



# WHAT THE DATA IS TELLING US

The Connect Effect 2014 Series – 13 March 2014

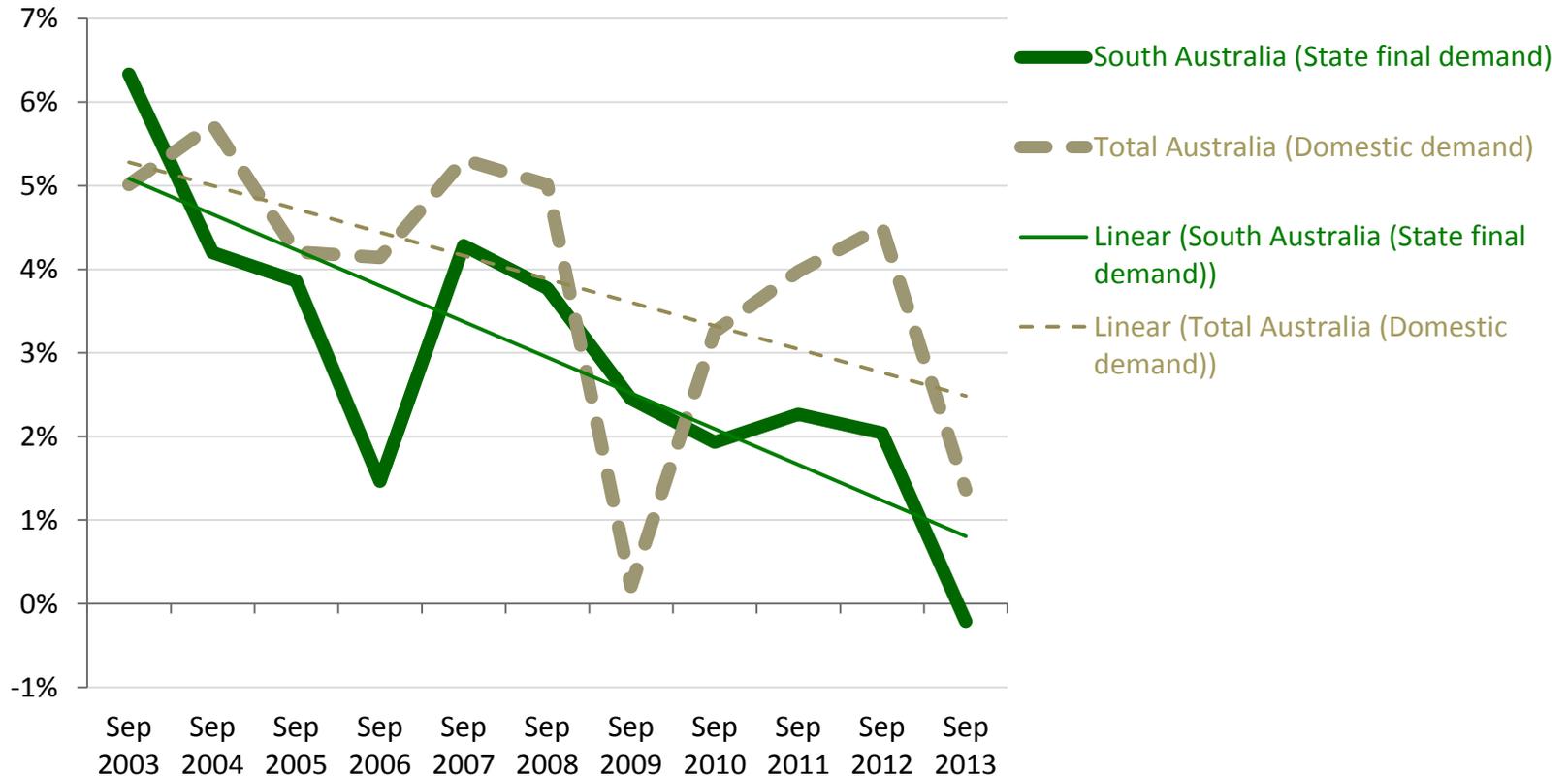
**Assoc Prof John Spoehr**

**Dr Ann-Louise Hordacre**



