

City of Wanneroo

Advocacy and Economic Development

Future Jobs and Skills Workshop
Thursday 22nd November 2018



City of Wanneroo

One of the fastest and largest growing local government areas in Western Australia

Population growth:

- Today – 212,000
- In 25 years – 411,000
- Ultimate – 555,000

More than half of this population growth is expected to be in the northern suburbs of Yanchep, Alkimos, Eglinton and Two Rocks.



City of Wanneroo

One of the fastest and largest growing local government areas in WA



- Goal to create 100,000 new jobs to support this growth
- Constantly changing outlook for future jobs
- Important to collaborate to provide training that will equip residents with appropriate skills
- The aim of this workshop is to look at the current jobs situation, identify gaps and assess skills requirements.

Key Economic Challenges

- **Low jobs growth rate** – current jobs growth is approximately 1,600 new jobs. 2,800 jobs needed to meet employment self-sufficiency targets
- **Low employment self-sufficiency** – by 2031 the City needs to grow local jobs by 43,000 to achieve the State Government's 60% ESS target
- **Significant work commute** – 57,803, or 64.9% of the City of Wanneroo's working residents travel outside of the area for work
- **Limited range of job opportunities for local residents** – currently four industries (construction, manufacturing, retail, education) account for 54% of local jobs

Youth Unemployment & Disengagement

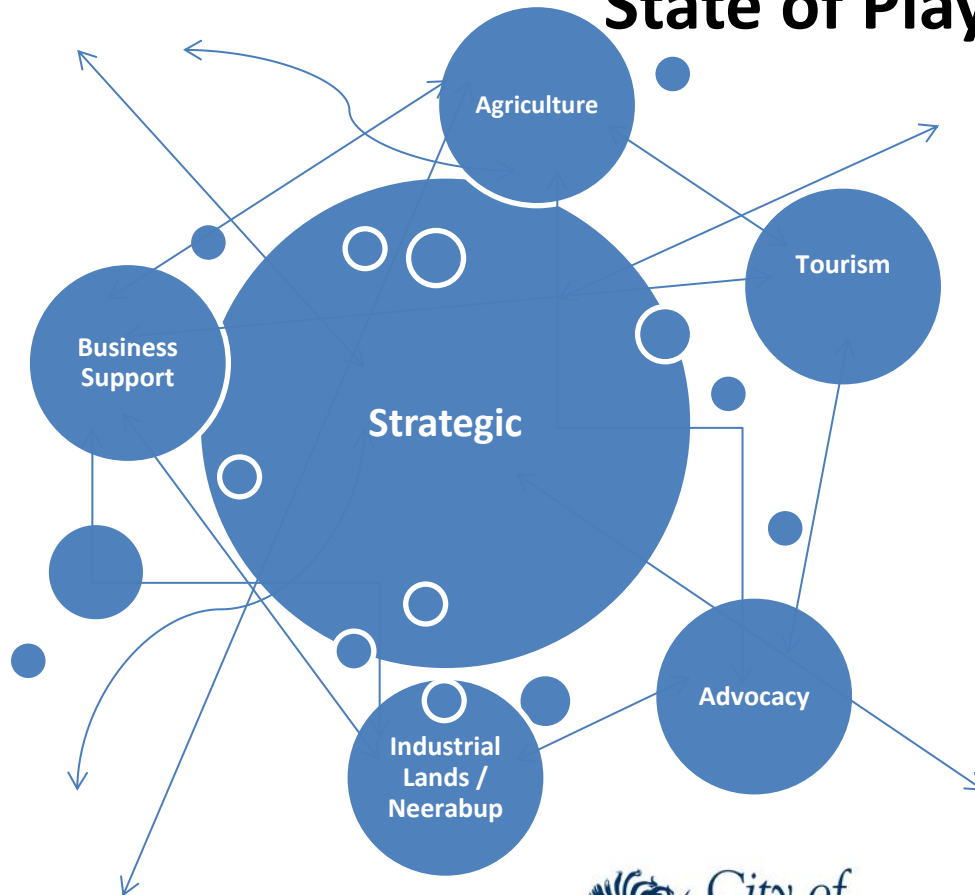
- Whilst the City of Wanneroo had a similar proportion of unemployed in 2016 compared to Greater Perth (8.5% for Wanneroo compared with 8.1% for Greater Perth) there are areas of concern.
- There is a high rate of youth unemployment in Girrawheen (24.9%), Merriwa (23.5%), Koondoola (22.3%), Clarkson (20.6%) and Marangaroo (18.4%) – compared with 17.4% for the whole City of Wanneroo and 16.2% Greater Perth.
- In 2016, 11.0% of the City of Wanneroo's population aged 15 to 24 years were not employed or attending an education institute compared to 9.4% in Greater Perth. Proportions ranged from a low of 5.7% in Madeley - Wangara - Woodvale to a high of 19.0% in Merriwa. The other 4 areas with the highest percentages were Girrawheen (17.7%), Koondoola (14.9%), Yanchep (14.9%) and Two Rocks (14.4%).



