

Redland Shire Skills Stocktake and Training Needs Strategy



This project was undertaken
in association with the
Department of Employment
and Training



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ABS data is used with the permission from the Australian Bureau of Statistics (www.abs.gov.au).

Executive Summary

Introduction

As part of its support for local economic growth and development, one of Redland Shire Council's key objectives is to promote future investment by the community in the local workforce and provide an environment that facilitates employment opportunities

Redland Shire Council has undertaken the Redland Shire Skill Stocktake and Training Needs Strategy project in conjunction with the 2002 Bayside Jobs campaign, Moreton Institute of TAFE, Redland Chamber of Commerce and other key stakeholders. By involving these key organisations in the development of this strategy, Council is confident that it will increase the collaboration and cooperation between all key employment and training stakeholders within the Shire

To achieve the key objective of promoting the local workforce requires a better understanding of the skills that local people have, current and future skills demand in the area, identified skills gaps and the nature of available training. This project aims to address the lack of comprehensive information available on the range of skills available in the community and employer requirements

Redland Shire Council sought funding from the Queensland Department of Employment and Training under their Community Training Partnerships Program to undertake the preparation of the "Redland Shire Skill Stocktake and Training Needs Strategy". The project was initiated on 25th of November 2002 and was completed on 7th February 2003, running for a duration of 11 weeks. The project officer who undertook this project for the Council was Belinda O'Connor.

Geographically, the project covers the Redland Shire, including North Stradbroke Island and the Southern Moreton Bay Islands, and provides an analysis of the labour market, including skill sets, and training provisions within the Shire.

The primary outcome from this research will be the identification of possible opportunities for employment, up-skilling of the local community and economic development of the Shire.

Methodology

The initial task involved the preparation, distribution and compilation of surveys to 200 employers within the Redland Shire with an expectation that at least 100 surveys of employers in the Shire spread across a range of business sectors were attained.

A review of existing literature on employment and training, and economic issues throughout Australia and internationally was undertaken to make comparisons, analyse trends and discover possible solutions.

A stocktake of the range and nature of training that is provided by public and private organisations throughout the Shire and surrounding areas was also undertaken. This information was used to match skill gaps, shortages etc with courses available firstly within the Shire and then elsewhere.

General consultation with key employment and training organisation, community groups, industry bodies and other stakeholders on the preparation of the stocktake and strategy, and inviting feedback on information required for the project was also undertaken.

A Statistical analysis and profile of employment, education and economic data was undertaken to provide a broad picture on skills sets in the community and trends over time.

A two hour workshop was held with key stakeholders within the Redland Shire and/or related to this project. Workshop participants were chosen from a broad cross-section of local, state, federal government, employment and training organisations and key industry groups with the aim of bringing together a variety of knowledge experts in their own field from which to gain varied opinions on outcomes of the project. The preparation of a discussion paper was prepared and distributed prior to the seminar containing the results of the employer survey, the training stocktake and statistical profile.

Redland Shire Skill Stocktake

Redland Shire, along with the whole of Queensland, has an increasing population in all age categories, with the aging population problem being more acute than that of Brisbane and Logan. The Shire hosts to a population of 114,486 persons.

The Redland Shire has a diverse industrial base including food and beverage processing, white goods and specialist manufacturing, horticultural production and processing, professional and general services and tourism. As noted by the Greater Brisbane ACC, the Redlands has 7% of businesses with Logan hosting 16% and Brisbane 82% of the Greater Brisbane Area.

There are a variety of emerging opportunities for investment (and therefore future employment opportunities) have been identified. These include:

- Three business parks are proposed for establishment
- Nature based and eco-tourism initiatives;
- Food and beverage processing;
- Lifestyle horticulture production and processing;
- Environmental business;
- Research facilities;
- Education facilities;
- Retirement and aged care facilities;
- Aquaculture;
- Film production facilities.

Specialised Skill Sets within the Redlands have been identified in horticulture, poultry, education, specialist manufacturing (marine, metal fabrication, food production, environmentally focused businesses), tourism and aged care.

In comparing Redland with Logan and Brisbane on labour force data for the past seven years, the Redland's unemployment rate is the lowest, although a higher percentage of people were unemployed along with a higher percentage of people were employed. The Redland's labour force over December 2001 to June 2002 has fluctuated from over 55,100 to over 55,800 persons. There are higher unemployment levels for youth and older citizens. Thornlands has consistently displayed the lowest unemployment rate over the past two years while the Redlands balance has continued to display increasing long-term unemployment in double figures.

Redlands Balance has the lowest median individual and household weekly income at \$200-\$299 and \$400-\$499 respectively. It is also interesting to note about this region that they have the highest median age as well as having the lowest percentage of their labour force employed (86%). In addition the number of unemployed people has continued to increase from 1991 to 2001. It is evident that a specifically targeted approach is needed to address this area. Of particular concern is the shortage of rental accommodation.

Of those people who are unemployed throughout the whole Shire (3,885 persons), the percentage who attended school only up to Year 10 or equivalent is about 51% compared 35% for those who attended school up to Year 12 or equivalent. In relation to non-school qualifications, 71% of people unemployed have no after school qualification.

Journey to Work data showed:

- over 60% of the 52,401 Redland residents labour force leaves the Shire to work.
- Of the 26,137 people employed in the Shire 76.94% (or 20,111 persons) live in the Redlands, 14.95% (or 3,910 persons) come from Brisbane, 4.35% (or 1,138 persons) come from Logan, with 379 persons from the Gold Coast and 72 from Ipswich and 527 people live elsewhere in Australia.
- The industry experiencing the largest percentage of people leaving the Shire are those from Communication Services (at 83.2%), Electricity, Gas & Water Supply (78.63%) and, Finance and Insurance (at 77.17%).

In relation to industry sector employment, around 53% of jobs in the Redland Shire are allocated to the Retail Trade, Health and Community Services, Education and Manufacturing sectors.

In comparing differences between 1996 to 2001 an increase of 9,961 (19.01% increase) working persons across all industries who live in the Shire. Just over 50% of the emerging resident workforce is working outside the shire. With regard to job growth from 1996 to 2001 the highest growth industries were; Cultural and Recreational Services (44%), Health and Community Services (33%) followed by Transportation and Storage (30%). Average job growth for all industries over this time was at just under 19%. There are sectors within these industries that display potential for growth within the Redland Shire. One such example is the Amenity Horticulture sector. A recent survey undertaken by the Department of Primary Industries revealed about 75% of respondents anticipated their business to grow.

Redlands hosts an array of skills with the skill base almost mirroring that of Queensland. The skill base can be described as Intermediate Clerical, Sales and Service (19%), Tradesperson and related (14%), Professionals (14%) and Associate Professions (12%).

Over 36% of Redland Shire residents have attained a senior certificate of its equivalent and just over 46% have attained their junior certificate or its equivalent. The Redlands has a university or other tertiary institution education participation rate of 2.8%, this is above Logan at 2.6% but below Brisbane (7.7%) and the national average (4.1%). The Redlands has a wide array of qualified persons in various fields across all suburbs. The largest represented field of study is Engineering and Related Technologies (9,046 persons or 10%), followed by Management and Commerce (5,320) and then Health (3,106).

Moreton Institute of TAFE is the only Redlands based tertiary education provider with most qualifications of Redland residents being attained at the Certificate III level. The number of Apprenticeships that have been completed by persons employed in the Redlands from 1998 to 6/1/03, is 197 awards; that is, a Redlands business has taken on an apprentice and this person has completed their qualification. Over the same period, the number of Traineeships were 858. Within the Redland Shire there are currently eleven High School (6 State, 5 Private). The top six courses over the five year period were English (+194), Physical Education (+176), Mathematics A (+151), Computer Studies (info. Technology at work) (+110), Business Communication and Technologies (+109) and Hospitality Practices (intro. To Hospitality) (+93).

In relation to computer use/skills, older age groups are not using computers at home. In addition, there is a significant difference between residents of the Redland balance for ages under 54year. As business processes are automated there is a continued need for the unemployed through to employers to upgrade their computer skills.

Key Findings of Employer Survey

The employer survey returned a 64% response rate with the sample of the number of people employed representing just over 17% of the jobs within the Shire. The largest growth sector was expected to be Business and Property Services with the decline industry expected to be Electricity, Gas and Water.

There were some of skill shortages noted in each industry sector of particular note were shortages of Nurses and Age Carers, Butchers, Bakers, Pastry Cooks, Bar and Wait Staff, Boat Building, Process workers and Panel Beaters. More predominant and across all industries were generic or universal skill shortages such as:

Overall Generic skill shortages/issues

- Poor work ethic
- Computer skills
- Workplace health and safety
- Difficult in finding trained people
- Multi-skilled people
- Customer service and communication skills
- Common sense, initiative, organisation ability

Overall Generic skill needs

- Good communication skills
- Leadership and management skills
- Customer service
- Computer literacy
- Multi-skilled
- Problem solving

Survey results indicated that the largest opportunity for training and job growth will be in the Manufacturing Industry followed by the Health and Community Services sector. The Health sector is mainly seeking nurses and aged careers, with both of these jobs being listed on the National Skill Shortages List. The next sector will be Retail Trade followed by Government and then Agriculture, Fishing and Forestry. This growth will predominantly be in casual employment positions.

In relation to training issues, those employers who currently undertake training do so in-house. Employers prefer the training delivery method to be face-to-face, with their preferred place of training being the workplace.

Employers noted their main barriers to training include

- Financial constraints of the company;
- Cost of training;
- Time constraints, can't afford to have employee away to train;
- Unrealistic expectations of job seekers of the industry/position;
- Lack of generic skills still came through such as lack of common sense, lack of work ethic;
- For the Island in hospitality, no accommodation or career path for young people;
- Public transportation;
- Courses don't meet their requirements.

Discussion Forum

There were many issues raised in the workshop from key stakeholders. Many of these issues were taken into consideration when preparing the recommendations.

Training Needs Strategy

The following concluding recommendations of the Training Needs Strategy are to be implemented as a solution to meet the training needs of the Redland Shire. These recommendations are to be implemented through the Training Action Plan underpinned by short-term and long-term objectives. This initial Training Action Plan will provide the foundation to meet current and future training needs within the Redland Shire and to ensure the competitiveness of the Shire as a learning location can be enhanced. And thus, is a 'living plan' with the expectation that the dynamic training needs of the Redland marketplace can be addressed and incorporated where possible.

Training Needs Strategy Recommendations

- ***An ongoing mechanism such as a steering committee or network is required to address issues***, ie. Enhance the ongoing capacity of TAFE and other programs and services to address communities' skills development needs. It is important that partnerships are developed between industry, training providers, employment providers and government in order to provide an ongoing mechanism from which to respond to industry needs to develop appropriate training and skill development strategies that contribute to business efficiency and therefore strengthen the Redland economy.

- **An annual Action Plan** will need to be prepared for the following 2003-2004 financial year.
- **An administrative support role** would be required to support the CTP objectives and the steering committee. This one-year role would be required to implement the training needs strategy, provide referrals, seek training programs, network participants, provide a point of contact with industry and training recipients in addition to combining this information to provide research support to the steering committee. CTP would be used to fund this administration support. In relation to industry research and monitoring, the Business Grow program being delivered through the Redland Chamber of Commerce may have the capacity to undertake this function in addition to providing a referral service to employers who are seeking training.
- With the implementation of the White Paper addressing training needs and flexibility for school students, it is a good time to discuss with schools within the Shire the need to **put programs in place to skill youth for the workforce**. The employer survey found many employers required their youth to be 'work ready', to be equip with basic skills to survive in the workplace. A cross-curriculum program would be required to address these shortages. In addition, a youth mentoring program is recommended to place students with members of the business community.
- There is a need to **train people in generic skills**. This was recognised in the employer survey as well as being supported by the findings from surveys conducted by DEWR. One proposal, which could meet this need, would be to establish a 'Redland Service Certificate' based on and including for example, the Aussie Host concept. A stocktake of customer service training programs would be required to determine the most appropriate one to meet needs within the Redlands. A program to meet key generic skills that were applicable across industries would seek to address this need.
- **Training for those aged 45 years and over.** Due to the nature of the national trend of an aging population and more people within older age groups moving toward coastal areas such as the Redlands there is a need to provide training opportunities to this group. In addition, these groups often experience a change in career around this age in life or are retrenched or are moving from more labour intensive industries.
- **Training for those aged 15-24 years.** These groups have high unemployment rates and low skills levels compared with other age groups. The 15-19 unemployment rates *for those looking for full-time work* from the 2001 census is 8.25% (17% including those also looking for part-time work) and for the 20-24 age group is 8.79% (11% including those also looking for part-time). This compares to the Queensland (and National) unemployment rates of those looking for full-time work of 6.7% (5.0%) and for the 20-24 age group 8.4% (6.4%).
- **Unemployment on North Stradbroke Island and the Southern Moreton Bay Islands needs to addressed.** DEWR has reported from Dec 2000 to March 2002 the unemployment rate of the Redland Balance region ranges from 14.9% to 16.9%. Rising unemployment, low education levels, accommodation and transportation issues all culminate to present the region as one requiring direct training assistance.

To implement training programs in this region they will need to be delivered on the Islands. At a later stage **the establishment of a video-conferencing network between a facility** ie hall, school, library would provide the facilities necessary for residents to utilise public terminals for computer training in addition to allowing training providers to provide training to people on the Islands simultaneously from one location.

- **Indigenous people (Aboriginal or Torres Strait Islander) on North Stradbroke Island would be encouraged to participate in these programs.** The ABS states that less than 1% of the non-Indigenous population compared with 20% of the Indigenous population aged 15 years and over, live in sparsely settled, relatively remote areas with limited employment opportunities of which North Stradbroke Island is such an area. Labour force characteristics from a national perspective show comparing the Indigenous population with the rest of Australia that Indigenous people have lower employment to population rates, higher unemployment and a lower labour force participation rate. The unemployment rate for Indigenous people on North Stradbroke Island Indigenous Area is 13.6% compared with Non-Indigenous of 6.3%. For the Redlands Indigenous Area the unemployment rate for Indigenous people is 15.7% and for Non-Indigenous is 6.9%.
 - A need was identified across industries **for license qualification in the operation of vehicles and machinery.** The following industry sectors required licensed personnel and noted this shortage affected their business operations by delaying projects in addition to the expense of locating contractors. Agriculture, forestry and fishing, mining, construction, manufacturing.
 - Discussion from the workshop revealed that many training providers and employment agencies did not know what projects were being delivered throughout the Redland Shire. It was suggested that **a website be established to link to the DET website which displayed programs being delivered.** In addition this website would serve an employment and training community function where each provider had access to a page they could update on programs they were delivering.
 - There would also be an **e-matching facility for volunteers to organisations.** This website would act as the primary source of information for students, employers and the unemployed to gain access to employment and training programs occurring in the local Redland Shire. It has also been proposed that each provider contribute funds to jointly market this website through other forms of mass media such as the Redland Times in order to inform the community.
- There is a **need to create a mechanism which has the flexibility to respond to DET and TAFE on specific training opportunities** that occur within the Shire such as new specialised food processing or the introduction of a new employer wishing to employ and train a large number of people in the Shire who are long-term unemployed, mature aged of indigenous background or youth.
- **Review of strategy is required to undertake analysis** such as to monitor trends, regular survey employers, analyse changing economic and business data and large new industry attraction.