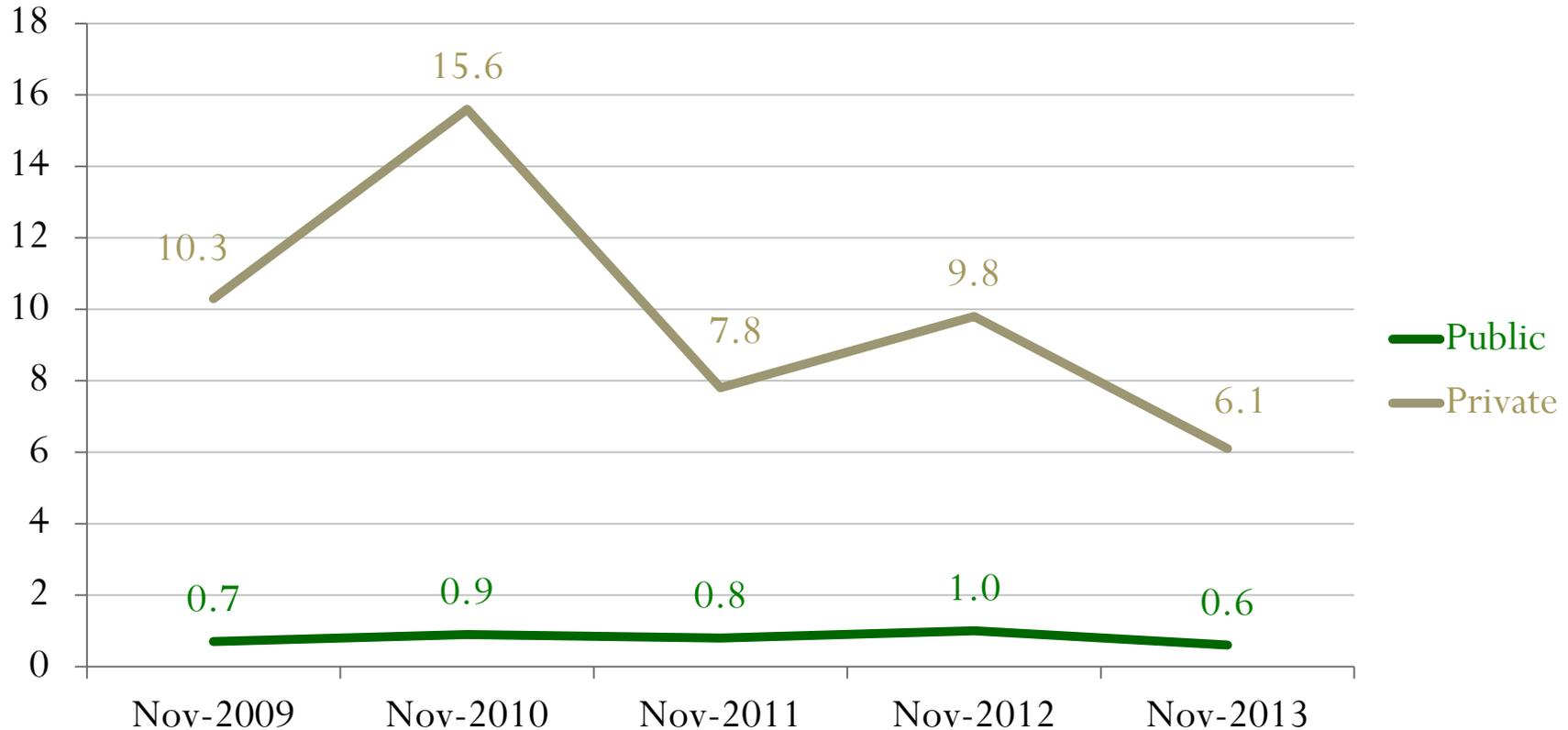
*Funded by the Australian Government Suburban Jobs Program*

# Economic growth rates



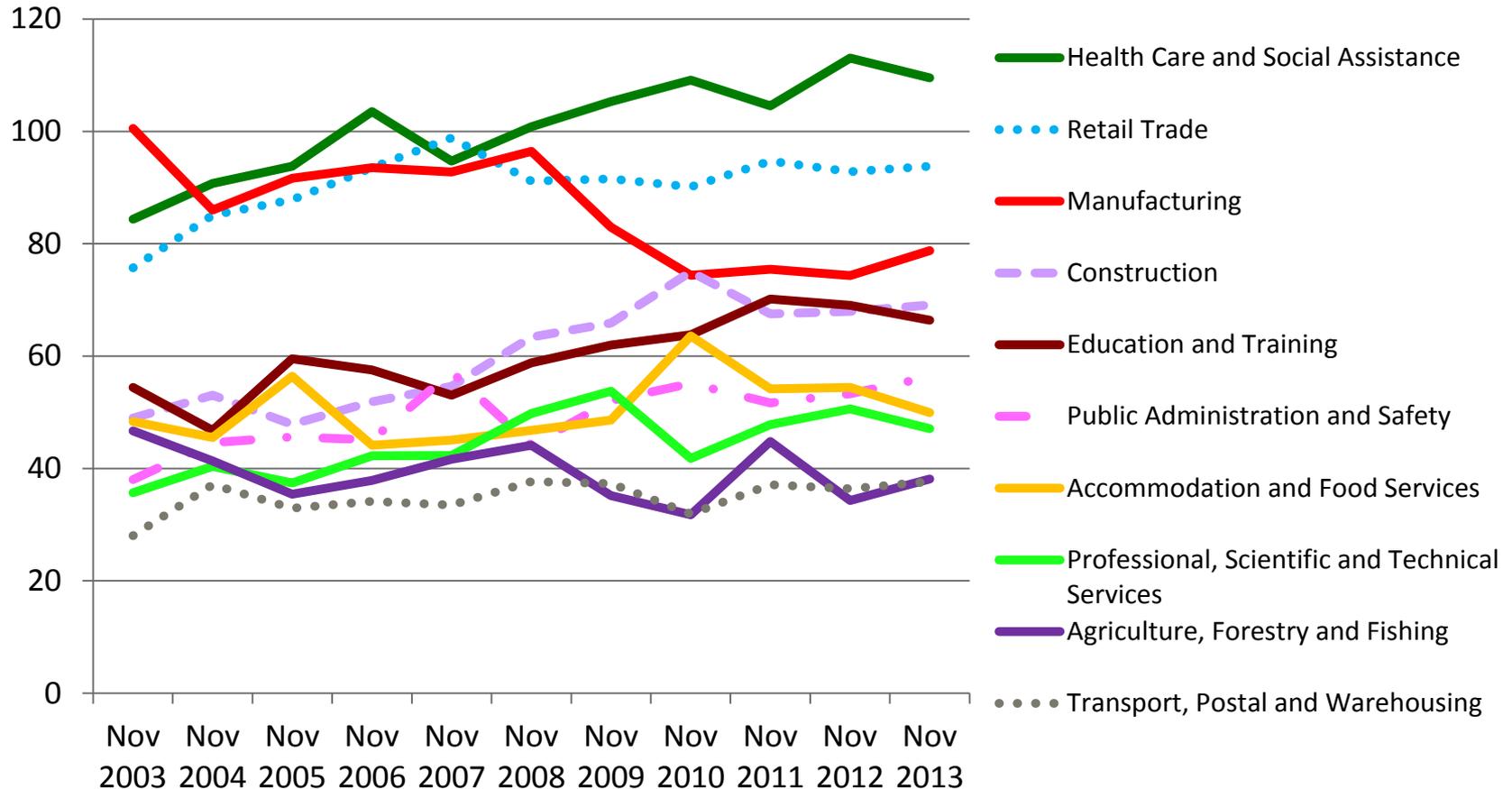
Source: BIS Shrapnel (2013)