City of Wanneroo

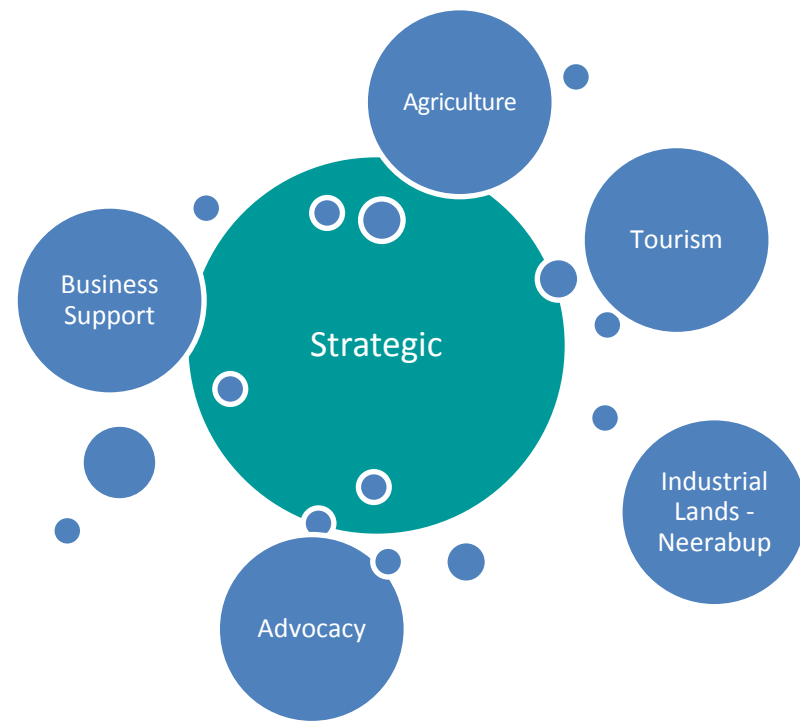
Connected Advocacy and Economic Development

State of Play



NETWORKS

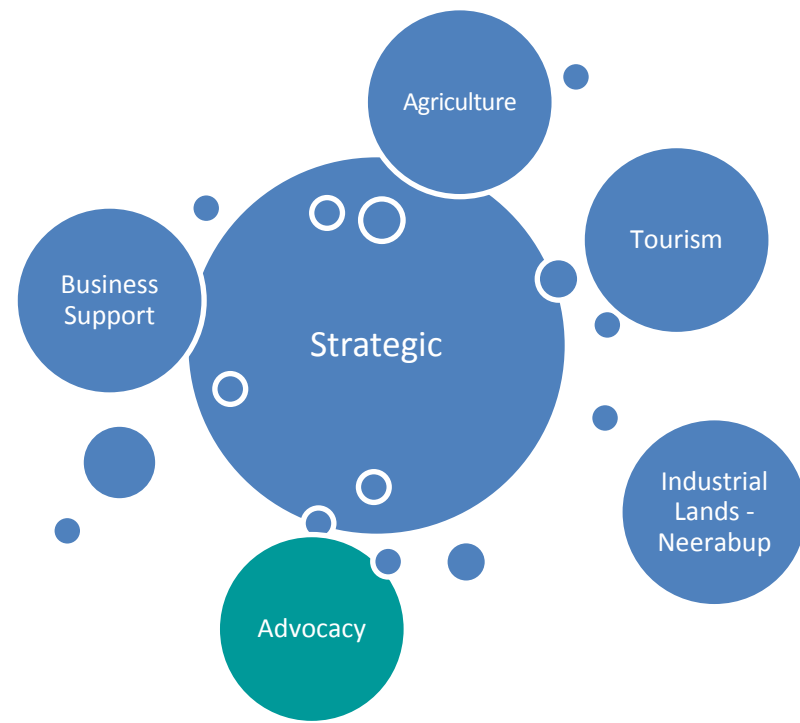
- Within City
- Wider City Community including business networks
- State agencies
- State Political parties
- Federal agencies
- Federal Political parties
- Others