To implement the Training Action Plan, funding from the Community Training Partnerships fund is required in addition to funding from other sources. Funding of \$250,000 over 12 months from the Community Training Partnerships fund would allow an allocation of \$50,000 to the administrative support of assisting with the implementation of the strategy such as making referrals, seeking training programs etc.

An amount of \$200,000 is required to cover the cost of training delivery. Although, it is anticipated that 190 people would be trained using CTP funding, the relationships developed with RTOs that have training programs funded from other sources, may result in excess of 190 actually participating in training over the 12 month period. To meet further needs within the Redland community and to cover training provisions that are not accredited, further funding will be required from various sources as mentioned in the Training Action Plan.

1 Introduction

1.1 Background and link to Corporate Plan

As part of its support for local economic growth and development, one of Redland Shire Council's key objectives is to promote future investment by the community in the local workforce and provide an environment that facilitates employment opportunities. The long-term objective is

"To create an environment conducive to job growth, encourages skill development and reduces unemployment levels."

The performance indicators for this objective relate to two programs being supported by Council; the Job Grow Incentive Fund and the 2002 Bayside Jobs Initiative.

Job Grow is a special Business Incentive Fund to provide practical financial assistance to businesses that wish to locate within the Shire, and those wishing to undertake substantial development and expansion within the Redlands. All applicants must meet criteria provided on the Redland Shire Council website.

The 2002 Bayside Jobs campaign was focussed on creating employment opportunities for Shire residents and linking key community stakeholders. The campaign members are from the local business and government community including Council, Redland Chamber of Commerce, Greater Brisbane ACC (Area Consultative Committee), Redlands Employer and Placement Services, Bayside Bulletin/ Redland Times, Sarina Russo Job Access, Jobline, Leonie Green & Associates and Employment National.

Redland Shire Council has undertaken the Redland Shire Skill Stocktake and Training Needs Strategy project in conjunction with the 2002 Bayside Jobs campaign, Moreton Institute of TAFE, Redland Chamber of Commerce and other key stakeholders. By involving these key organisations in the development of this strategy, Council is confident that it will increase the collaboration and cooperation between all key employment and training stakeholders within the Shire.

In December 2002 a media release to the Bayside Bulletin was published to promote this project to employers and present the Redland Shire Council's Mayor's support¹.

1.2 Key objectives

To achieve the key objective of promoting the local workforce requires a better understanding of the skills that local people have, current and future skills demand in the area, identified skills gaps and the nature of available training. This project aims to address the lack of comprehensive information available on the range of skills available in the community and employer requirements. Key objectives of the project included:

- Compile and analyse the skills sets within the Redland's community;
- Identify short and long term economic and employment opportunities, and the labour markets ability to realise those opportunities;
- Provide a foundation for the new Redland's economic growth strategy;
- Undertake a stocktake of existing training provision for Shire residents (this will include the services the Moreton Institute of TAFE provide);
- Analyse gaps between the future demand for labour and the supply of appropriately skilled people;

¹ "Mayor Welcomes State Grant for Employment and Training Survey", Redland Shire Council, 4 December 2002.

- Identify future training provision issues and how these might be addressed (eg types of programs, qualifications compared to skill sets/competencies, location of delivery, method of delivery etc);
- Advising on how planning should be undertaken to ensure the Shire's labour market is not a constraint to future economic growth;
- Providing a profile of Redland residents who work outside of the Shire, which may include an assessment of surrounding areas;
- Identifying target groups that do not necessary have the skills to obtain employment and do not currently participate in employment, training or skills development programs.

1.3 Project Scope

Redland Shire Council sought funding from the Queensland Department of Employment and Training under their Community Training Partnerships Program to undertake the preparation of the "Redland Shire Skill Stocktake and Training Needs Strategy". The project was initiated on 25th of November 2002 and was completed on 7th February 2003, running for a duration of 11 weeks.

Geographically, the project covers the Redland Shire, including North Stradbroke Island and the Southern Moreton Bay Islands, and provides an analysis of the labour market, including skill sets, and training provisions within the Shire.

While there are some "ad hoc" reports in existence, there has not been a recent comprehensive study undertaken analysing the labour market and skill profile of Redland Shire. The study sought to draw on existing data and involves consultation with local employers and industry.

The primary outcome from this research will be the identification of possible opportunities for employment, up-skilling of the local community and economic development of the Shire.

While the actual research has highlighted particular issues and needs, it is hoped that by documenting a Training Needs Strategy, issues such as high youth unemployment, access to training/employment for Island residents and localised employment may be more accurately addressed.

1.4 Project Purpose

The purpose of this report is to satisfy the objectives and outline key initiatives that address the strategy focused on training rather than broader employment outcomes. Information provided to support the conclusions of the study is not intended to provide an indepth analysis but rather to provide validation.

1.5 Geography

The Redland Shire cover 537km², (see map below) is located 30 kilometres to the south-east of Brisbane City, 75 kilometres north of the Gold Coast, and alongside Moreton Bay. As a Shire, the Redland's has a diverse range of island villages, separate mainland townships some bordering Brisbane's outer suburbs, rural areas, bushland, foreshore and bayside living. Spots like the Moreton Bay Islands of Macleay, Lamb, Russell, Peel, Karragarra, Coochiemudlo and North Stradbroke with their 'fishing village' atmosphere ensure that tourism is one of the Shire's key industries². On the Mainland the Shire has the separate townships of Victoria Point, Redland Bay, and Cleveland (the civic centre). Also the urban

² Redland Balance includes North Stradbroke Island, Russell Island, Lamb Island, Karragarra Island, Macleay Island, Peel Island and Coochiemudlo Island.

areas of Thorneside, Birkdale and Capalaba (retail and commercial hub) are considered outer eastern suburbs of Brisbane. The Shire also contains the rural areas and designated Koala Coast habitats of Mt Cotton and Sheldon. The area's well known red soil farming is now confined mostly to the suburbs of Redland Bay and Thornlands.

The combination of living so close to Brisbane with the bushland and Moreton Bay means the community of the Redland Shire have a special lifestyle. This winning combination is reflected in the strong history, culture, natural features, and abundant wildlife of the Shire. Redland Shire Council's progressive and innovative policies and practices aim to retain the Shire's distinct communities conserving the Shire's natural attributes and lifestyle while also catering for the needs of a growing population. (For further details see "Invest Australia Regional Profile – Redland Shire, Queensland", "Redland Shire: An Economic and Business Profile")

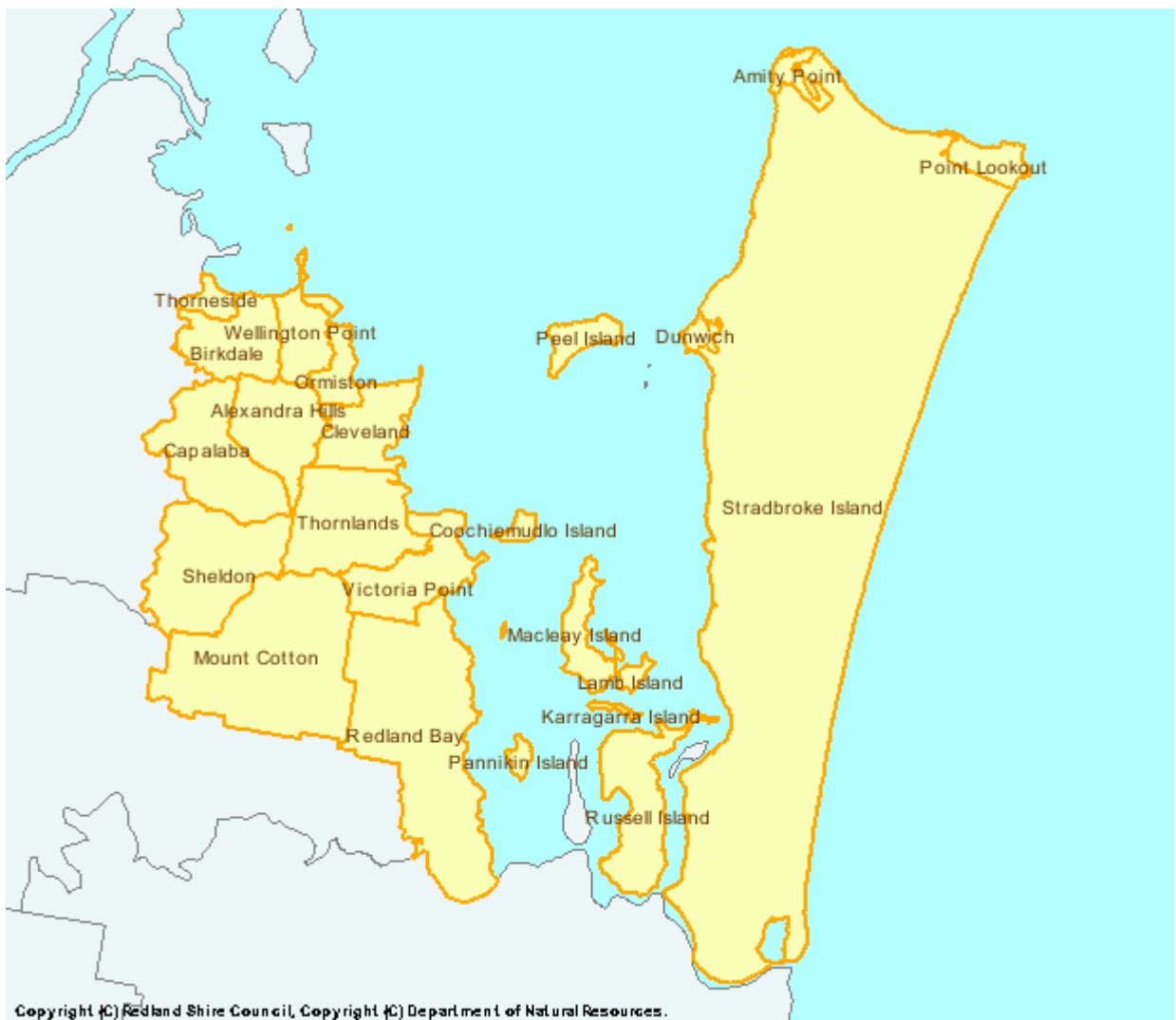


Figure 1 – Map of Redland Shire with Suburbs

2 Methodology

2.1 Survey of Employers

The initial task involved the preparation, distribution and compilation of surveys to 200 employers within the Redland Shire with an expectation that at least 100 surveys of employers in the Shire spread across a range of business sectors were attained. There are approximately 4,000 businesses in the Redland Shire. This sample represents about 0.025% of the business population.

The objective of the survey was to assess:

- their skill requirements;
- training they undertake; and
- future requirements.

This survey was constructed using the template from a survey of the aged care and retirement sector to employers that had been undertaken by Council in cooperation with the Department of Employment and Training. A copy of the survey can be viewed in Appendix 1 as an Attachment.

Input to the construction of the survey was sought from a select sample of employers to accretion the completion time and comprehension issues. The survey was quite lengthy taking around 20 minutes to complete. Issues between the outcomes we were seeking and the interpretation by employers were assessed with the survey being adjusted according.

The sample population was attained through utilising existing databases within the Redland Shire Council and updating the contact details. All companies were categorised by ANZSIC³ code with the intention of choosing a sample population that was representative of the Redland Shire enterprise population. Attributes considered included, company size (high proportion of SME), number of employees, product or service offered and type of organisation (profit, non-for-profit).

This portion of the project was the most time consuming. Due to the time of year, being Christmas holidays, it is an extremely time for retailers and tourism operators, proved difficult to receive replies. A temp was hired to phone and follow up this process. Once about 60 of the surveys were collected after the second round of containing employers, the survey size was reduced and delivered by phone poll to complete the quota. A total of 130 responses were gained overall.

2.2 Literature review

A review of existing literature on employment and training, and economic issues throughout Australia and internationally was undertaken to make comparisons, analyse trends and discover possible solutions.

2.3 Stocktake of Existing Training Provisions

A stocktake of the range and nature of training that is provided by public and private organisations throughout the Shire and surrounding areas was undertake to identify:

- Where the training is delivered;

³ ANZSIC – Australian and New Zealand Standard Industry Classification.

- Components of training; and
- Other relevant information.

In addition to contacting Redland Shire RTOs (Registered Training Organisations), survey question 13 requested employers to state the Training Providers they use. All these providers were added to a database and contacted to ascertain courses provided. A list of regional training organisation and courses are listed in APPENDIX 4. APPENDIX 3 provides an overview of the training system.

A list of RTOs by subject discipline within the Brisbane south region was provided by DET through the VARS – (vocational accredited registration system) internal DET database. This was used to locate training providers who offered courses required by this training strategy.

This information was used to match skill gaps, shortages etc with courses available firstly within the Shire and then elsewhere.

2.4 Consultation with Key Stakeholders

This process involved general consultation with key employment and training organisation, community groups, industry bodies and other stakeholders on the preparation of the stocktake and strategy, and inviting feedback on information required for the project. Consultation was undertaken with the following organisations, people and through workshops:

- Jobzones workshop with Peter Botsman for the Social Entrepreneurs Network at Mission Australia on 10th December 2002;
- Redlands Youth Network meeting on 16th December 2002;
- Redlands Sustainable Tourism Strategy forums – Russell Island and Macleay Island on 17th December 2002 and Coochie Island on 18th December 2002;
- Consultation either/and by phone and in person were held with all attendees of the below workshop as well as representatives of many community groups such as the North Stradbroke Island Aboriginal Islander Housing Group Co-op, Bay Island Rate Payers Association and Community Services Centre.