# Job vacancies in SA ('000)

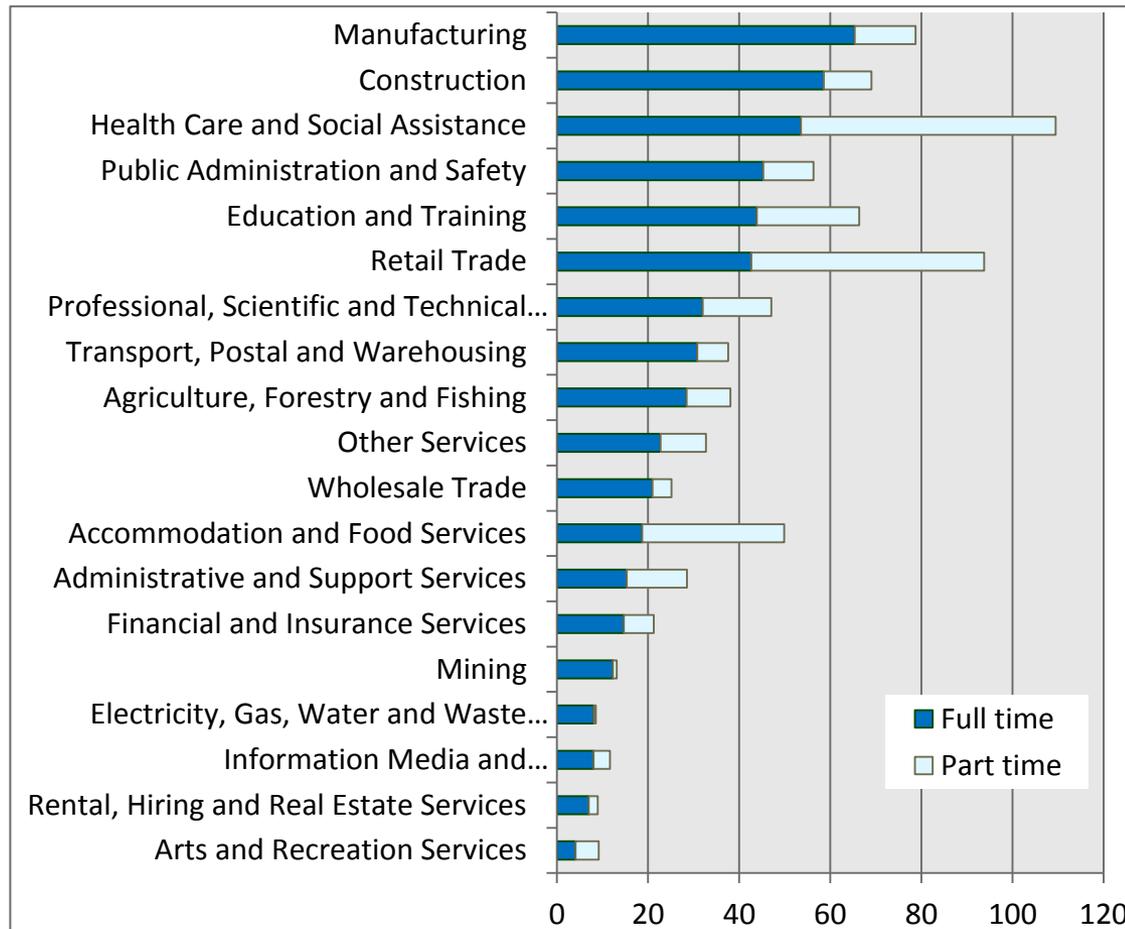


Source: ABS (2014) Job Vacancies

# Employment in SA '000 (Nov 2003 to 2013)



# Employment in SA '000 (Nov 2013)



## Manufacturing

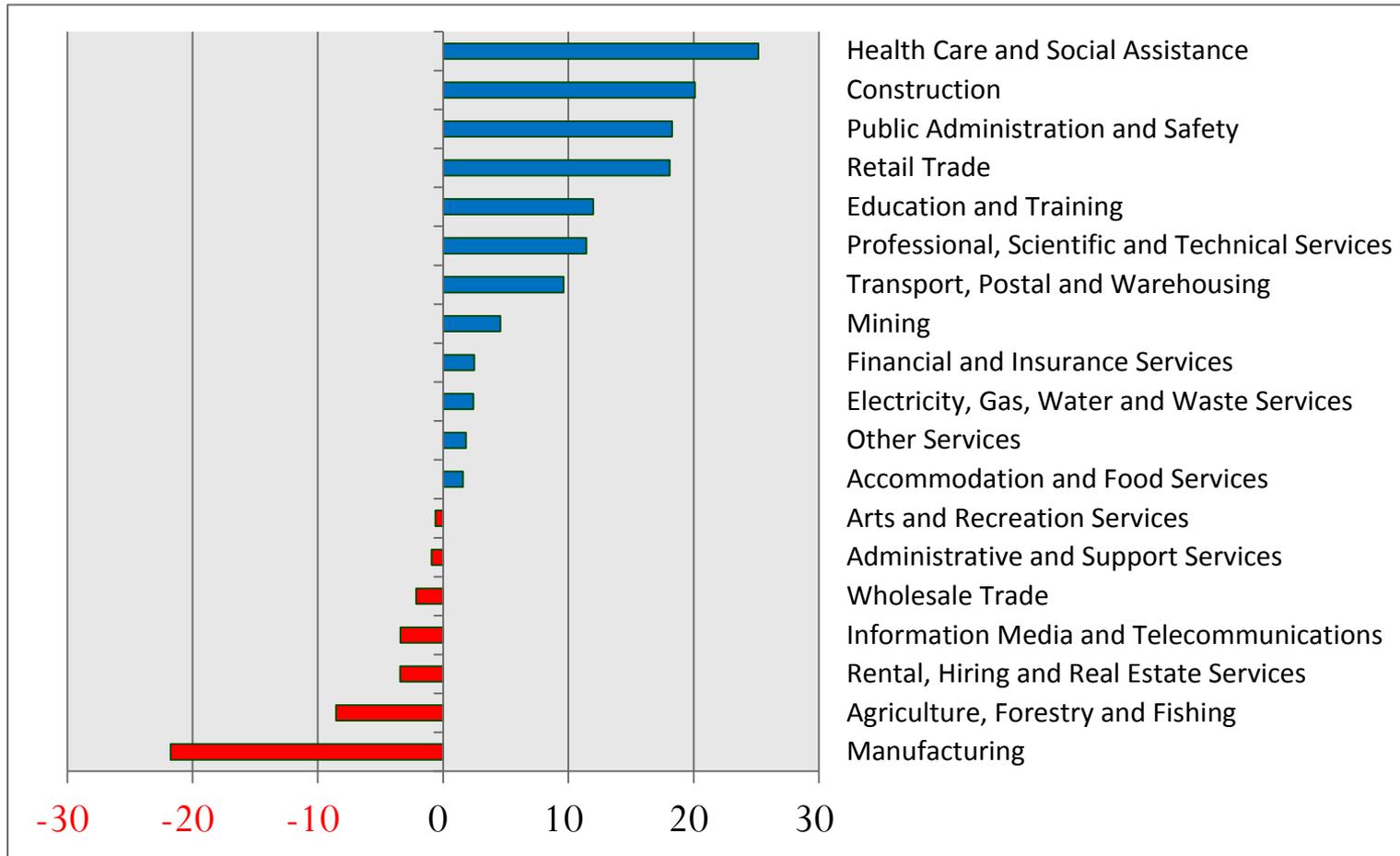