Strategic

- Strategic partnerships
 - Committee For Perth
 - Wheatbelt Development Commission
- Investment attraction and marketing
- Innovation and entrepreneurship
- Employment land planning
 - Employment Lands Study (Phase 1&2)
 - Local Planning Policy 3.6 (Employment)
 - Activity Centre optimisation (planning, evolution, renewal, transformation)
 - Cluster development
 - RailSmart Project
- Infrastructure planning and development
 - Port and freight study
 - Flynn Drive dualling
 - Mitchell Fwy extension
 - Yanchep Line extension
 - Neerabup Industrial Area
 - Neaves Road realignment to Flynn Drive
 - Whiteman Yanchep Highway
 - Two Rocks Marina



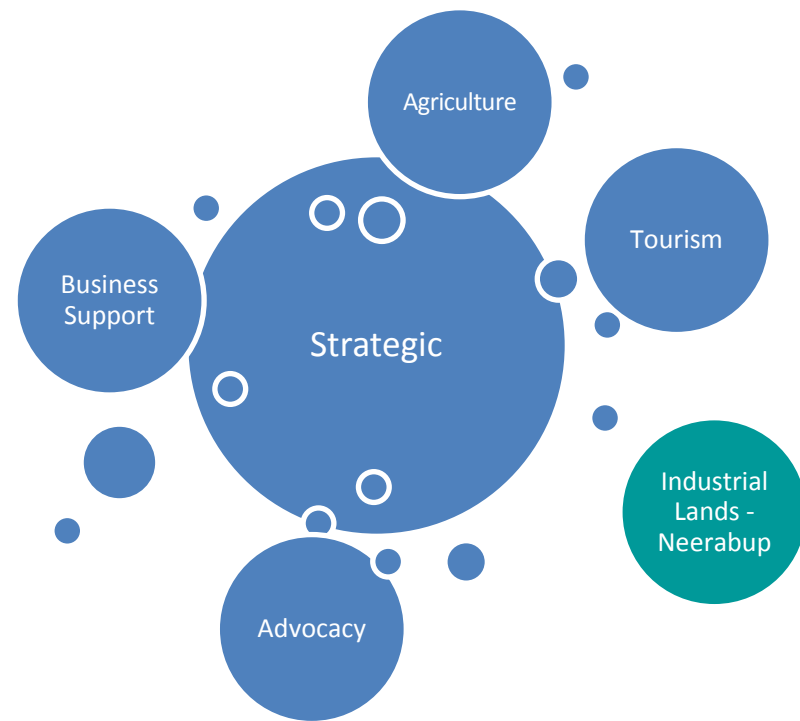


Advocacy

Internal advocacy: to ensure all City staff understand the need and importance of economic development and their role in contributing to local economic success.

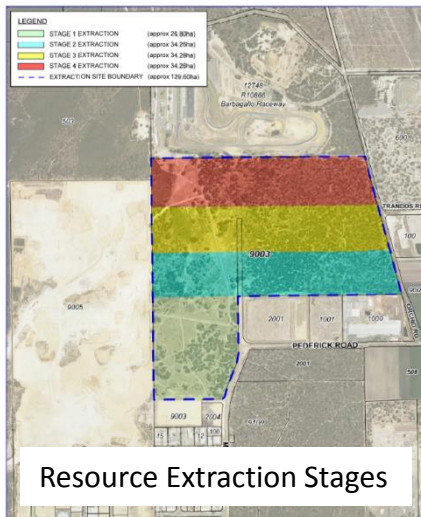
External advocacy: to ensure the major economic priorities for the City and region are known, understood and prioritised by decision makers – both public and private.





