Impact of the GMH closure - SA

- % employment decline in LGA (place of work)

![Bar chart showing employment decline in different LGAs.]

- Playford (C): -15.8%
- Marion (C): -5.4%
- Salisbury (C): -4.8%
- Onkaparinga (C): -4.5%
- Charles Sturt (C): -3.9%

Source: WISeR & NIEIR (unpublished)
Impact of the GMH closure - SA

- % decline in Gross regional product

<table>
<thead>
<tr>
<th>Location</th>
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<th>12th</th>
<th>16th</th>
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</thead>
<tbody>
<tr>
<td>Playford (C)</td>
<td></td>
<td></td>
<td></td>
<td>-23.3%</td>
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</tr>
<tr>
<td>Marion (C)</td>
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<td>-7.7%</td>
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</tr>
<tr>
<td>Onkaparinga (C)</td>
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<td></td>
<td>-7.3%</td>
<td></td>
<td></td>
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<tr>
<td>Salisbury (C)</td>
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<td>-6.9%</td>
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<tr>
<td>Charles Sturt (C)</td>
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<td>-5.9%</td>
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</tbody>
</table>

Source: WISeR & NIEIR (unpublished)
The WISEr approach

Key topics

1. Employer sentiment
2. Factors affecting organisational performance
3. Recruitment issues
4. Employing locally
5. Skills deficiencies & gaps
6. Workforce training & development
7. Barriers to training
The WISeR approach - WFS

Business sentiments (for next 12 months)

<table>
<thead>
<tr>
<th></th>
<th>Strong increase</th>
<th>Moderate increase</th>
<th>No change</th>
<th>Moderate decrease</th>
<th>Strong decrease</th>
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</thead>
<tbody>
<tr>
<td>Intentions to recruit</td>
<td>8%</td>
<td>45%</td>
<td>24%</td>
<td>4%</td>
<td>3%</td>
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<tr>
<td>Expectations for business profits</td>
<td>7%</td>
<td>43%</td>
<td>37%</td>
<td>4%</td>
<td>3%</td>
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<tr>
<td>Expectations for sales</td>
<td>3%</td>
<td>30%</td>
<td>61%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Expectations for growth</td>
<td>12%</td>
<td>40%</td>
<td>37%</td>
<td>6%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: WISeR Workforce Futures Survey (unpublished)
The WISeR approach - WFS

Occupational skills demand (required in the next 12 months)

- Technicians & Tradespersons: 23%
- Sales Workers: 17%
- Clerical & Admin: 15%
- Labourers: 15%
- Other: 10%
- Professionals: 9%
- Machinery Operators & Drivers: 5%
- Community & Personal Svc: 4%
- Managers: 1%

Source: WISeR Workforce Futures Survey (unpublished)
The WISeR approach
The WISeR approach

The Stretton Centre
The WISeR approach
The WISeR approach

SMART workplaces – the High Performance Workplace Approach

Implement high performance work systems

OHSW and HR
Improved employee satisfaction, well-being & organisational culture

Operational
Increased productivity and innovation

Financial
Business growth, rise in sales and profits
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www.adelaide.edu.au/wiser

Funded by the Australian Government Suburban Jobs Program