General notes on consultations were taken used as anecdotal evidence to expand on breath of project findings.

2.5 Statistical Analysis of data

Statistical analysis and profile of employment, education and economic data to provide a broad picture on skills sets in the community and trends over time was conducted. Data sources are listed in the [Reference](#) list. Raw data was obtained from such sources as the Australian Bureau of Statistics, Queensland Study Authority, Moreton Institute of TAFE and the Department of Employment and Workplace Relations.

2.6 Workshop

A two hour workshop was held on 24 January 2003 with key stakeholders within the Redland Shire and/or related to this project. Workshop participants were chosen from a broad cross-section of local, state, federal government, employment and training organisations and key industry groups with the aim of bringing together a variety of knowledge experts in their own field from which to gain varied opinions on outcomes of the project. The objective of this workshop was to discuss the findings of the project, strategic options and to provide direction on the preparation of the strategy recommendations. Attendees from the following organisations participated in the workshop:

- Bayside Gate Employment Services Inc
- Busy At Work
- Challenge Employment & Training
- Department of Employment and Training
- Employment National
- Employment North
- First Impressions
- Greater Brisbane Area Consultative Committee
- Jobline
- Leonie Green & Associates
- Link Personnel & Horizon Training
- Maxnetwork
- Moreton TAFE
- Mt Gravatt Training Centre Inc
- Queensland Apprenticeship Services
- R.E.P.S
- REDAC (Redlands Economic Development Advisory Committee)
- Department of State Development
- Redlands Workplace Training Group inc
- Russo Institute of Technology
- Sarina Russo Job Access
- Workforce Options New Apprenticeship Centre
- Redland Chamber of Commerce
- Department of Employment and Workplace Relations

The preparation of a discussion paper was prepared and distributed prior to the seminar containing the results of the employer survey, the training stocktake and statistical profile.

Discussion from the workshop led to outcomes and recommendation contained in this report.

2.7 Project Evaluation

Survey Construction – testing of the survey on the sample population did not include one and two man operations and therefore did not consider their responses. These groups mainly returned the survey stating it was not applicable to their business. This opportunity of upskilling these groups in areas of management and general business operation was forgone. These groups interpreted the survey as exclusively looking at apprenticeships and traineeships rather than including options for private provider or unaccredited courses.

Survey Delivery – the chosen method of delivery, that is, mailing out the survey was quiet time consuming. This process could have been improved by sending out an introduction and explanation of the project with a notification that the company will be contacted within a certain time frame to answer the survey over the phone. As many employers found the survey difficult to understand this process would have shortened the response time.

3 Redland Shire Skill Stocktake

The following provides a specific overviewed to data relevant to this study. A more detailed description of the overall Redland context and comparisons with other regions will be provided in the "Redland Shire: An Economic and Business Profile" to be completed in March 2003.

As can be seen from Table A – Population Growth the Redland Shire, along with the whole of Queensland, has an increasing population in all age categories. The fastest grouping age groups for all are the 0-14 years followed by the 35-44 years.

Table A - Population Growth

Age	1996	1996 %	2001	2001 %	QLD 2001%
0-14	24,717	24.0	26,111	22.2	21.3
15-24	14,349	13.9	16,044	13.7	14.1
25-34	13,975	13.6	14,346	12.2	14.6
35-44	17,522	17.0	18,580	15.8	15.1
45-54	16,050	13.6	17,958	15.3	13.7
55-64	7,853	7.6	11,111	9.5	9.5
65-74	6,475	6.3	7,287	6.2	6.4
75-84	3,370	3.3	4,582	3.9	4.0
85+	771	0.7	1,358	1.2	1.2

Source: RSC Annual Report 2001-2002

The Redlands is host to a population of 114,486 persons⁴ of which 50.87% are female and there are 75,648 persons between 15-65 years. Median age is 36, this is expected to increase to 42 years by 2021 with the Redlands aging population scenario being more acute than that of Brisbane or Logan⁵. 76.16% of people are born in Australia, 89.37% of people are Australian Citizens, 4.69% of people speak another language, and there is a total of 1,662 Aboriginal and Torres Strait Islander persons (51.93% are female). Representation of the Indigenous population is quite small compared to Logan and Brisbane⁶. Of those residents who speak another language apart from English (8,671 persons), 1.78% do not speak English at all and 6.01% do not speak English well⁷. Redland Shire median household weekly income is \$845 compared with \$870 for Brisbane, \$770 for Logan, \$751 for Ipswich and \$689 for the Gold Coast⁸.

⁴ 2001 Census Basic Community Profile

⁵ GBACC, "Meta Analysis and Regional Community Profile"

⁶ GBACC, "Meta Analysis and Regional Community Profile"

⁷ 2001 Census (Proficiency of English by Birthplace).

⁸ ABS 2001 Census (Basic Community Profile)

3.1 Industry and Labour Market

The Redland Shire has a diverse industrial base including food and beverage processing, white goods and specialist manufacturing, horticultural production and processing, professional and general services and tourism. About 38% of businesses turnover between \$0 - \$49 999, almost 31% turnover \$50 000 - \$99 999, nearly 27% turnover \$100 000 - \$1 000 000 and nearly 5% turnover \$1 000 001 and over⁹. As noted by the Greater Brisbane ACC, the Redlands has 7% of businesses with Logan hosting 16% and Brisbane 82% of the Greater Brisbane Area¹⁰.

Emerging opportunities for investment (and therefore future employment opportunities) have been identified in the following¹¹:

- Three business parks are proposed for establishment (one with the potential for an education facility linked to a business incubator facility). The first Integrated Employment Centre has been started in Redland Bay, taking about 15 years to complete, it is expected to create 1,000 direct jobs and another 1,000 indirect jobs¹²;
- Nature based and eco-tourism initiatives;
- Food and beverage processing;
- Lifestyle horticulture production and processing;
- Environmental business;
- Research facilities;
- Education facilities;
- Retirement and aged care facilities;
- Aquaculture;
- Film production facilities.

The Redland Shire Council has allocated funds in their 2002-2003 Economic Development budget to develop the potential of the Shire as a film location. In addition, assisting business development, cooperation and employment for the amenity horticulture sector¹³.

Specialised Skill Sets within the Redlands have been identified in: horticulture, poultry, education, specialist manufacturing (marine, metal fabrication, food production, environmentally focused businesses), tourism and aged care¹⁴.

In comparing Redland with Logan and Brisbane on labour force data for the past seven years, the Redland's unemployment rate is the lowest, although a higher percentage of people were unemployed along with a higher percentage of people were employed.

⁹ ABR Australian Business Register

¹⁰ GBACC, "Meta Analysis and Regional Community Profile"

¹¹ Invest Australia Regional Profile

¹² RSC, Annual Report 2001-2002.

¹³ RSC, Annual Report 2001-2002. Allocation of \$30,000.

¹⁴ Invest Australia – Redland Shire Regional Profile"

Table B – Greater Brisbane Labour Force

	Unemployment rate		Unemployed persons		Employed Persons	
	% change	Level	Change	Level	% change	Level
Redland	-0.2	3.9%	36%	3,844	+42%	52,010
Logan	+0.3	11.4%	33%	10,203	+30%	79,683
Brisbane	0	7.1%	9%	34,276	+9%	443,817

Source: GBACC, "Meta Analysis and Regional Community Profile"

As can be seen from Table C – Employment Status from the Department of Employment and Workplace Relations, the Redland's labour force over December 2001 to June 2002 has fluctuated from over 55,600 to over 55,800 persons. It can be seen that Thornlands has consistently displayed the lowest unemployment rate over the past two years while the Redlands balance has continued to display increasing long-term unemployment in double figures. These figures tend to indicate that although those suburbs portraying less than 5% unemployment may mainly be attributed to frictional unemployment of people changing between jobs, higher amounts displayed by other suburbs may also be due to cyclical economic fluctuations or structural unemployed, especially for the Redland Balance, where lower levels of skill, locational isolation and transportation are an issue.

Table C – Employment Status

	Unemployment						Labour force		Unemployment rate						
	Dec-00	Mar-01	Jun-01	Sep-01	Dec-01	Mar-02	Jun-02	Dec-01	Jun-02	Dec-00	Mar-01	Jun-01	Sep-01	Dec-01	Mar-02
Alexandra Hills	472	477	534	567	585	562	538	10085	10054	4.7%	4.7%	5.3%	5.6%	5.8%	5.6%
Birkdale	335	341	380	411	416	407	384	6470	6449	5.2%	5.3%	5.9%	6.3%	6.4%	6.3%
Capalaba	530	536	587	629	645	632	601	9587	9557	5.5%	5.6%	6.1%	6.5%	6.7%	6.6%
Cleveland	304	310	366	406	417	411	375	5783	5765	5.2%	5.4%	6.3%	7.0%	7.2%	7.1%
Ormiston	110	114	130	139	141	137	130	1957	1951	5.7%	5.9%	6.6%	7.1%	7.2%	7.0%
Redland (balance)	346	335	364	388	398	395	387	2354	2346	14.9%	14.4%	15.4%	16.4%	16.9%	16.9%
Redland Bay	171	178	202	214	219	208	195	2966	2957	5.8%	6.1%	6.8%	7.2%	7.4%	7.1%
Sheldon-Mt Cotton	102	104	116	124	127	122	116	2045	2038	5.1%	5.2%	5.7%	6.0%	6.2%	6.0%
Thornside	154	152	175	190	195	193	179	2062	2056	7.6%	7.5%	8.5%	9.2%	9.5%	9.4%
Thornlands	177	181	190	188	190	179	176	3857	3845	4.6%	4.8%	4.9%	4.9%	4.9%	4.7%
Victoria Point	300	312	355	377	385	365	343	4856	4840	6.3%	6.5%	7.3%	7.7%	7.9%	7.6%
Wellington Point	198	206	233	250	253	246	234	3826	3814	5.2%	5.5%	6.1%	6.5%	6.6%	6.5%
Total - Redland	3199	3246	3632	3883	3971	3857	3658	55848	55672						
Total - Queensland			147200	151600	154100	153400	148200		1875400						

Source: Department of Employment and Workplace Relations, Canberra. Small are labour markets Australia, June quarter 2002.

Redland's median weekly Individual income is \$300-\$399 and household income is \$800-\$999. The Australian median individual weekly income was \$300-\$399, Brisbane City was \$400-\$499. and Logan City was \$300-\$399. The Australian median household weekly income was \$700-\$799 for Brisbane City was \$800-\$999 and Logan City was \$700-\$799¹⁵.

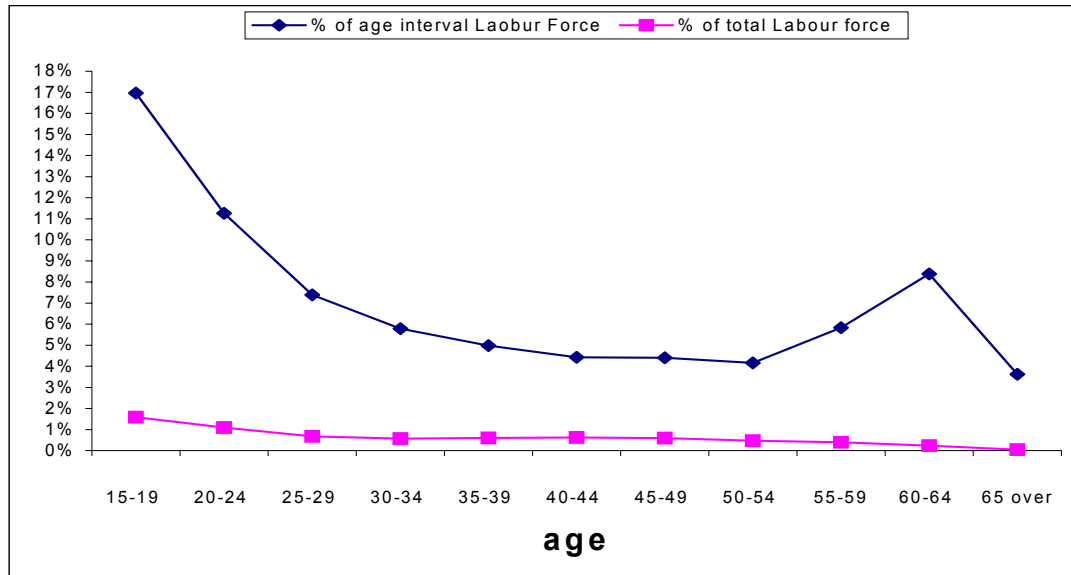
¹⁵ ABS 2001 Basic Community Profiles

The Redlands Balance has the lowest median individual and household weekly income at \$200-\$299 and \$400-\$499 respectively. It is also interesting to note about this region that they have the highest median age as well as having the lowest percentage of their labour force employed (86%). In addition the number of unemployed people has continued to increase from 1991 to 2001. It is evident that a specifically targeted approach is needed to address this area. Of particular concern is the shortage of rental accommodation. Even though this is an issue for all the Bay Island's residents and employers, recently the situation was highly by the Courier Mail reporting many houses and units were dominant most of the year with owners opting to reap the rewards of the holiday seasons while one of the caravan parks on North Stradbroke Island was closing down with the consequence being workers sleeping in their cars or workers not taking up evening jobs as they can't return to the mainland due to ferries not running in the later evenings¹⁶. The transportation issue also presented itself through the Sustainable Tourism Forum with residents looking for more service options. Steps are being taken to address the accommodation issues on North Stradbroke Island, however until the issue is addressed there will continue to be skill shortages in this location¹⁷.

The next region displaying similar characteristics is Thorneside with median weekly individual income of \$300-\$399 and household at \$600-\$699 with 92.2% of the labour force employed. The most affluent suburb with an individual weekly medium income of \$400-\$499 and household at \$1,100-\$1,199 is Sheldon-Mt-Cotton. Interestingly, this suburb also boast the highest percentage of labour force employed at 95.3% and one of the lowest median age rates of 32 years.

The following graph displays unemployment by age firstly as a percentage of each age groups' labour force and secondly as a percentage of the total labour force. It is clear from the graph high unemployment exists for youth and older citizens. The ranking of unemployment is as follows: 15-19yrs (16.96%), 20-24yrs (11.26%), 25-29 (7.39%), 60-64 (8.39%), 55-59 (5.83%) and 30-34 (5.78%).

Figure 2 – Unemployment by age



Source: ABS Basic Community Profiles

¹⁶ Brown, Susan, "Shortchanged by seas change", Courier Mail, Saturday December 21, 2002.