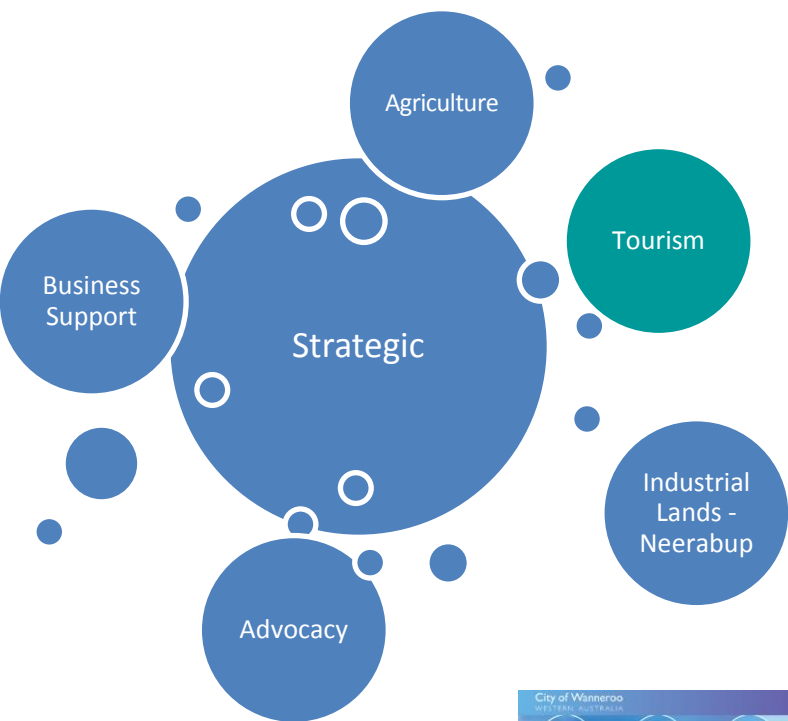
Industrial Lands

- Advanced manufacturing and engineering
- Clean Technology – solar, wind, wave
 - Market intelligence report on advanced manufacturing and engineering
- Market positioning and business & investment attraction
- Review land use permissibility in industrial areas



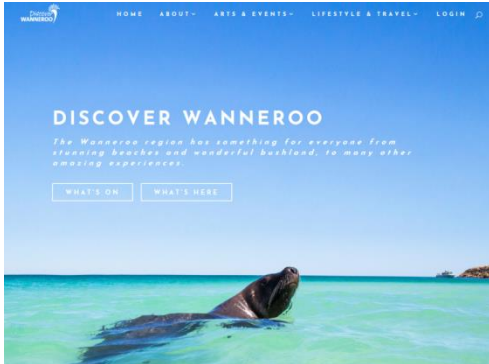
- Neerabup Industrial Area
 - Extraction
 - Investment Attraction Strategy
 - Investigate Innovation Centre
 - Solar farm development business case