- 78,800 persons
- 83% full time

## Health care and soc assist

- 109,500 persons
- 48.9% full time



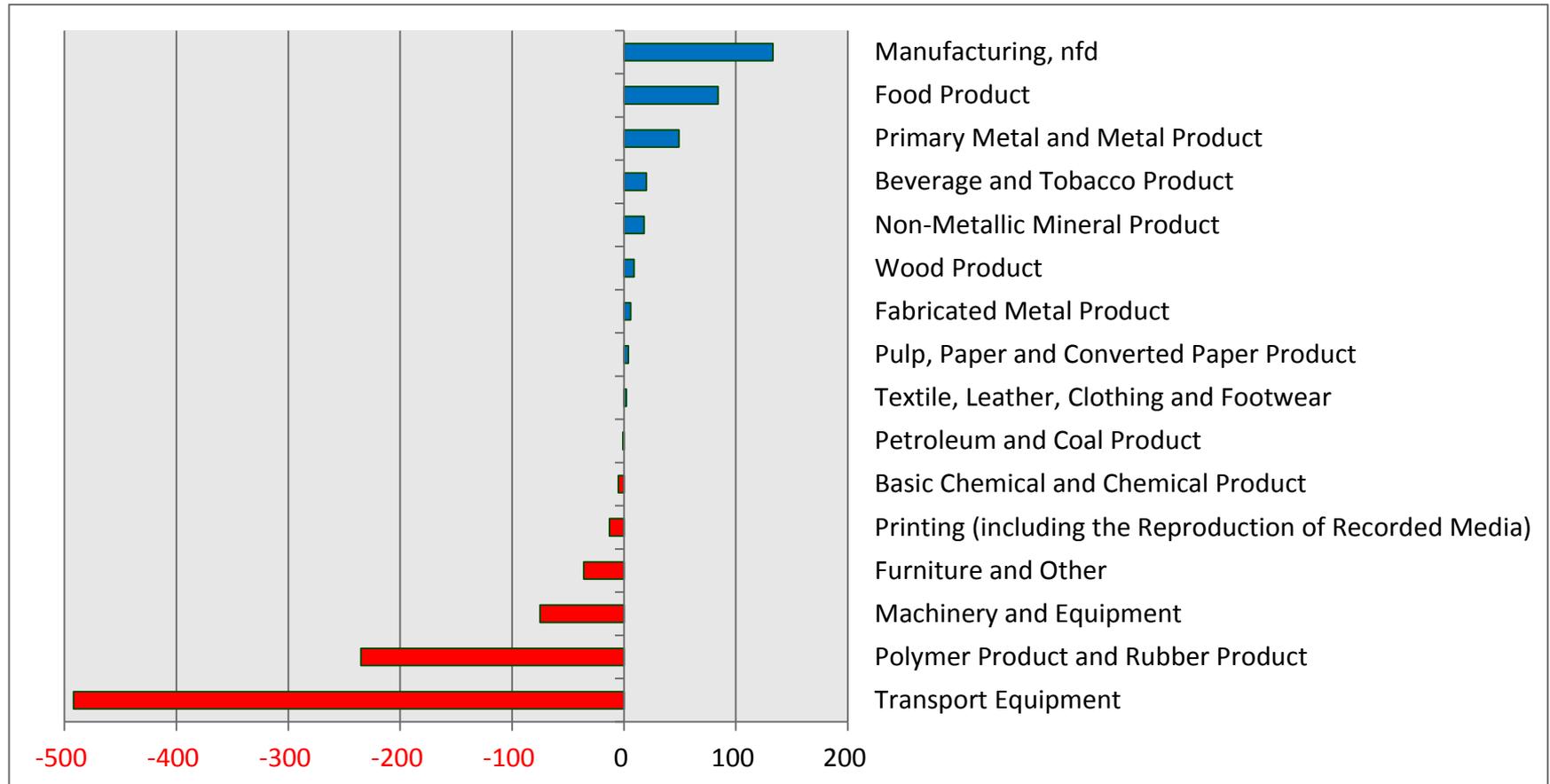
# Employment in SA '000 (Nov 2003 to 2013)