¹⁷ The Minister for Housing Rob Swarten has appointed senior officers of the Department of Housing to assist locals to find a solution to the island's housing crisis. Talks are now under way between the officers and a steering committee comprised of caravan park residents and representatives of local businesses, the Stradbroke Island Management Organisation, Friends of Stradbroke Island, North Stradbroke Island Community Association and others

Findings and discussion from many of the workshops emphasised that unemployment experienced by individuals with limited skills entrenched an apathy that is perpetuated by the individual's lack of basic skills from which to access information and to take charge of their career paths. Opinion of long-term unemployed and youth:

“As technology has become increasingly complex and mystifying and institutions have become larger and more powerful, people have reached by feeling unable to effect their destinies. This has resulted in apathy, and an adoption of the ‘welfare mentality’ that is so prevalent today (that somebody else – especially the Government – should take care of them).”¹⁸

Journey to Work data revealed the following¹⁹:

- That over 60% of the 52,401 Redland resident labour force leaves the Shire for work;
- Just over 38% (or 20,111 persons) of residents in the labour force stay in the Shire for work, with 44% (23,058 persons) travelling to Brisbane, 3.5% (1,850) travelling to Logan, 1.3% (679) travelling to the Gold Coast and 0.5% (240) to Ipswich;
- Conversely, of the 26,137 of the industry employment in the Shire 76.94% (or 20,111 persons) live in the Redlands, 14.95% (or 3,910 persons) come from Brisbane, 4.35% (or 1,138 persons) come from Logan, with 379 persons from the Gold Coast and 72 from Ipswich and 527 people live elsewhere in Australia.

The place of residence of people working in the Shire, and the industry they work in, is highlighted in table D.

¹⁸ Jordan, Jill, (2001), “Community & Economic Development: Towns Shaping Their Destiny”.

¹⁹ To total to 100% after adding ‘not stated’ and ‘non classifiable units’.

Table D – Redland Shire industry employment and area of residence (source Journey to Work)

Origin	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	TOTAL
<i>Ipswich</i>	0	0	8	0	16	0	19	0	4	0	0	9	3	5	4	0	4	0	0	72
<i>Logan</i>	42	5	186	4	93	85	248	38	29	8	17	75	30	97	122	9	39	4	7	1138
<i>Gold Coast</i>	15	4	42	0	63	36	56	35	7	5	8	36	5	16	27	4	16	4	0	379
<i>Brisbane</i>	43	15	383	5	209	187	782	141	60	32	82	285	157	783	516	58	149	11	12	3910
<i>Redlands</i>	590	194	1895	75	1436	1047	4506	1055	673	189	399	2047	658	1720	2126	407	908	87	99	20111
<i>Beaudesert</i>	0	3	41	0	29	8	32	0	5	0	0	17	0	8	12	3	0	0	0	158
<i>Caboolture</i>	0	0	3	0	12	3	7	3	3	0	0	11	0	5	3	0	3	0	0	53
<i>Redcliffe</i>	0	0	5	0	6	0	3	0	0	0	0	3	0	7	0	0	3	0	3	30
<i>Pine Rivers</i>	0	0	20	0	17	7	13	4	4	0	3	7	3	14	7	3	3	0	0	105
<i>Moreton</i>	3	0	5	0	20	3	9	6	0	0	0	3	4	5	5	0	5	0	0	68
<i>Wide Bay-Burnett</i>	7	0	6	0	3	3	0	0	3	0	0	4	0	0	3	0	0	0	0	29
<i>Darling Downs</i>	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	3
<i>Fitzroy</i>	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
<i>Northern</i>	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	3
<i>Far North</i>	0	0	3	0	0	3	3	0	0	0	0	0	0	0	0	0	0	0	0	9
<i>New South Wales</i>	0	0	0	0	11	0	5	9	0	0	3	12	0	3	8	3	3	0	0	57
<i>Victoria</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	3	0	6
<i>South Australia</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	3
TOTAL	703	221	2597	84	1915	1385	5686	1291	788	234	512	2509	860	2666	2836	487	1133	109	121	26137

Key

A Agriculture, Forestry and Fishing

B Mining

C Manufacturing

D Electricity, Gas and Water Supply

E Construction

F Wholesale Trade

G Retail Trade

H Accommodation, Cafes and Restaurants

I Transport and Storage

J Communication Services

K Finance and Insurance

L Property and Business Services

M Government Administration and Defence

N Education

O Health and Community Services

P Cultural and Recreational Services

Q Personal and Other Services

R Non-Classifiable Economic Units

S Not stated

Table E – Employment Characteristics 1996 and 2001, displays the total number of jobs by sector, the percentage that is being occupied by Redland Residents and the number of Redland residents in each industry with the percentages of those that leave the Shire to attend work. The industry experiencing the largest percentage of people leaving the Shire are those from Communication Services (at 83.2%), Electricity, Gas & Water Supply (78.63%) and, Finance and Insurance (at 77.17%). The industry with the largest percentage of Shire residents that leave the Shire is Agriculture, Forestry & Fishing (27.16%).

In relation to industry sector employment, around 53% of jobs in the Redland Shire are allocated to the Retail Trade, Health and Community Services, Education and Manufacturing sectors. These four sectors as a whole employ around 51% of Redland Residents living and working in the Shire. All industry sectors employ at least 30% of their staff locally. All sectors also source at least 50% of their staff from other areas.

TABLE E – Employment Characteristics 1996 and 2001

ANZSIC Category	Age and Sex Representation of Shire Residents (a)	No. of total jobs	Occupied by Redland Residents	Number who live in Redlands & work all areas		Percentage of Residents that leave the Shire	
				2001	1996	2001	1996
	Age (%) sex (%)		%				
Agriculture, Forestry & Fishing	45-54 (24%) M (59%)	1,400	42.14%	810	812	27.16%	22.17%
Mining	45-54 (30%) M (86%)	441	43.99%	361	287	46.26%	28.92%
Manufacturing	35-44 (28%) M (74%)	5,119	37.02%	6783	5456	72.06%	73.50%
Electricity, Gas & Water Supply	45-54 (32%) M (81%)	172	43.60%	351	249	78.63%	75.50%
Construction	35-44 (28%) M (85%)	3,737	38.43%	4610	3698	68.85%	63.49%
Wholesale Trade	35-44 (29%) M (69%)	2,745	38.14%	3557	3520	70.57%	73.30%
Retail Trade	15-19 (23%) F (53%)	11,301	39.87%	8587	6762	47.53%	46.78%
Accom, Cafes & Restaurants	15-19 (23%) F (63%)	2,566	41.11%	1916	1450	44.94%	43.24%
Transport and Storage	45-54 (29%) M (75%)	1,562	43.09%	2912	2277	76.89%	79.53%
Communication Services	35-44 (30%) M (72%)	475	35.58%	1006	936	83.20%	82.80%
Finance and Insurance	35-44 (34%) F (64%)	1,020	39.12%	1748	1610	77.17%	80.68%
Property and Business Services	45-54 (28%) M (53%)	4,967	41.21%	5348	4156	61.72%	65.35%
Government Admin & Defence	45-54 (32%) M (51%)	1,719	38.16%	1978	1875	66.84%	66.67%
Education	45-54 (34%) F (70%)	5,290	32.51%	3342	2639	48.53%	53.85%
Health and Community Services	45-54 (30%) F (82%)	5,634	37.74%	4841	3680	56.08%	61.77%
Cultural & Recreational Services	35-44 (24%) F (53%)	967	42.09%	968	668	57.95%	66.17%
Personal and Other Services	35-44 (29%) M (52%)	2,246	40.43%	2186	1726	58.46%	62.69%

Source: ABS Census, Journey to Work data 1996 and 2001, Notes: (a) Industry of employment by age and sex, ABS Census 2001.

In comparing differences between 1996 to 2001 an increase of 9,961 (19.01% increase) working persons across all industries who live in the Shire. Of these, 4,341 persons (about a 44% increase) are working in the Redlands with the remainder (5,620 or 56%) working in other regions. These figures indicate that just over 50% of the emerging resident workforce is working outside the shire.

The GBACC states that for all businesses registered, the Redlands equates to 7%, Logan 11% and Brisbane 82%. In addition, of those businesses in the Manufacturing industry 6% operate in the Redlands, 16% in Logan and 78% in Brisbane²⁰.

Table F – Industry Growth and Decline, displays the growth and decline of Redland Shire Industry sectors, by Shire Residents employed 1996-2001. With the majority of industry sectors experiencing above average job growth, there is varied growth of jobs between sectors with a contraction of the Mining sector and the Agriculture Forestry and Fishing sector.

There are sectors within these industries that display potential for growth within the Redland Shire. One such example is the Amenity Horticulture sector. A recent survey undertaken by the Department of Primary Industries revealed about 75% of respondents anticipated their business to grow²¹.

Table F – Industry Growth and Decline²²

RESIDENTS WORKING AND LIVING IN SHIRE				
ANZSIC Category	2001 No. of jobs	1996 No. of jobs	Actual Growth/Decline in jobs	Proportion of Total Growth
MAJOR GROWTH SECTORS				
Cultural & Recreational Services	407	226	181	44.47%
Health and Community Services	2126	1407	719	33.82%
Transport and Storage	673	466	207	30.76%
Property and Business Services	2047	1440	607	29.65%
Education	1720	1218	502	29.19%
Personal and Other Services	908	644	264	29.07%
Manufacturing	1895	1446	449	23.69%
Finance and Insurance	399	311	88	22.06%
Accom, Cafes & Restaurants	1055	823	232	21.99%
Retail Trade	4506	3599	907	20.13%
Electricity, Gas & Water Supply	75	61	14	18.67%
BELOW AVERAGE JOB GROWTH (18.64%)				
Wholesale Trade	1047	940	107	10.22%
Construction	1436	1350	86	5.99%
Communication Services	169	161	8	4.73%
Government Admin & Defence	656	625	31	4.73%
Mining	194	204	-10	-5.15%
Agriculture, Forestry & Fishing	590	632	-42	-7.12%
NON APPLICABLE				
Non-classifiable economic units	87	189	-102	-117.24%
Not stated	99	28	71	71.72%
Total All Industries	20111	15770	4341	21.59%

Source: ABS Census 2001, Journey to Work

²⁰ GBACC "Meta Analysis and Regional Community Profile"

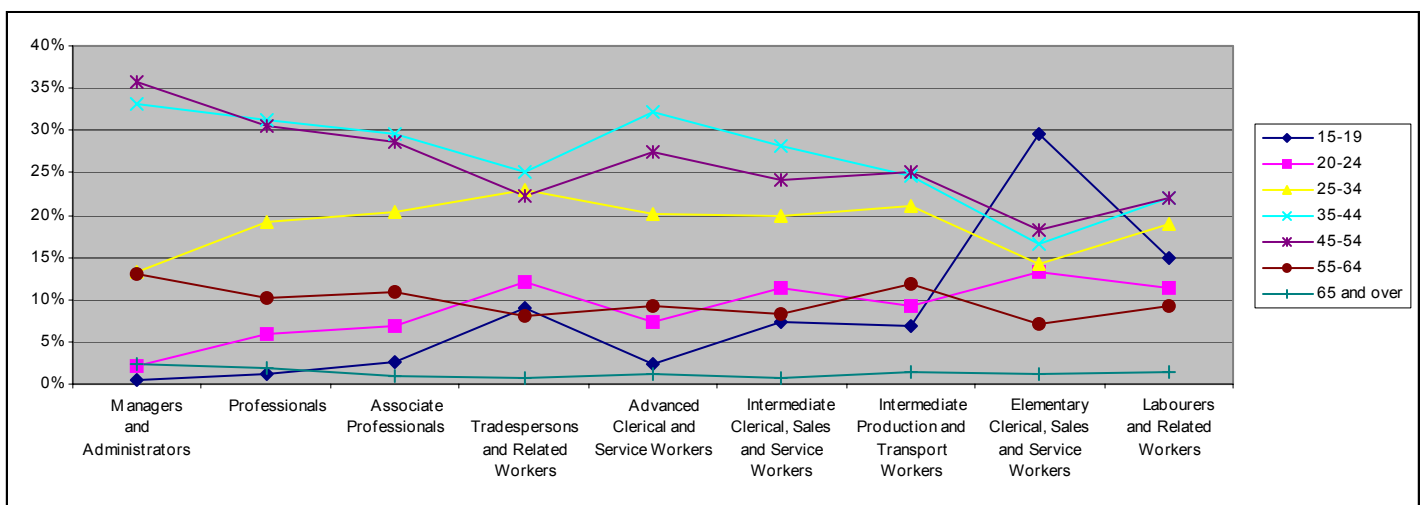
²¹ Department of Primary Industries, (December 2002), "Amenity Horticulture Industry, Redland Shire".

²² These figures do not take into account the growth of non-resident employment and thus the growth percentages will be understated for the industry sector as a whole due to each sector employing over 50% of their staff from other regions, as mentioned previously.

3.2 Skill Base

Redlands hosts an array of skills with the skill base almost mirroring that of Queensland²³. The skill base can be described as Intermediate Clerical, Sales and Service (19%), Tradesperson and related (14%), Professionals (14%) and Associate Professions (12%). Figure 3 – Age % Contribution to Occupation displays the allocation of each age to each occupation. As can be seen Elementary Clerical, Sales and Service Workers are heavily represented by the 15-19 age group, Managers and Administrators is mainly represented by the 45-54 age group and the remainder of the occupation are mostly represented by the 35-44 age group.

Figure 3 – Age % Contribution to Occupation



Source: ABS Basic Community Profile

Over 36% of Redland Shire residents have attained a senior certificate or its equivalent and just over 46% have attained their junior certificate or its equivalent. The lowest levels of schooling can be seen firstly in the Redland Balance (54% of people have year 10 or equivalent) being the Moreton Bay Islands, next Redland Bay (51%) and then Thorneside (50%).

The Redlands has a university or other tertiary institution education participation rate of 2.8%, this is above Logan at 2.6% but below Brisbane (7.7%) and the national average (4.1%)²⁴.

The highest level of non-school education attained by Shire residents aged 15 years and over was a certificate representing over 18% (or 16,182 persons) of those with further education holding this qualification (29,576 persons with non-school qualification). This was followed by a Bachelor Degree, (6.93%) Advanced Diploma and Diploma (6.29%), then Postgraduate Degree (1.03%) and lastly a Graduate Diploma and Graduate Certificate (0.98%).