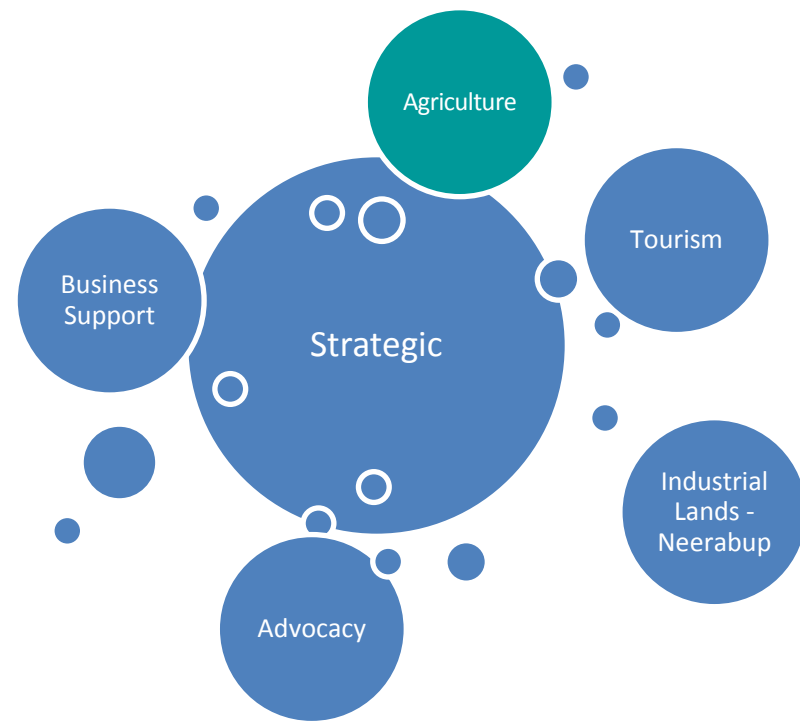




Tourism

- Develop new Tourism Strategy 2019-2024
- Yanchep National Park
 - Park Pass program
 - Strategic support
- Tourism App development and interpretive signage (shipwrecks)
- Discover Wanneroo website
- Event attraction
- Destination marketing and promotion (e.g. Sunset Coast Guide)
- Advisory:
 - Yanchep Lagoon
 - Barbagallo Raceway
 - Quinns Rocks Tourist Park
 - Golf Course review



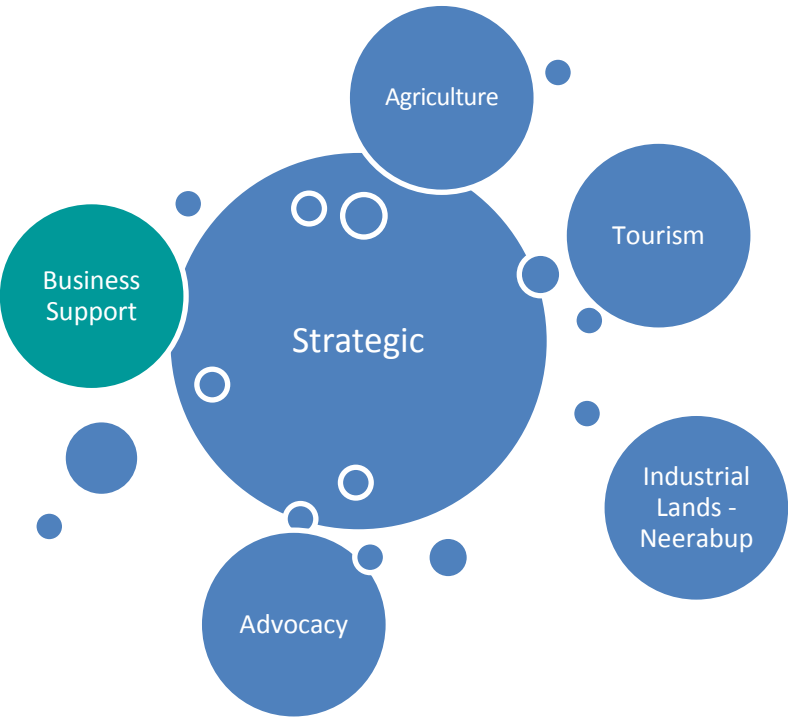


Agriculture

- Develop a vision and concept plan for Agri-precincts in the City
- Investigate the allocation of additional water resources for agricultural purposes
- Agriculture trials – drone
- Undertake benchmarking studies (Fertiliser and Irrigation Efficiency for Horticulture in a Drying Climate)
- Two Rocks Aquaculture
- Explore linkages between tourism and agribusiness in the City of Wanneroo