Source: ABS (2014) Labour force

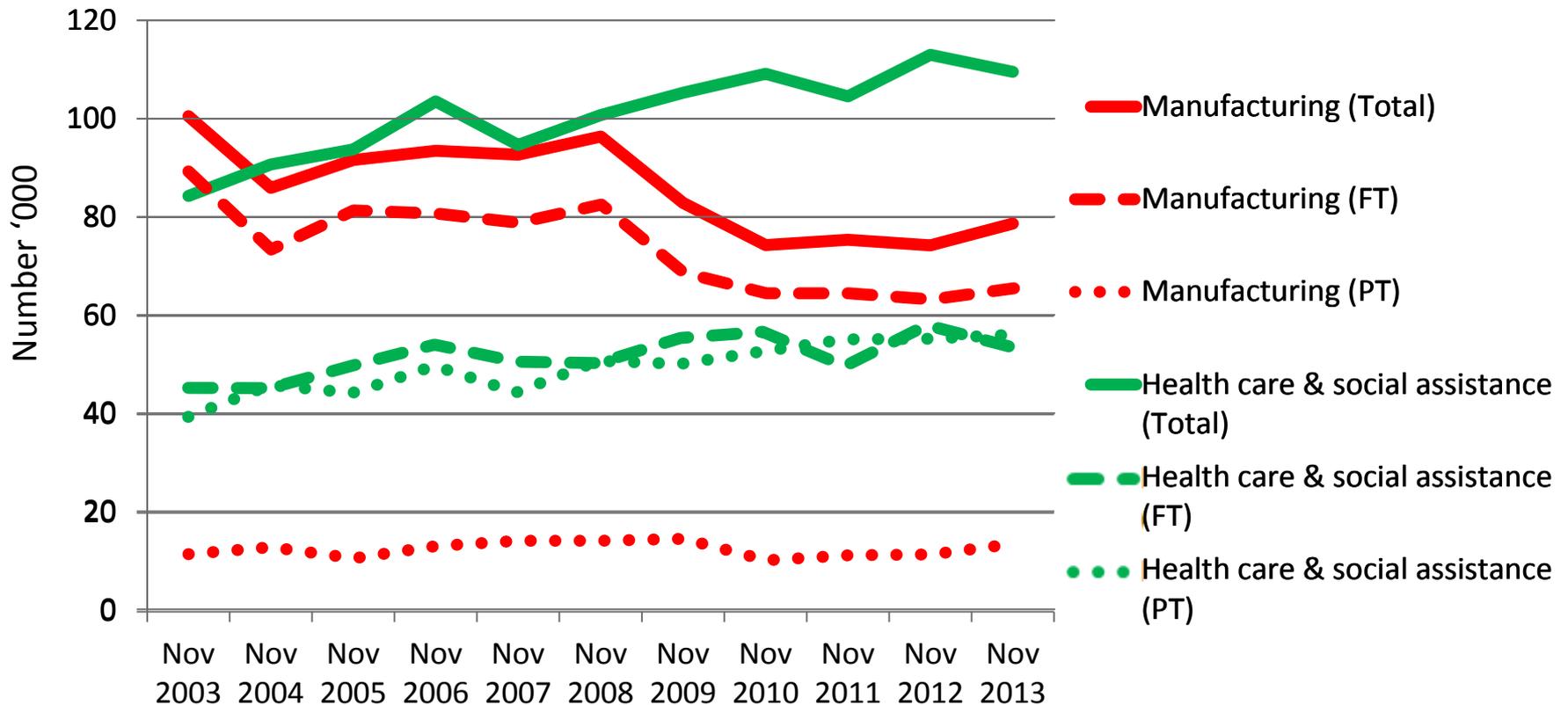


# Manufacturing in Playford (2006 to 2011)



Source: 2006 & 2011 Census

# Opportunities in SA - industry

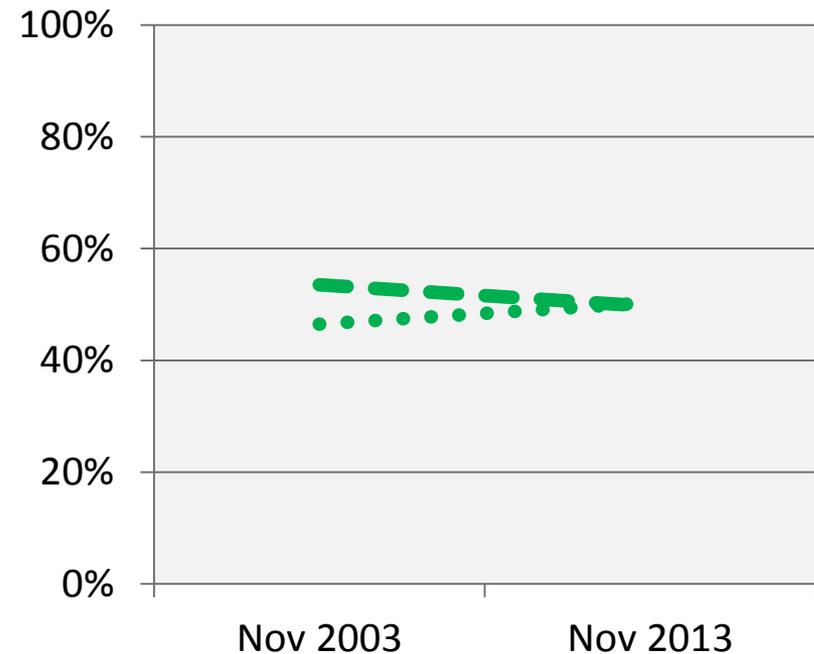