The Redlands has a wide array of qualified persons in various fields across all suburbs. The largest represented field of study is Engineering and Related Technologies (9,046 persons or 10%), followed by Management and Commerce (5,320) and then Health (3,106). The least represented field of study in the Redlands is Agriculture, Environmental & Related Studies (632) and then Information Technology (694).

²³ Invest Australia Regional Profile

²⁴ GBACC, "Meta Analysis and Community Profile"

Table G – Non-School Qualification Field of Study

Field of Study	Whole Shire	
Natural and Physical Sciences	729	0.83%
Information Technology	694	0.79%
Engineering and Related Technologies	9,046	10.28%
Architecture and Building	3,038	3.45%
Agriculture, Environmental & Related Studies	632	0.72%
Health	3,163	3.60%
Education	2,720	3.09%
Management and Commerce	5,320	6.05%
Society and Culture	2,501	2.84%
Creative Arts	888	1.01%
Food, Hospitality and Personal Services	2,195	2.50%
Mixed Field Programmes	33	0.04%
Field of Study inadequately described	357	0.41%
Not stated	6,614	7.52%
Not applicable	50,029	56.88%
Total	87,959	

Source: ABS Basic Community Profile

As can be seen from Figure 4 – Level of Qualification by Field of Study, by far the most frequent level of qualification is certificate. This qualification is mainly prevalent in Engineering and Related Technologies (7,271), followed by Architecture and Building (2,703), Food, Hospitality and Personal Services (1,889) and then Management and Commerce (1,669).

Figure 4 - Level of Qualification by Field of Study

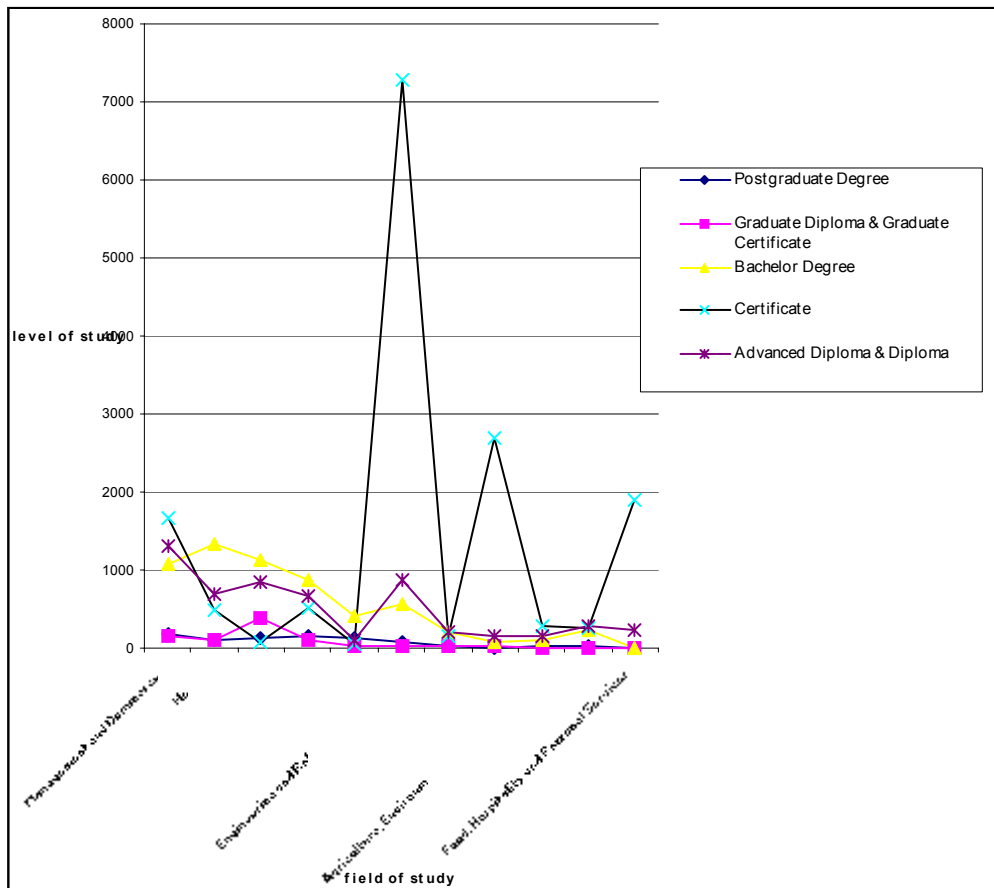
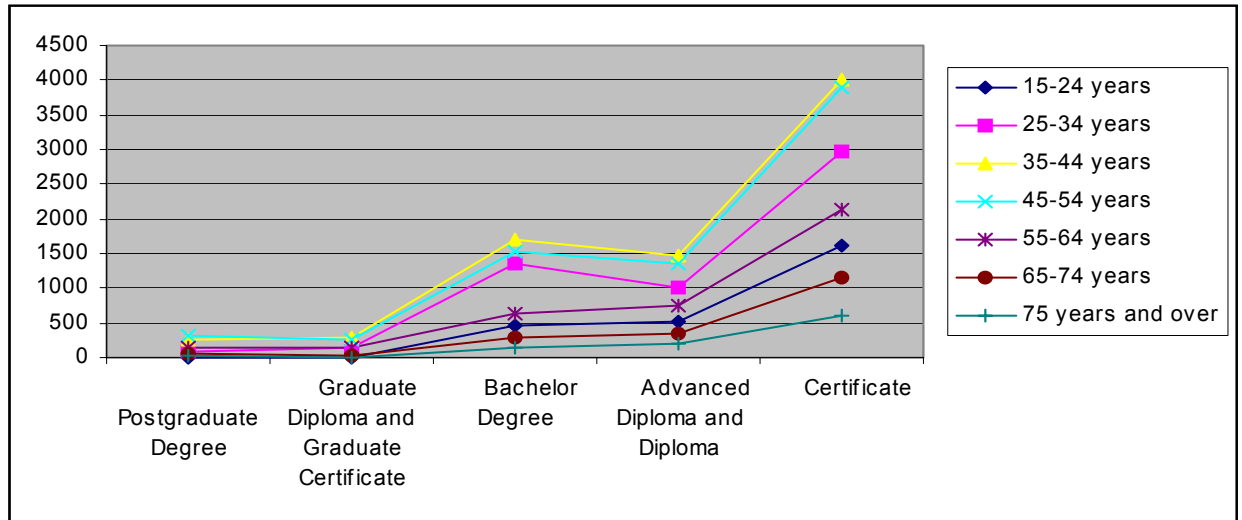


Figure 5 – Non school Qualification by Age, displays the Redland’s resident’s qualifications for each age group. It can be seen from the graph that the 35-45 year age group has the most non-school qualifications followed by the 45-54 year age group hold the most qualifications.

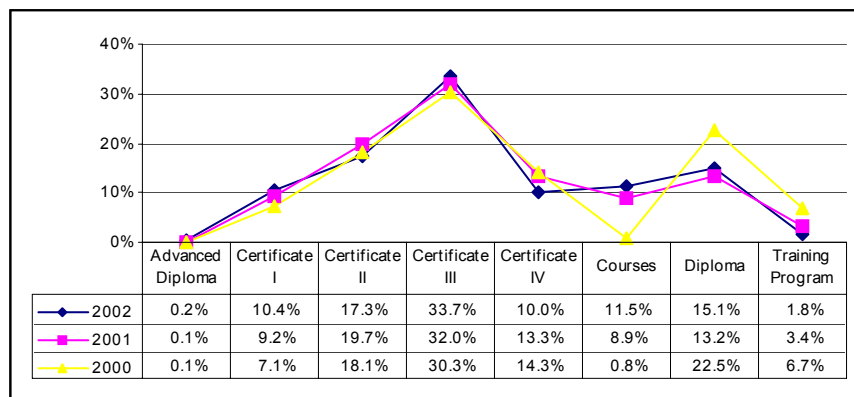
Figure 5 – Non school Qualification by Age



Source: ABS unpublished

Moreton Institute of TAFE is the only Redlands based tertiary education provider. Figure 6 – Qualification Level by Year of Mainstream Study, displays the percentage of people who attained a qualification. These figures are representative only of people who live in the Redland Shire and who have attained a qualification from Moreton TAFE in 2000 (733 persons), 2001 (944 persons) and 2002 (846). It can be seen that most qualification have been attained at the Certificate III level.

Figure 6 - Qualification Level by Year of Mainstream Study



Source: Moreton Institute of TAFE

The total number of students studying in mainstream study in 2002 was 4483 in 2001 was 4649 and 2000 was 4696. These figures are substantially different to the actual number of students who eventually attain an Award. These differences are primarily due to students electing to study only one subject or module and not having the objective of completing a full course. These students may also choose subjects from a number of courses and thus enrolment figures into courses may be duplicated. In addition, people may leave study due to attaining employment or to pursue other paths.

It is difficult to measure trends of the field of study attained by qualifications as the subject area change annually. The courses offered by TAFE are monitored by the Australian National Training Authority and are designed to be industry responsive, thus the continued change. APPENDIX 1 provides a brief overview of the training system.

The Department of Employment and Training has provided data on Apprenticeships and Traineeships. The number of Apprenticeships that have been completed by persons employed in the Redlands from 1998 to 6/1/03, is 197 awards; that is, a Redlands business has taken on an apprentice and this person has completed their qualification. Over the same period, the number of Traineeships were 858.

The Queensland Study Authority has provided data on subject areas completed by year twelve students from 1997 to 2001 for 8-9 high schools in the Redland Shire. This data is a crude indication of graduated field of study for Redland high school students. Within the Redland Shire there are currently eleven High School (6 State, 5 Private). The top six courses over the five year period were English (+194), Physical Education (+176), Mathematics A (+151), Computer Studies (info. Technology at work) (+110), Business Communication and Technologies (+109) and Hospitality Practices (intro. To Hospitality) (+93). It must be state that not all schools offer these courses, therefore percentage changes of popularity of the course is a relative measure. There are also many courses only offered in one year of which there is a zero value of no change. The top six courses which exhibited a large drop off rate over this five year period were; Health and Physical Education (-111), Secretarial Studies (-89), Modern History (-66), Practical Computer Methods (-57), Film and Television (-33), and Graphics (-26).

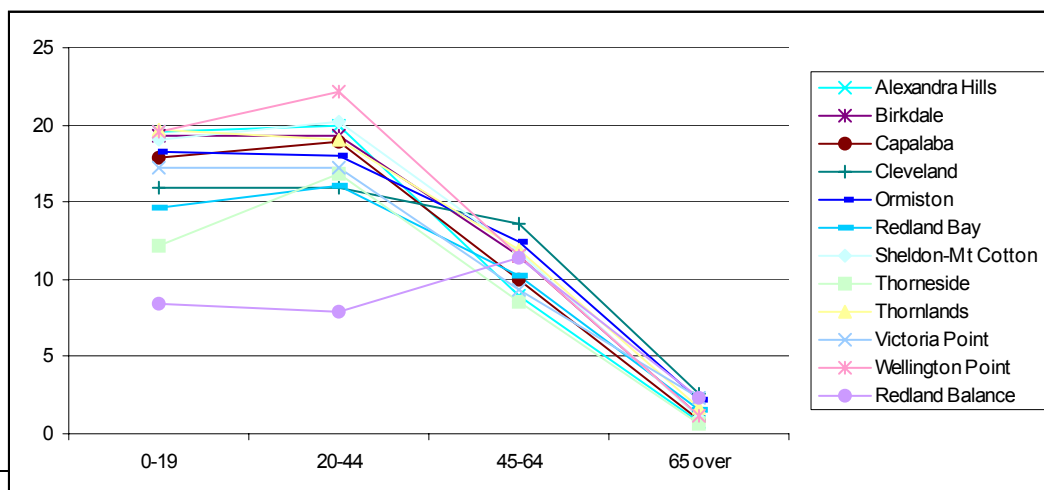
Computer skills are an essential component to an individual's skill development as;

“ICT [Information and Communications Technology] literate workers, and those with skills in emerging and growth areas, can expect to perform better in the future labour market than those not proficient in ICT skills.”²⁵

This is certainly relevant to Redland residents as there is a need for all workers from entry level to employers to upskill their computer training as business process are automated. Growing enterprises will move to technological solutions to improve efficiency requiring IT competent staff.

In Figure 7 – Computer use by Age by Suburb it can clearly be seen older age groups not using computers at home. In addition, there is a significant difference between residents of the Redland balance for ages under 54year. This is only because all other suburb uses are also declining at this age.

Figure 7 – Computer use by Age by Suburb



²⁵ DEWR, “DEWR Job Outlook”

On average, 48% of Redland residents use a computer at home. This compares with 41% of Logan residents and 49% of Brisbane residents. The Redlands is above both the national average of 42% the Queensland average of 41.3%²⁶.

Skill Shortages, Skill Gaps and Upskilling

The Department of Employment and Workplace Relations publishes the National and State Skill Shortage Lists, these are, the National Skill Shortage (NSS) List (2002), Professional (February 2002), Trades (December 2002) and Information and communication Technology Skills (October 2002). Skill shortages “exist when employers are unable to fill or have considerable difficulty in filling vacancies for an occupation, or specialised skill needs within that occupation, at current levels of remuneration and conditions of employment, and reasonably accessible location”²⁷. In some sectors of industry, employers may “experience some difficulty in finding suitable workers even through a broader skill shortage is not evident... a degree of skill shortage”, this is a Recruitment Difficulty. Skill Gaps are “deficiencies in the skills of existing workers”. Vocations that display limited training or experience are omitted from this list. Skill shortages recognised by Redland employers will be discussed in section 4.3 – Skill Shortages and Skill Needs.

²⁶ ABS Basic Community Profiles and Snap Shots.

²⁷ DEWR (Department of Employment and Workplace Relations), “National and State Skill Shortage Lists – 2002”.
<http://www.dewr.gov.au>

4 Key Findings of Employer Survey

Response Rate

202	Surveyed
130	Responded
64%	Response rate

Per industry surveyed and responded – Descriptions of the ‘Categories’ can be found in APPENDIX 5 – ANZSIC Code.

Category (see APPENDIX 5)	Surveyed	Responded	Response rate
A	14	12	85.71%
B	3	1	33.33%
C	35	30	82.86%
D	5	2	40.00%
E	17	8	47.06%
F	7	4	57.14%
G	19	12	63.16%
H	29	18	62.07%
I	10	6	60.00%
J	5	3	60.00%
K	5	1	20.00%
L	23	15	65.22%
M	2	1	50.00%
N	2	0	0.00%
O	19	12	63.16%
P	7	5	71.43%

4.1 Growth

What percentage do you expect your organisation to grow from 2003-2005?