Business Support



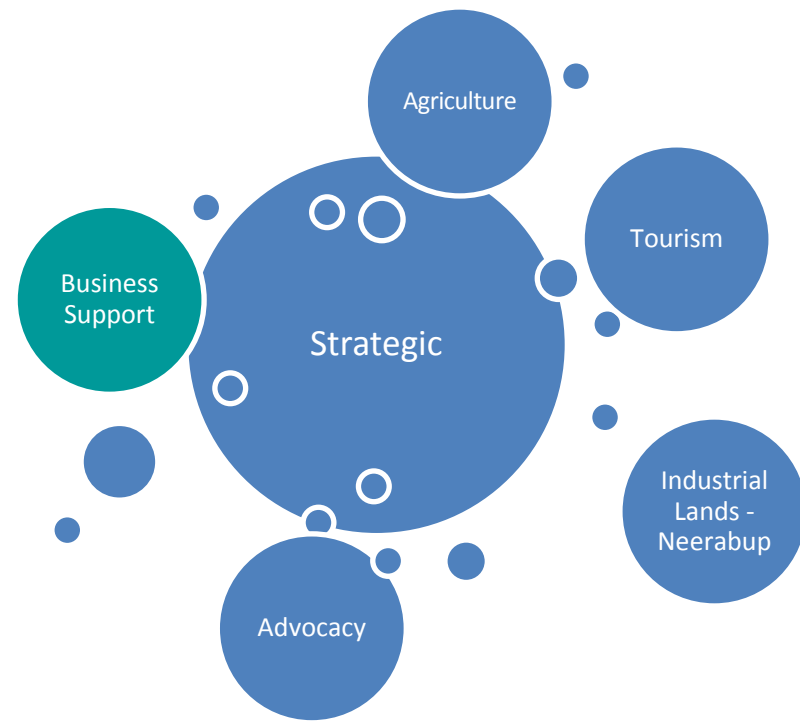
BUSINESS STATION



**North
Metropolitan**

More courses. Part-time. Full-time. On campus.





Business Support & Workforce Development

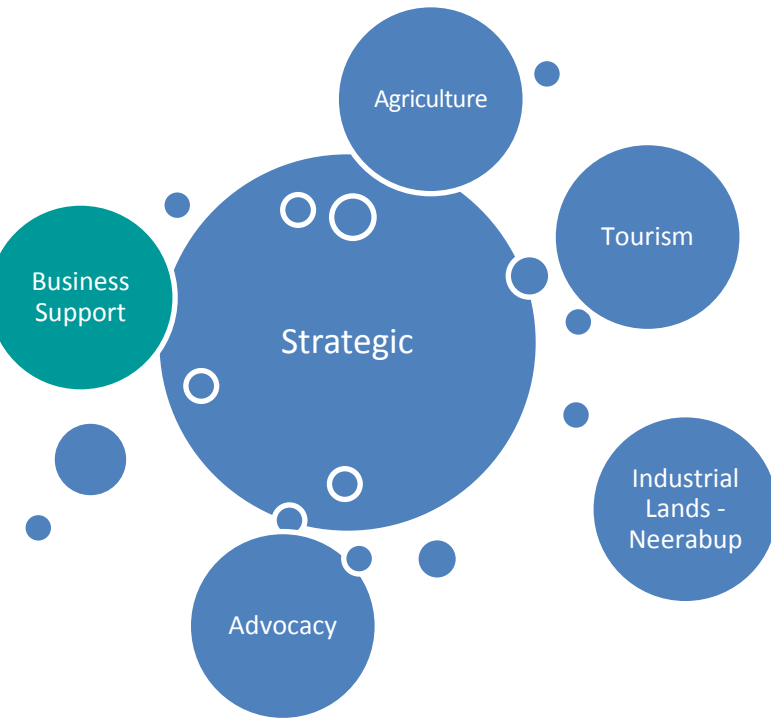
- Support services
- Workshops and networking
 - Support stakeholders including WBA, Business Station, TAFE, YBJV, etc.
- Training and skills development
 - Collaborate with TAFE, SLA Yanchep Beach Joint Venture, ECU, etc.
 - Specific small business training in areas such as starting a business, marketing, financials and HR
 - Entrepreneurship, innovation and soft skill development
 - Training for critical markets e.g. migrants and youth
- Events
 - e.g. Business Expo, Business Awards, Jobs Summit, etc.
- Business engagement
 - BizApp, Business & Tourism database, website
 - Assist businesses in navigating City procedures



Business Support & Workforce Development - Specific Skills Training

10 week DJ Course (Girrawheen)

- Provided participants with a background to start and run a business as well as a broad range of skills, techniques and knowledge around DJing, music concepts and equipment.
- Focus on setting up ABNs and gaining purposeful employment at the completion of the course.
- Half way through the course and 3 participants already had gained paid employment.
- Expanding this program into 'Commercialise your hobby/passion' series of training (photography, craft, f&b, and more).