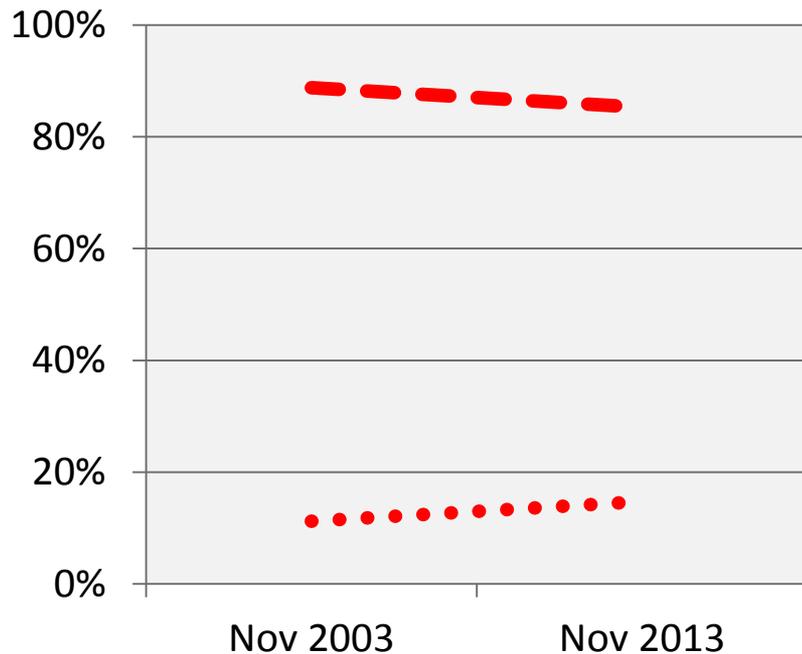


Source: ABS (2014) Labour force

# Opportunities in SA – work hours

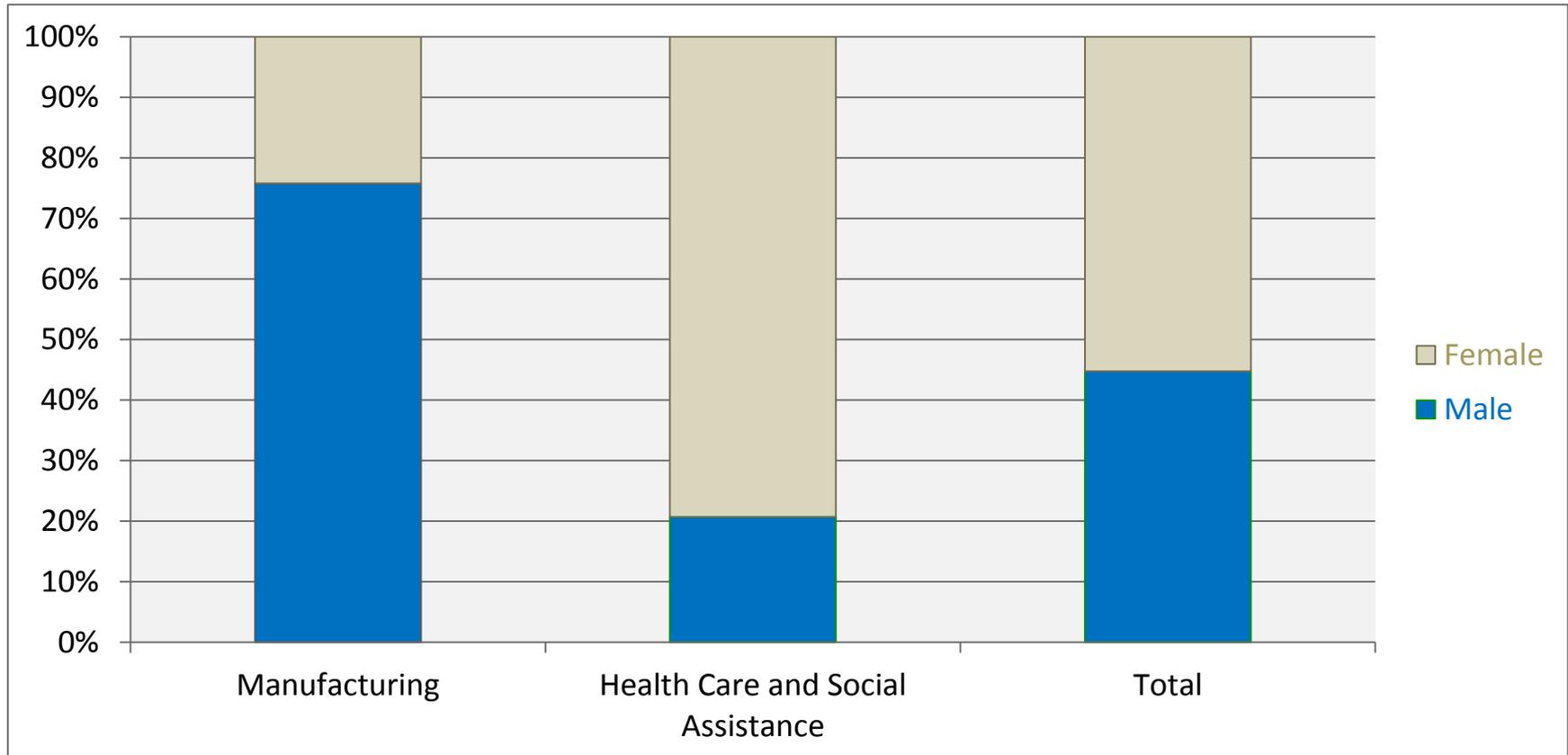
—●— Manufacturing (FT)  
●●● Manufacturing (PT)