		% of total respondents
Non respondents, invalid answers or unknown =	13	10.00%
-20%-0% =	1	0.77%
0%-20% =	81	62.31%
21%-40% =	25	19.23%
41%-60% =	3	2.31%
61%-80% =	1	0.77%

81%-100% =	2	1.54%
100% or more =	4	3.08%
	130	

A - all at 0%-20%

B - all at 0%-20%

C - 73% at 0%-20%. 23% at 21% - 40%, 4% at 41% – 60%.

D – 50% at –20%-0%, 50% at 0%-20% DECLINE

E – 88% at 0%-20%, 12% at 100% or more

F – 80% at 0%-20%. 20% at 21%- 40%

G – 75% at 0%-20%. 25% at 21%- 40%

H – 61% at 0%-20%. 28% at 21% - 40%, 6% at 41% – 60%. 6% at 61% - 80%

I – 50% at 0%-20%. 25% at 21% - 40%, 25% at 41% – 60%

J – 66% at 0%-20%, 33% at 21% - 40%

K – all at 21% - 40%

L –38% at 0%-20%, 46% at 21% - 40%, 8% at 81% - 100%, 8% at 100% or more – GROWTH

M – all at 0%-20%

N –

O – 63% at 0%-20%, 18% at 21% - 40%, 9% at 41% – 60%, 9% at 81% - 100%

P - all at 0%-20%

4.2 Labour Force

How many people are employed?

9,167 people in total

No who are included in the survey worked out on a measure of 51818 total jobs in shire	
Total jobs in shire	51818
no of people employed by the survey	9167
Representation of Redland Labourforce	17.69%

These figures indicate a bias towards C-Manufacturing, M-Government, O-Health and Community Services, H-Restaurant and Accommodation and A-Agriculture, Fishing and Forestry. Sectors poorly represented by the findings are N-Education and Q-Personal and Other Services (deliberately excluded this sector) and K-Finance and Insurance (due to a large number of those surveyed not willing to participate).

Category	No. employed from survey response	% per industry sector	Total %. employed in Shire
A	646	7.05%	2.70%
B	230	2.51%	0.85%

C	1589	17.33%	9.88%
D	101	1.10%	0.33%
E	109	1.19%	7.21%
F	121	1.32%	5.30%
G	1279	13.95%	21.81%
H	886	9.67%	4.95%
I	255	2.78%	3.01%
J	15	0.16%	0.92%
K	3	0.03%	1.97%
L	193	2.11%	9.59%
M	1000	10.91%	3.32%
N	0	0.00%	10.21%
O	2472	26.97%	10.87%
P	268	2.92%	1.87%
Q			4.33%
	9,167		

COMPLETED BY 61 RESPONDANTS ONLY - The survey was trimmed down for the phone delivery and thus only 61 respondents were recorded

Category	full time	part time	casual	contractors	subcontractors
A	154	9	202	30	0
B	0	0	0	0	0
C	734	204	236	91	26
D	95	0	0	0	0
E	63	2	4	6	122
F	40	5	26	0	6
G	94	122	280	6	0
H	34	12	67	1	6
I	90	4	21	0	6
J	7	0	0	0	0
K	0	0	0	0	0
L	26	5	386	60	8
M	0	0	0	0	0
N	0	0	0	0	0
O	33	51	20	4	0
P	9	1	124	1	0
	1379	415	1366	199	174

4.3 Skill Shortages and Skills Needs

118 respondents

22 reported no shortages

Generic or universal skills required by all industries.

Overall Generic skill shortages/issues

- Poor work ethic
- Computer skills
- Workplace health and safety
- Difficult in finding trained people
- Multi-skilled people
- Customer service and communication skills
- Common sense, initiative, organisation ability

Overall Generic skill needs

- Good communication skills
- Leadership and management skills
- Customer service
- Computer literacy
- Multi-skilled
- Problem solving

Industry Breakdown

A - Agriculture, Forestry & Fishing

Shortages

Generic – work ethic, OH&S, computer literacy, multi-skilled

- Tertiary qualified
- Plant growers,

Skill Needs

Generic - Good communication skills, multi-skilled, computer skills

- Horticulture
- Growing skills
- Planning
- Irrigation
- Business skills such as sales, marketing production
- Green keeping
- Forklift

B - Mining

Skill Needs

- Update mining skills

C - Manufacturing

Shortages

Generic – multi-skilled, work ethics, computer skills

- Boat builder
- Process workers
- Cooks, pastry
- Printers
- Welding
- Tool makers
- Powder coating
- Glaziers and glass fitters
- Carpenters
- Sewing machinists
- Mechanical skills for vehicles

Skill Needs

Generic Skills: - Leadership, management, Customer service, call center

- Food processing
- Carpentry, plumbing, painting, welding
- Office admin, sales and marketing, pastry cooks
- CAD drawer
- Factory hands machinery operators
- Tool makers
- Specialized printers
- Electrical technician
- Computer programmer
- Welders
- Manufacturing operators, I.T, Accounting
- Basic engineering skills
- Fencing and carpenters
- Unskilled workforce as training is on the job
- I.T graphics
- Sales and marketing

D - Electricity, gas, & Water Supply

Shortages

- Treatment operators

Skill Needs

Generic – customer service

- OH&S

E - Construction

Shortages

- Experienced Construction tradespeople
- Earth moving and machine operators
- Surveyors
- Builders

Skill Needs

- Planning consultants, Civil and industrial engineers, Good quality tradesmen
- Licenses for heavy earth moving vehicles
- Surveying
- Building trades
- Mechanical background, maintenance personnel

F - Wholesales Trade

Shortages

Generic skills - Listening skills, Politeness, Performance, Reliability, Book keeping, Data entry, Phone skills

- Experience and lack of product knowledge.

Skill Needs

- Salesperson training
- Metal fabrication

G – Retail Trade

Shortages

Generic – customer service, sales training

- Bakers
- Small business
- Motor mechanics
- Wheel aligners

Skill Needs

Generic – need good communication skills, computer skills

- Register

- Food handling and hygiene
- Butchery and bakery, cashiers
- Reception and administration personnel
- Update training on new equipment and vehicles

H - Accommodation and Restaurant

Shortages

Generic – lack of professionalism

- Deliver drivers
- Hospitality, bar and wait staff
- Book keeping
- Chefs
- Cleaners

Skill Needs

Generic: phone manner, customer services and relations

- General food handling
- Money handling
- Gaming license, keno experience
- Property maintenance
- Accounting
- Clerical assistant with front office skills
- Financial/bookkeeping
- Assistant managers
- Cleaners
- Tax and accounting

I - Transport & Storage

Shortages

Generic skills – computer skills

- Seamanship
- Sales skills

Skill Needs

Generic – computer skills

- Office skills
- Industry specific

J - Communication Services

Shortages

- Video production
- Printing and graphic arts knowledge
- IT professions
- Auto CAD

Skill Needs

- Sales and marketing
- All printing
- Adobe PhotoShop

K – Finance and Insurance

Skill Needs

- Financial advisor

L - Property and Business Services

Shortages

Generic skills - Common sense, initiative, organisational capabilities, especially for juniors

- Real estate sales
- Architects
- Trades people
- Solicitors imported

Skill Needs

Generic – computer skills, customer service, problem solving

- Computer technical staff
- Marketing and sales staff,
- Web developers
- Professional engineer,
- CAD draftsman
- Degree in architecture
- Understanding of Asian work ethics and culture
- Legal office administration

M - Government Administration and Defence

Shortages

- Town planners, Engineers, Building certifiers

Skill Needs

- Strategic management skills

O - Health and Community Services

Shortages

Generic – computer literacy

- Nurses – registered and nurse assistants
- Aged carers

Skill Needs

Generic - Computer literacy

- Qualified paramedics
- Registered nurses,
- Unskilled nurses,
- Personal Carers Cert III
- Mechanical and driving

P - Cultural & Recreational Services

Shortages

Generic – communication skills

- Full time Sports and recreation staff
- Marketing skills

Skill Needs

- Marketing and communication skills

4.4 New Jobs

Total New Jobs	Apprentice	Trainee	Full time	Part time	Casual	Other
1330	19	55	297	228	402	221

Not all respondents indicated that they would be providing new jobs, in addition, not all survey participants completed this section.

	NEW JOBS	APPRENTICE	TRAINEE	FULL TIME	PART TIME	CASUAL	OTHER	NOT SPECIFIED
C	422	0	2	59	20	139	202	0
O	283	0	16	75	110	46	0	36
G	274	6	15	8	12	131	0	102
M	200	0	0	100	70	30	0	0
A	101	0	3	10	6	8	10	64
H	78	5	8	6	3	18	0	38
E	50	8	0	4	2	0	9	27
L	47	0	4	15	2	2	0	24
F	27	0	1	8	3	12	0	3
P	18	0	2	1	0	15	0	0
I	9	0	4	4	0	1	0	0

J	4	0	0	4	0	0	0	0
B	3	0	0	0	0	0	0	3
D	3	0	0	3	0	0	0	0
K	1	0	0	0	0	0	0	1
N	0	0	0	0	0	0	0	0

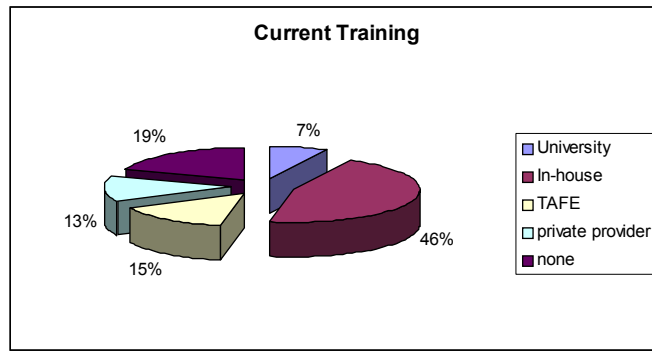
These figures indicate that the largest opportunity for training and job growth will be in the Manufacturing Industry followed by the Health and Community Services sector. The Health sector is mainly seeking nurses and aged careers, with both of these jobs being listed on the National Skill Shortages List. The next sector will be Retail Trade followed by Government and then Agriculture, Fishing and Forestry. This growth will predominantly be in casual employment positions.

4.5 Training Issues

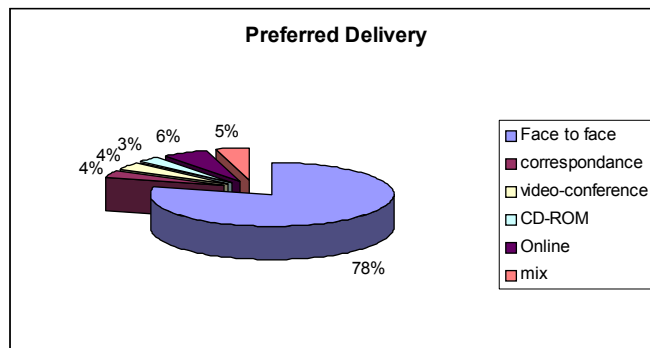
Overall from those who nominated how many people were to be trained (27 respondents from 130 who completed the survey), there were 493 possible opportunities. Broken down into industry sector as follows. In addition to these explicit figures there are further implicit requirements for training to meet skill gaps, shortages and upskilling. The training requirements for manufacturing are heavily influenced by one company seeking 300 to complete their in-house training program.

C	370
A	61
L	28
I	10
E	7
H	7
G	4
F	3
O	3
B	0
D	0
J	0
K	0
M	0
N	0
P	0
	493

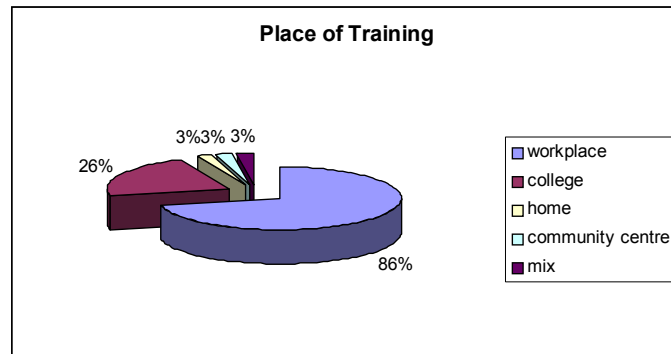
Employers were asked to nominate if they currently undertake training and if so, what form of training. Of the 85 of those who responded (out of 130 who completed the survey) the majority currently undertake in-house training as can be seen by the following graph. Some respondents indicated multiply answers that were also included. This graph may be a little deceiving as many employers did not answer this question and therefore it can be assumed that they do not undertake any training and therefore the 'none' percentage would be understated.



Employers were asked about their preferred training delivery method. Overall there were 112 respondents (out of 130 who completed the survey) to this question. Some respondents did choose a number of options of which were added. As can be seen from the diagram, face to face delivery of training is by far the preferred option at 78%.



Employers were further asked to respond to their preferred place of training. 115 employers responded (of 130 who completed the survey) to this question with over 88% nominating the workplace as their preferred place of training.



4.6 Barriers to Training and Further Comments

The main barriers include²⁸

- Financial constraints of the company;
- Cost of training;

²⁸ Results from similar studies undertaken in other regions tend to border on broad training issues and are not specific. Such as the Gold Coast paper "Developing a Training and Employment Strategy". Also, utilised funding from the Community Training Partnerships program.

- Time constraints, can't afford to have employee award to train;
- Unrealistic expectations of job seekers of the industry/position;
- And still the lack of generic skills came through such as lack of common sense, lack of work ethic;
- For the Island in hospitality, no accommodation or career path for young people;
- Public transportation;
- Courses don't meet their requirements.

5 Workshop Findings

The following notes have been drawn from discussions undertaken at the Discussion Forum on Friday 24th January 2003.