Business Support & Workforce Development - Specific Skills Training

Interview Readiness Program (Girrawheen)

- 2 hour seminar and workshop to enhance job and development opportunities.
- Significant focus on building confidence, how to develop and capitalise on soft skills and how to prepare for an interview.
- Participants were also offered one-on-one sessions to help refine their resume and look at how to present their best self during interviews.
- Open to all Wanneroo residents, this course attracted participants from CALD backgrounds as well as two local youth.



Business Support & Workforce Development - Specific Skills Training

ASEAN Trade – Business Breakfasts

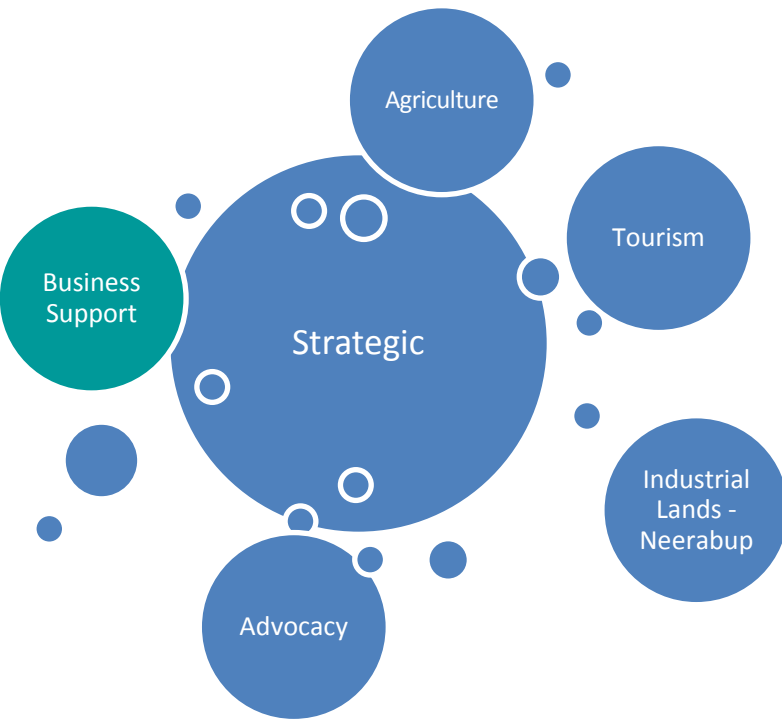
- overview ASEAN markets and focus on specific supply chain issues for export/import businesses that operate in the City of Wanneroo.
- ASEAN market has much to offer - we need to understand how to capitalise on the opportunity this region offers.
- Partnered with Asialink Business, Pitcher Partners, Westpac and Efic to deliver 2 events.