—●— Health care & social assistance (FT)  
●●● Health care & social assistance (PT)



Source: ABS (2014) Labour force

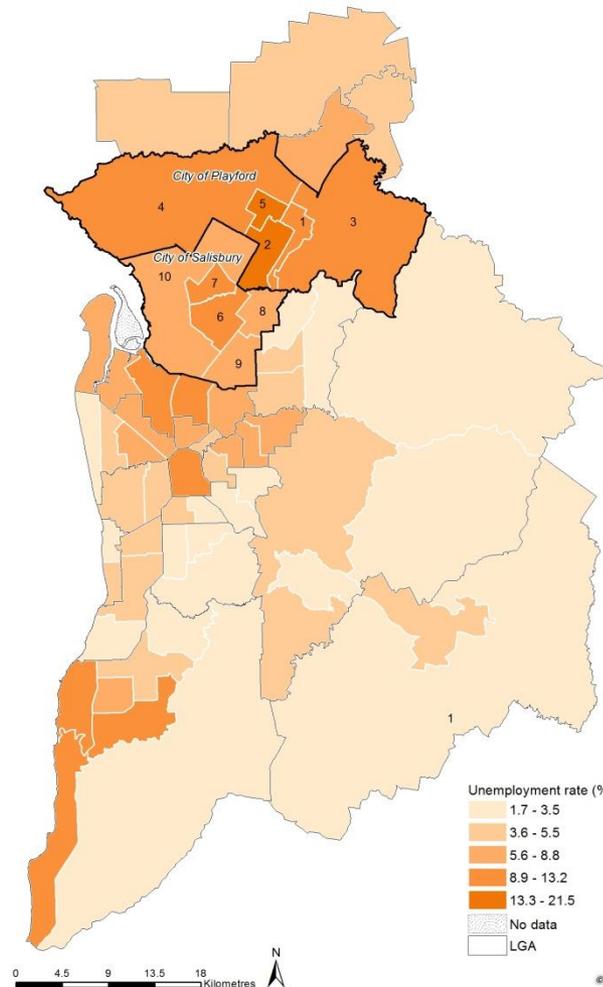
# Opportunities in SA - gender



Source: 2011 Census

# Unemployment

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



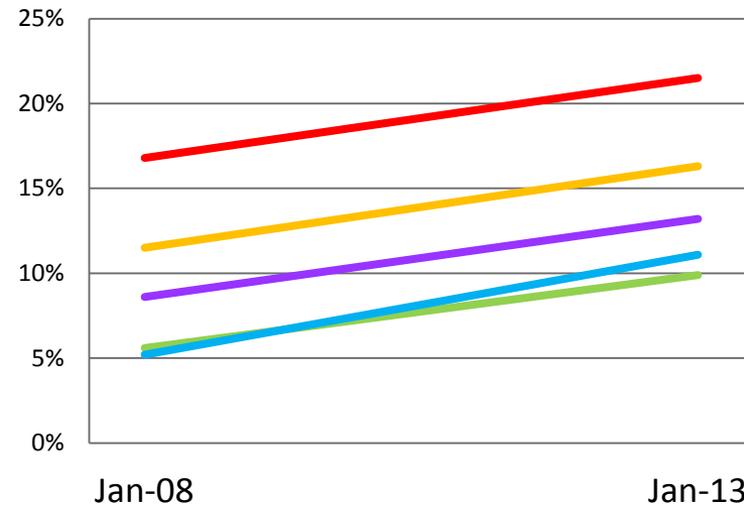
Unemployment rate (%)