- Participants noted the low education participation rate of the Redland Shire compared to other regions. It was noted that this might be due to the limited public transportation between the Shire, and universities and other education institutions.
- It was noted that there needed to be a targeted training approach for North Stradbroke Island and the Southern Moreton Bay Islands. Training providers needed to work together to deliver projects and see outcomes.
- Mature age computer training is needed.
- The work for the dole program has mutual beneficial outcomes for all parties and would be a good program North Stradbroke Island and the Southern Moreton Bay Islands.
- The survey showed employers were seeking people with better generic skills. A monthly survey conducted by DEWR shows that employers will hire staff with the generic skills they are seeking. Employers will train for industry specific skills but not generic skills. Thus there is a need for a training program in generic skills to be delivered within the Shire.
- It was recognised that more work education programs were needed for school students. There appears to be a need for attitude training for youth with the possibility of mentoring programs assisting this issue. And more employers were needed to undertake apprenticeships and traineeships.
- This project should also survey training providers within the Redland Shire.
- It was stated that people moving in and out of the Shire does not equate to skill gaps and that programs need to be targeted to groups such as mature age for example to re-skill burnt out tradespeople.
- In relation to growth of businesses, only about 10% of businesses are committed to growth. There could be variety of reason such as survival, they like the current life style. The Redlands should concentrate on its comparative advantage such as design with lifestyle using Moreton TAFE to deliver 'lifestyle fashion' and Horticulture – amenity or lifestyle such as cut flowers, landscaping. Redland Park should be horticulture training and leading edge.
- It was suggested to ask schools what they are doing about the implementation of the White Paper recommendations. Particularly, what they are doing to about those student who are at risk of falling through the net. It was suggested that the net be improved.
- It was suggested that there needs to be a Redland community website to connect to DET so training providers, employment agencies, employers, unemployed, students etc have a central point to learn about programs within this region. In addition there is a joint effort to promote this website in the Redland Times and programs to be funded by training providers and employment agencies. Case studies in the paper can demonstrate pathways to people.
- Youth could be trained easily and mature aged are more hands on and integrated.
- It was suggested there be a structure/mechanism to continue the action plan, to review etc. such as the Bayside Jobs Campaign.

6 Training Needs Strategy

The following concluding recommendations of the Training Needs Strategy are to be implemented as a solution to meet the training needs of the Redland Shire. These recommendations are to be implemented through the Training Action Plan underpinned by short-term and long-term objectives. This initial Training Action Plan will provide the foundation to meet current and future training needs within the Redland Shire and to ensure the competitiveness of the Shire as a learning location can be enhanced. And thus, is a 'living plan' with the expectation that the dynamic training needs of the Redland marketplace can be addressed and incorporated where possible.

The training needs strategy needs to be targeted at two levels:

- Upgrade of current employee skills. Offering training for generic skills in addition to industry specific skills. This is to upskill the current workforce in addressing underemployment and to multiskill individuals so as to meet the dynamic needs of the changing employment marketplace;
- Targeted programs to the unemployed to meet skill gaps in growth industries within the Shire.

6.1 Training Needs Strategy Recommendations

- ***An ongoing mechanism such as a steering committee or network is required to address issues***, ie. Enhance the ongoing capacity of TAFE and other programs and services to address communities' skills development needs. It is important that partnerships are developed between industry, training providers, employment providers and government in order to provide an ongoing mechanism from which to respond to industry needs to develop appropriate training and skill development strategies that contribute to business efficiency and therefore strengthen the Redland economy.
- ***An annual Action Plan*** will need to be prepared for the following 2003-2004 financial year.
- ***An administrative support role*** would be required to support the CTP objectives and the steering committee. This one-year role would be required to implement the training needs strategy, provide referrals, seek training programs, network participants, provide a point of contact with industry and training recipients in addition to combining this information to provide research support to the steering committee. CTP would be used to fund this administration support. In relation to industry research and monitoring, the Business Grow program being delivered through the Redland Chamber of Commerce may have the capacity to undertake this function in addition to providing a referral service to employers who are seeking training.

- With the implementation of the White Paper addressing training needs and flexibility for school students, it is a good time to discuss with schools within the Shire the need to **put programs in place to skill youth for the workforce**. The employer survey found many employers required their youth to be 'work ready', to be equip with basic skills to survive in the workplace. A cross-curriculum program would be required to address these shortages. In addition, a youth mentoring program is recommended to place students with members of the business community.
- There is a need to **train people in generic skills**. This was recognised in the employer survey as well as being supported by the findings from surveys conducted by DEWR. One proposal, which could meet this need, would be to establish a 'Redland Service Certificate' based on and including for example, the Aussie Host concept. A stocktake of customer service training programs would be required to determine the most appropriate one to meet needs within the Redlands. A program to meet key generic skills that were applicable across industries would seek to address this need.
- **Training for those aged 45 years and over**. Due to the nature of the national trend of an aging population and more people within older age groups moving toward coastal areas such as the Redlands there is a need to provide training opportunities to this group. In addition, these groups often experience a change in career around this age in life or are retrenched or are moving from more labour intensive industries.
- **Training for those aged 15-24 years**. These groups have high unemployment rates and low skills levels compared with other age groups. The 15-19 unemployment rates *for those looking for full-time work* from the 2001 census is 8.25% (17% including those also looking for part-time work) and for the 20-24 age group is 8.79% (11% including those also looking for part-time). This compares to the Queensland (and National) unemployment rates of those looking for full-time work of 6.7% (5.0%) and for the 20-24 age group 8.4% (6.4%).
- **Unemployment on North Stradbroke Island and the Southern Moreton Bay Islands needs to addressed**. DEWR has reported from Dec 2000 to March 2002 the unemployment rate of the Redland Balance region ranges from 14.9% to 16.9%. Rising unemployment, low education levels, accommodation and transportation issues all culminate to present the region as one requiring direct training assistance.

To implement training programs in this region they will need to be delivered on the Islands. At a later stage **the establishment of a video-conferencing network between a facility** ie hall, school, library would provide the facilities necessary for residents to utilise public terminals for computer training in addition to allowing training providers to provide training to people on the Islands simultaneously from one location.
- **Indigenous people (Aboriginal or Torres Strait Islander) on North Stradbroke Island would be encouraged to participate in these programs**. The ABS states that less than 1% of the non-Indigenous population compared with 20% of the Indigenous population aged 15 years and over, live in sparsely settled, relatively remote areas with limited employment opportunities of which North Stradbroke Island is such an area. Labour force characteristics from a national perspective show comparing the Indigenous population with the rest of Australia that Indigenous people have lower employment to population rates, higher unemployment and a lower labour force participation rate. The unemployment rate for Indigenous people on North Stradbroke Island Indigenous Area is 13.6% compared with Non-Indigenous of 6.3%. For the Redlands Indigenous Area the unemployment rate for Indigenous people is 15.7% and for Non-Indigenous is 6.9%.

- A need was identified across industries **for license qualification in the operation of vehicles and machinery**. The following industry sectors required licensed personnel and noted this shortage affected their business operations by delaying projects in addition to the expense of locating contractors. Agriculture, forestry and fishing, mining, construction, manufacturing.
- Discussion from the workshop revealed that many training providers and employment agencies did not know what projects were being delivered throughout the Redland Shire. It was suggested that **a website be established to link to the DET website which displayed programs being delivered**. In addition this website would serve an employment and training community function where each provider had access to a page they could update on programs they were delivering.
- There would also be an **e-matching facility for volunteers to organisations**. This website would act as the primary source of information for students, employers and the unemployed to gain access to employment and training programs occurring in the local Redland Shire. It has also been proposed that each provider contribute funds to jointly market this website through other forms of mass media such as the Redland Times in order to inform the community.

There is a **need to create a mechanism which has the flexibility to respond to DET and TAFE on specific training opportunities** that occur within the Shire such as new specialised food processing or the introduction of a new employer wishing to employ and train a large number of people in the Shire who are long-term unemployed, mature aged of indigenous background or youth.

- **Review of strategy is required to undertake analysis** such as to monitor trends, regular survey employers, analyse changing economic and business data and large new industry attraction.

6.2 Training Action Plan

To implement the Training Action Plan, funding from the Community Training Partnerships fund is required in addition to funding from other sources. Funding of \$250,000 over 12 months from the Community Training Partnerships fund would allow an allocation of \$50,000 to the administrative support of assisting with the implementation of the strategy such a making referrals, seeking training programs etc. An amount of \$200,000 is required to cover the cost of training delivery. Although, it is anticipated that 190 people would be trained using CTP funding, the relationships developed with RTOs that have training programs funded from other sources, may result in excess of 190 actually participating in training over the 12 month period. To meet further needs within the Redland community and to cover training provisions that are not accredited, further funding will be required from various sources as mentioned in the Training Action Plan.

Action	Justification	Training Required	Responsibility/timeframe	Funding
Establish an ongoing/evolving network and from this a Steering Committee to operate for a	An ongoing mechanism is required to address issues, ie. Advise TAFE and RTOs on programs and services to address communities' skills development needs. It is important that partnerships are developed between industry, training providers, employment providers and	N/A	Redland Shire Council Workshop participants To be established by July 2003.	Redland Shire Council

<p>probational period of twelve months to monitor the Training Needs Strategy.</p>	<p>government in order to provide an ongoing mechanism from which to respond to industry needs to develop appropriate training and skill development strategies that contribute to business efficiency and therefore strengthen the Redland economy. The establishment of a steering committee composed of the relevant stakeholders such as those who attended this project's workshop would be required. The purpose of this committee would be to strategise and update the action plan.</p>			
<p>Establish a training coordination and administration support position</p>	<p>This one-year role would be required to implement the training needs strategy, provide referrals, seek training programs, network participants, provide a point of contact with industry and training recipients in addition to combining this information to provide research support to the steering committee. CTP would be used to fund this administration support of training coordination.</p>	<p>N/A</p>	<p>Delivery will be determined by the Steering Committee To be established by July 2003</p>	<p>CTP</p>
<p>Training for 50 people in 12 months of which; 30 are of 45 years and over and; 20 are between 15-24 years; for employment in the Health and Community Services Industry.</p>	<p>The Health and Community Services industry, particularly the Aged Cared sector is of increasing importance due to the gradual increase of older people moving to coastal area with the Redlands being one target area. This can be seen by population trends of those aged 65 and over representing 9.2% of the population in 1991 increasing to 11.3% in 2001²⁹. Findings from current research in addition to Aged Care surveys of the Aged Care sector indicate the majority of facilities are expanding and are experiencing significant skill shortages of Aged Carers and Nurses.</p> <p>Results of the survey indicated that nearly 300 new jobs would be needed over the next few years. Fields of employment varied from nurses to administration with Aged Carers being the largest requirement. Groups required included trainees, full-time, part-time and casual.</p>	<p>Certificate III in Community Services (Aged Care Work) provided by Moreton Institute of TAFE</p>	<p>Steering Committee Moreton Institute of TAFE. To organise the delivery of these programs by August 2003.</p>	<p>CTP and/or existing RTO funding</p>

²⁹ AS cited in the DET "Regional VET Plan for the Brisbane South and Gold Coast Region 2003-2003"

	<p>Those respondents who requested Aged Care workers required a Certificate III or higher. As noted in the skill stocktake, there were in 2001 only 56 unemployed qualified people for the Health Industry seeking employment. In addition from 1996-2001 the Health and Community Services Industry experienced the Shire's 2nd largest job growth with nearly a 34% increase. These skill shortages are a national phenomenon indicating that graduates from these programs are in demand in many regions and this demand will continue for the next few years as shortages are filled.</p>			
<p>Training for 75 people in 12 months of which:</p> <p>25 existing workers across the Shire to provide them with formal qualifications;</p> <p>25 unemployed youth across the Shire (15-24 years);</p> <p>25 Residents from across the Shire who are not presently employed in the amenity horticulture sector</p> <p>for employment in the amenity horticulture sector.</p>	<p>The Horticulture industry, particularly Amenity Horticulture has been recognised as an industry sector of both grow and competitive advantage for the Redland Shire. This was highlighted in the Employer Survey in addition to "Amenity Horticulture Industry" December 2002 report released by the Department of Primary Industries which displayed the findings of their sector survey. This indicated that 75% of businesses surveyed expected to increase in their operations in the next five years³⁰.</p> <p>Results of the employer survey particularly indicated the need for experienced people with qualifications. It was noted that there were shortages of people with formal qualifications, there is a need to provide those people with experience with a qualification. Many employers were looking for a certificate in Horticulture, the level was not mentioned. Respondents indicated there were 6 opportunities for existing Horticulture training. In addition, there were 25 new jobs required over the next few years. These opportunities included full-time, part-time, and casual placings.</p>	<p>Certificate II or III or above in Horticulture (including General, Arboriculture, Landscape and Nursery, Parks and Gardens);</p> <p>Certificate III in Agriculture (Production Horticulture);</p> <p>To be trained at Moreton Institute of TAFE. In addition to flexible delivery mode for North Stradbroke Island and Southern Moreton Bay Island residents.</p>	<p>Steering Committee Moreton Institute of TAFE.</p> <p>To organise the delivery of these programs by August 2003.</p>	<p>CTP and/or existing RTO funding</p>

³⁰ DPI, "Amenity Horticulture Industry: Redland Shire", December 2002.