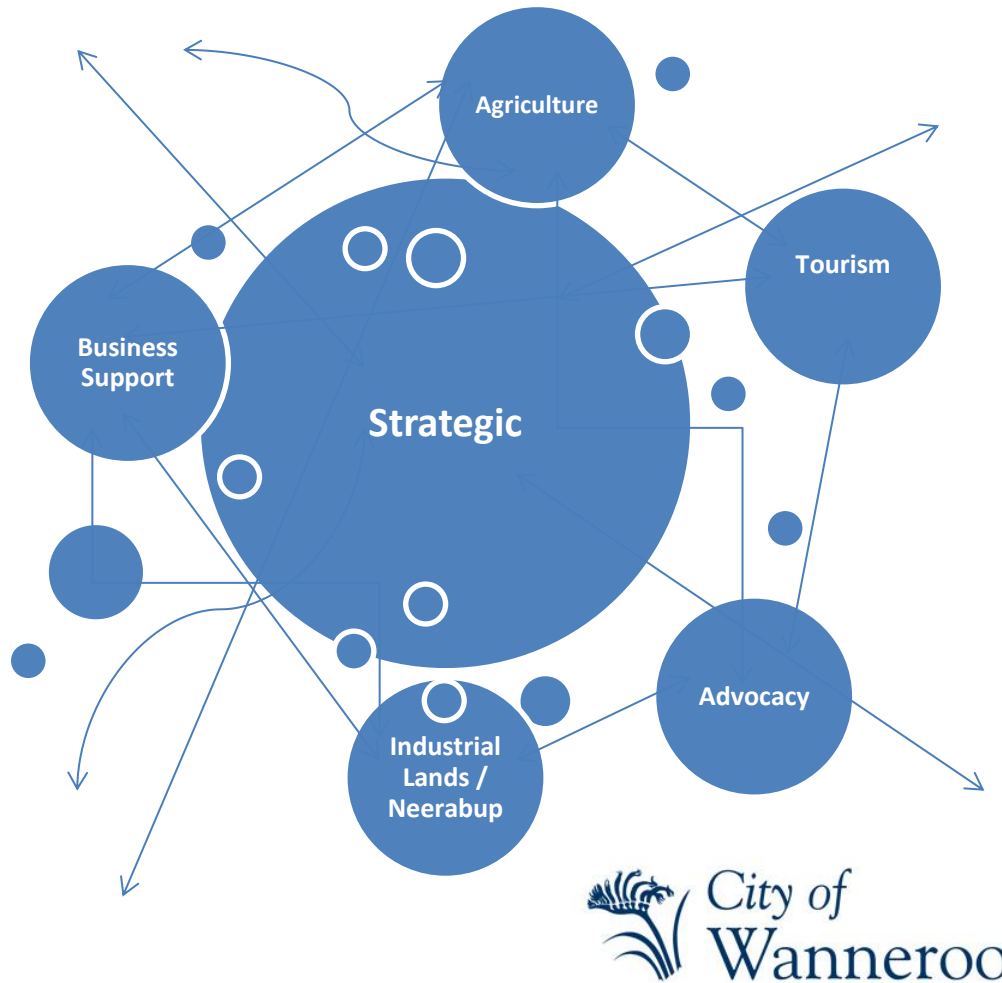
Business Support & Workforce Development - Specific Skills Training

Innovation Think Tank

- One event for 13-14 year olds during school holidays, one event with Yr 10 students from 8 high schools and one event with Yr 6 students from 7 primary schools.
- school teams provided with various challenges (tourism, planning, unemployment, waste, sustainability, etc.) and look at ways of creating innovative solution.

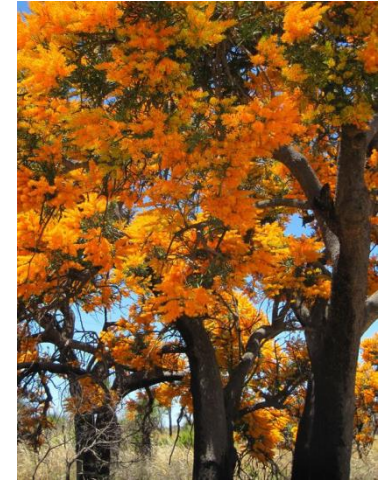


Future Jobs and Skills

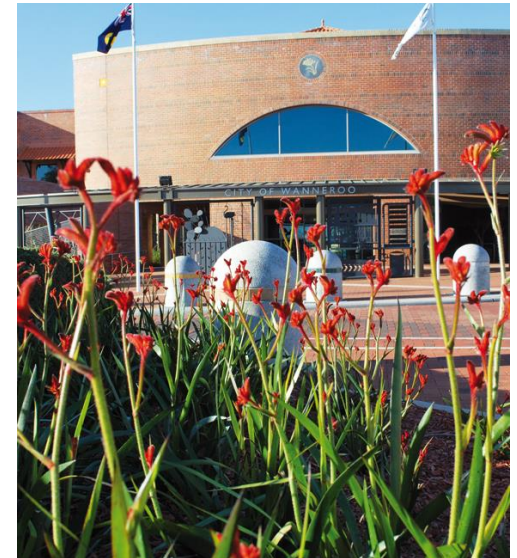


Questions:

- Further targeted training opportunities and ideas?
- How do we match skills for the jobs of the future?
- How should we measure the impact of these interventions and, more broadly, the impact of our EDS in terms of number and quality of jobs?



Thank You



 City of
Wanneroo