	For existing workers in this industry a Certificate II and III in Agriculture (Production Horticulture) was recommended by the QLD Rural Training Council ³¹			
<p>Training for 45 people over 12 months of which:</p> <p>25 people from North Stradbroke Island and the Southern Moreton Bay Islands, out of which 15 people must be between 15-24 years of age;</p> <p>15 people aged 15-24 located on the mainland;</p> <p>for employment in the Tourism and Hospitality Industry.</p> <p>(People from Indigenous backgrounds would be encouraged to participate.)</p>	<p>Training in the Tourism (including Eco-tourism) and Hospitality (including accommodation, cafes, restaurants) industry.</p> <p>Tourism and Hospitality is a QLD State Strategic Priority³² and is of continual importance to the Redland Shire due to the current development of the Sustainable Tourism Development Strategy. Persons for apprenticeships, traineeships and work training will be required to be employed to undertake projects identified by this Strategy.</p> <p>The skill stocktake indicated a 22% increase in job growth for the Accommodation, Cafes & Restaurants Industry from 1996 to 2001. From the 2001 Census there were 146 unemployed people within the Redlands who held a non-school qualification in Food, Hospitality and Personal Services fields.</p> <p>Respondents from the employer needs survey stated there were shortages and skill needs for hospitality staff, particular 'trained' wait and bar staff, chefs, gaming and accommodation cleaners. New jobs required from respondents were 65 in the above fields to work full-time, part-time, trainees, apprentices and an emphasis on casual jobs. These training and employment positions are ideal for the large quantity of youth seeking part-time employment.</p>	<p>Certificate I or II or III in Hospitality (including Accommodation Services, Commercial Cookery, Food and Beverage and operations);</p> <p>Gaming licence;</p> <p>To be trained at Moreton Institute of TAFE and RTOs. In addition to flexible delivery mode for North Stradbroke Island and Southern Moreton Bay Island residents.</p>	<p>Steering Committee</p> <p>Moreton Institute of TAFE</p> <p>Queensland Hospitality Association.</p> <p>To organise the establishment of this program be August 2003.</p>	<p>CTP and/or existing RTO funding</p>

³¹ AS cited in the DET "Regional VET Plan for the Brisbane South and Gold Coast Region 2003-2003"

³² AS cited in the DET "Regional VET Plan for the Brisbane South and Gold Coast Region 2003-2003"

<p>Total of 20 current Redland employees from various industries to be up-skilled over 12 months with a license qualification.</p>	<p>A need was identified across industries for license qualification in the operation of vehicles and machinery. The following industry sectors required licensed personnel and noted this shortage affected their business operations by delaying projects in addition to the expense of locating contractors. Agriculture, forestry and fishing, mining, construction, manufacturing, wholesale trade and retail trade.</p>	<p>License in: Heavy Machinery, heavy vehicles or Earth moving vehicles such as bobcat, backhoe, forklift, truck etc.</p>	<p>Steering Committee. To organise the establishment of this program by August 2003.</p>	<p>CTP and/or existing RTO funding</p>
<p>Long-term objective of training for current Redland Shire employees and residents. A program in generic service practices, to be offered on an ongoing basis once established.</p>	<p>There is a need to train people in generic skills, this was recognised in the employer survey as well as being supported by the findings from surveys conducted by DEWR. Of particular note the Employer Needs survey results showed there was a need across industries to train staff in Customer Service and Client Interaction. One proposal, which could meet this need, would be to establish a 'Redland Service Certificate' based on and including the Aussie Host concept. A program to meet key generic skills that were applicable across industries would seek to address this need.</p> <p>This training is not accredited however, applied across the Shire, including school students, and across industry providing a branding opportunity for the Redlands. Outside potential businesses, clients, supplier's etc would recognise the Redlands as an ideal location to operated and do business do to the quality of staff employed in the region.</p>	<p>Redland Service Certificate and Aussie Host Certificate</p>	<p>Steering Committee Redland Shire Council Aussie Host RTOs in Shire Business Grow To establish this program by July 2004.</p>	<p>Self funded with seed funding from RSC.</p>

<p>Long-term. objective for Youth in school, aged 14 years and over to be trained in 'work ready' and/or 'life skills'.</p>	<p>With the implementation of the White Paper addressing training needs and flexibility in delivery for school students, it is a good time to discuss with schools within this Shire the need to put programs in place to skill youth for the workforce. The employer survey found many employers required their youth to be 'work ready', to be equip with basic skills to survive in the workplace.</p>	<p>A cross-curriculum program to address these life skills could include: initiative, problem solving, customer service, multi-tasking, communication of ideas and information, team work, planning and organising and workplace health and safety</p>	<p>Steering Committee Redland Shire Council Redlands Workplace Training Group inc To provide suitable and industry responsive programs by July 2004</p>	
<p>Establishment of a Youth Mentoring Program for Year 10 – 12 students in all Redland High Schools.</p>	<p>Through discussion undertaken at the Discussion Workshop in addition to consultation with community groups/persons etc it was recognised that there needs to be a strengthening of the net to support youth through their transition from school to further pathways, whether they be study or work. Hence a mentoring program for youth with member os the business community is recommended.</p> <p>A highly successful mentoring program was undertaken by Gold Coast Youth Commitment under the "Plan it Youth" program http://www.dsf.org.au . The outcome of this program was 100% of those students recognised as being in risk of falling through the net feeling confident about career paths, abilities and goal setting.</p> <p>This action should be tired in with the proposed community website.</p>	<p>N/A</p>	<p>Steering Committee Redland Shire Council Redlands Workplace Training Group inc To establish program by August 2003</p>	<p>Department of Family and Community Services CTP</p>

<p>Establishment of Learning Centres on North Stradbroke Island and the Southern Moreton Bay Islands, within the next three years.</p>	<p>To implement training programs in this region they will need to be delivered on the Islands. At a later stage the establishment of a video conferencing network between the community facilities (ie halls, community centre, library, schools etc) would provide the facilities necessary for residents to utilise public terminals for computer training in addition to allowing training providers to provide training to people on the Islands simultaneously from one location. The learning centre could fulfil a broader community role focusing on the role of life long learning.</p>	<p>Delivery of training programs to the remote community.</p>	<p>Steering Committee Redland Shire Council RTOs</p>	<p>Various grant programs</p>
<p>Redland Shire Employment and Training Community website to be established .</p>	<p>Discussion from the workshop revealed that many training providers and employment agencies did not know what projects were being delivered throughout the Redland Shire. It was suggested that a website be established to link to the DET website which displayed programs being delivered. In addition this website would serve an employment and training community function where each provider had access to a page they could update on programs they were delivering. There would also be an e-matching facility for volunteers to organisations. This website would act as the primary source of information for employers, students, employers and the unemployed to gain access to employment and training programs occurring in the local Redland Shire. It has also been proposed that each provider contribute funds to jointly market this website through other forms of mass media such as the Redland Times in order to inform the community</p>	<p>N/A</p>	<p>Steering Committee To establish website by 1 March 2004.</p>	<p>Grant program. RSC RTOs</p>
<p>Monitor and Annual Review</p>	<p>Annual surveys of employers, research into new industries, changes in economic and business in addition to changes in employment characteristics</p>	<p>N/A</p>	<p>Steering Committee</p>	<p>RSC</p>

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- Corporate Plan: Council strategic direction and priorities 2002-2003;
- Annual Report 2001-2002.

8 APPENDIX 1 – Overview of Training System³³

Training Priorities

The Department of Employment and Training (DET) determine state and regional vocational training priorities as well as local training needs within a particular region. One of the main mechanisms used by the state government to determine these training priorities is the development of Regional Vocational Employment and Training (VET) Plans. These plans guide the purchase of training for a particular region within the context of available funds. A key organisation consulted to determine these priorities is Industry Training Advisory Bodies (ITABs) which are set up through State government funding. The ITABs are divided into industry divisions eg. Tourism, Community and Health etc. They work with industry to determine what training and employment needs exist and provide advice to the department on a regular basis. The ITABs provide an annual IVP (Industry VET Plan) to DET.

The state government recognises that TAFE is the preferred supplier of VET delivery. Thus funding will be given priority to these groups. If TAFE can't deliver programs, then private providers will be given the opportunity to deliver the training.

Funding

The state government after determining the state, regional and local priorities will provide funding for courses which they believe will lead people to employment. The training identified is purchased through a number of funding mechanisms which include:

Direct Grant Funding. TAFE institutes are provided with a budget to deliver a wide range of training that is targeted to meet state, regional and local priorities. For example an Institute through direct grant funding is expected to deliver training to meet the needs of the growth industries as identified in the Regional VET plan. The Institute also has the flexibility to offer training that satisfies local training needs. Eg. a specific industry related course such as Certificate III in Horticulture (Arboriculture) to be offered only in the Redlands campus to meet the needs of this growing industry sector in this region.

User Choice Funding. This relates to training delivered to apprentices and trainees. Contracts are let to selected private and public registered training organisations to ensure the quality and availability of training for apprentices and trainees in Queensland. The Government pays for the training for trainees who are not existing workers. All apprenticeships are funded.

Strategic Purchasing Funding. Funds are directed to areas of training that will best stimulate employment growth and reduce occupational and geographical skill shortages. An example of this would be funding for training in the aviation industry.

Then there is the “fee for service” market eg Excel for Beginners, First Aid, Pottery classes. These courses may or may not be accredited courses. These courses are offered by both public and private training organisations.

Registered Training Organisations

For the delivery of courses, the Government will award a contract to a Registered Training Organisation (RTO), which includes private and public organisations (such as Moreton TAFE). The organisation must be registered with part of the criteria for registration including relevant facilities and staff that have industry background of no less than five years ago plus more criteria. Many private and public organisations deliver training to apprentices and trainees. Apprentices and Trainees enter into a registered training agreement and generally the cost for the delivery of training is borne by the government.

³³ Information compiled with the assistance of Ray Pearson, Department of Employment and Training.

Training Packages

A training package will be developed when the Australian National Training Authority accepts a proposal establishing an industry need and has entered into a contract normally with a national ITAB. All training packages are provided on the National Training Information Service (NTIS) at <http://www.ntis.gov.au/> All training packages (courses) are given a three year cycle after they have been endorsed by the National Training Quality Council. A review of a course will occur eighteen months after endorsement at which point feedback is sought from stakeholders such as industry and training providers.

Australian Qualification Framework (AQF) <http://www.aqf.edu.au/twelve.htm> of the Education Sector:

- Secondary – when students achieve years 11 & 12, they can undertake a school based apprenticeship or traineeship (QLD is currently leading in these types of programs). Not all students finish these but the course can be used as a transferred credit to other courses. The student will finish school with a Senior Certificate and a Vocational outcome normally cert I or II;
- Vocational – this includes TAFE with certificate 1 to IV, diploma and advanced diploma.
- Tertiary – degree and beyond.

The Secondary school, TAFE and university sectors are starting to work closer together to provide clearer learning pathways.

9 APPENDIX 2 - List of Training Providers

REGIONAL TRAINING ORGANISATIONS	SUBJECT AREAS
Moreton Institute of TAFE	
CPEM Consulting Group	Wholesale & Retail, General Education Programs
Plus Performance Group	
Capra Ryan (AUST) Pty Ltd	Arts & Entertainment, General education training
Employment North Limited	General education & training, Forest Industries, Rural, Horticulture, Wholesale & Retail, Food processing, Business Services
Horizon Training	Business services, Health General Education & training
Australian Centre for Management Studies	Business Services
Australasian College of Health and Safety	Community Services, Health
Class Training Qld Pty Ltd	Covers all Microsoft packages, In house training at various locations
Fastrack Kids, Redland Bay	
REIQ - East Brisbane	Real Estate Licensing
Aust Property College - Brisbane	
QPP - Gold Coast	
James A Coaching Colleges, Sydney	
In-house at Cl... Ross Centre for Science & Technology	
Multicap - Eight Mile Plains	QAS etc are actually brought to teach correct procedures
Catholic School - City	
V21 - Southport	
MYOB	Business Accounting
US Bond Multi	
Currumbin RSL College of Hospitality	Hospitality, General Education & Training
Safe Work Qld	General Education & Training
First Impressions - City	
Employment North Limited - Capalaba	
CTS Training Brisbane (Microsoft Certified Partners)	MSC, Customise training for businesses
Maritime College, Tasmania	
Hopwood Integrated Training, Loganholme	Tourism, Business Services, Transport & Warehousing, Telecommunication & Postal Services
Gerhard Kempe MBA	
(QCCI) Brisbane City - Commerce Queensland	WH & S, Rehab Officers,
Food Safety Operations Training (Qld)	Food processing
National On site Training, Woolloongabba	
Commerce Qld, Brisbane	WH & S, Rehab Officers,
Brian Phillis, David Jackson, Ed Litchfield	
Maverick Partnership	
YMCA	Sporting activities, traineeships, com recreation, coaching
Indoor Cricket Queensland	Sporting activities, referees, com recreation, coaching
Indoor Netball Federation of Queensland	Sporting activities, referees, com recreation, coaching

Image Makers, Forestdale (Staff/business training)	Customer Service training, customising techniques for individual Co
Storman, Virginia (software specific to industry)	
Workplace Education - Kenmore Hills	Food Processing Safety Courses & safety plans
RAQ - Retailers Association of Queensland	
Motor Trades Assoc. of Qld	Automotive
MAQ/RGAQ Partnership Program training & Professional Devel Pro	
Clubs Queensland	
Training and Professional Dev. Program	
MYOB	
Winners at Work	
QUT	degree and above programs, Business, IT, Arts, personal development etc
RCSA	
Apprenticeship board	
Irrigation Training Australia	
First choice Institute of Tech	

10 APPENDIX 3 – ANZSIC Codes

What ANZSIC Division and Subdivision is your organisation representing?							
ANZSIC DIVISION			ANZSIC SUBDIVISION				
A	1	Agriculture, Forestry & Fishing	01	Agriculture			
			02	Services to Agriculture, Hunting & Trapping			
			03	Forestry & Logging			
			04	Commercial Fishing			
B	2	Mining	11	Coal Mining			
			12	Oil & Gas Extraction			
			13	Metal Ore Mining			
			14	Other Mining			
			15	Services to Mining			
C	3	Manufacturing	21	Food, Beverage & Tobacco Manufacturing			
			22	Textile, Clothing Footwear & Leather Manufacturing			
			23	Wood & Paper Product Manufacturing			
			24	Printing, Publishing & Recorded Media			
			25	Petroleum, Coal Chemical & Associated Product Manufacturing			
			26	Non-Metallic Mineral Product Manufacturing			
			27	Metal Product Manufacturing			
			28	Machinery & Equipment Manufacturing			
			29	Other Manufacturing & Furnishing			
			D	4	Electricity, Gas & Water Supply	36	Electrical & Gas Supply
						37	Water Supply, Sewerage & Drainage Services
38	Services to Electricity, Gas & Water Supply						
E	5	Construction	41	General Construction			
			42	Construction Trade Services			
			43	Civil Construction			
F	6	Wholesale Trade	45	Basic Material Wholesaling			
			46	Machinery & Motor Vehicle Wholesaling			
			47	Personal & Household Good Wholesaling			
G	7	Retail Trade	51	Food Retailing			
			52	Personal & Household Good Retailing			
			53	Motor Vehicle Retailing & Services			
H	8	Accommodation, Cafes & Restaurants	57	Accommodation, Cafes & Restaurants			
I	9	Transport & Storage	61	Road Transport			
			62	Rail Transport			
			63	Water Transport			
			64	Air & Space Transport			
			65	Other Transport			
			66	Services to Transport			
			67	Storage			
			J	10	Communication Services	70	Printing & Graphic Arts
71	Communication Services (IT&T)						
72	Telecommunications						

K	11	Finance & Insurance	73	Finance
			74	Insurance
			75	Services to Finance & Insurance
L	12	Property & Business Services	77	Property Services
			78	Business Services
M	13	Government Administration & Defence	81	Government Administration
			82	Defence
N	14	Education	84	Education
O	15	Health & Community Services	86	Health Services
			87	Community Services
P	16	Cultural & Recreational Services	91	Motion Picture, Radio & Television Services
			92	Libraries, Museums & the Arts
			93	Sport & Recreation
Q	17	Personal & Other Services	95	Personal Services
			96	Other Services
			97	Private Households Employing Staff