- 1.7 - 3.5
- 3.6 - 5.5
- 5.6 - 8.8
- 8.9 - 13.2
- 13.3 - 21.5
- No data
- LGA

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# Unemployment

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



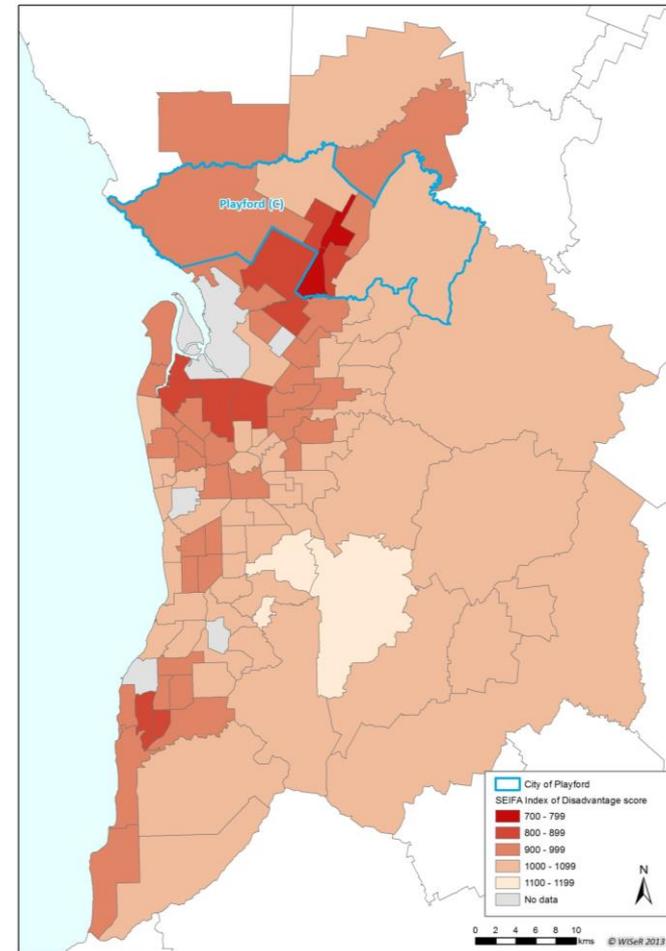
	Sep-08	Sep-13
Playford (C) - East Central	8.6%	13.2%
Playford (C) - Elizabeth	16.8%	21.5%
Playford (C) - Hills	5.6%	9.9%
Playford (C) - West	5.2%	11.1%
Playford (C) - West Central	11.5%	16.3%

Source: SALM Sept 2013



# SEIFA

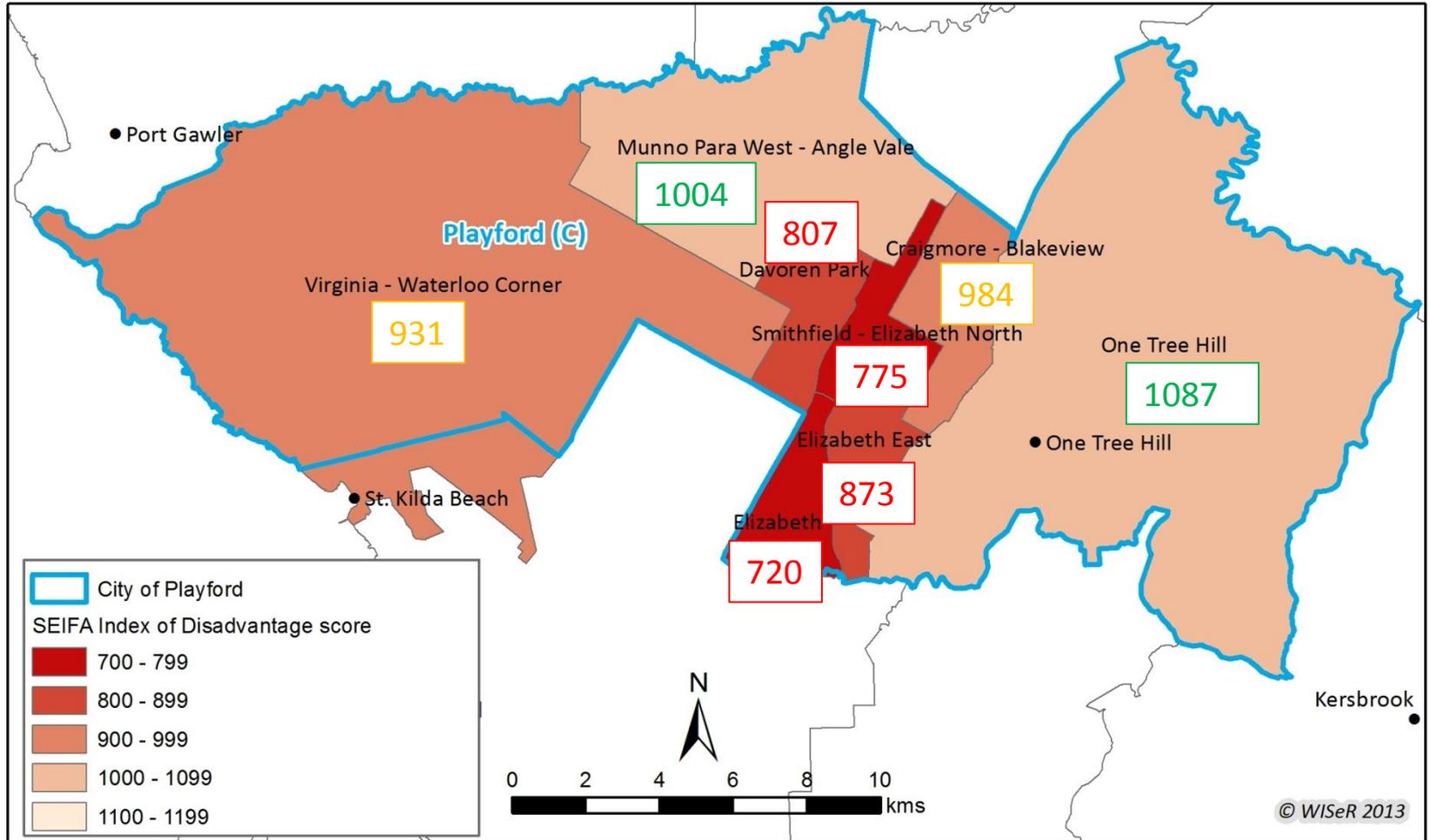
- Index of Relative Socio-Economic Disadvantage
- Playford SEIFA=871
  - Most disadvantaged LGA in Adelaide
  - One of the most disadvantaged urban areas in Australia



Source: 2011 Census



# SEIFA



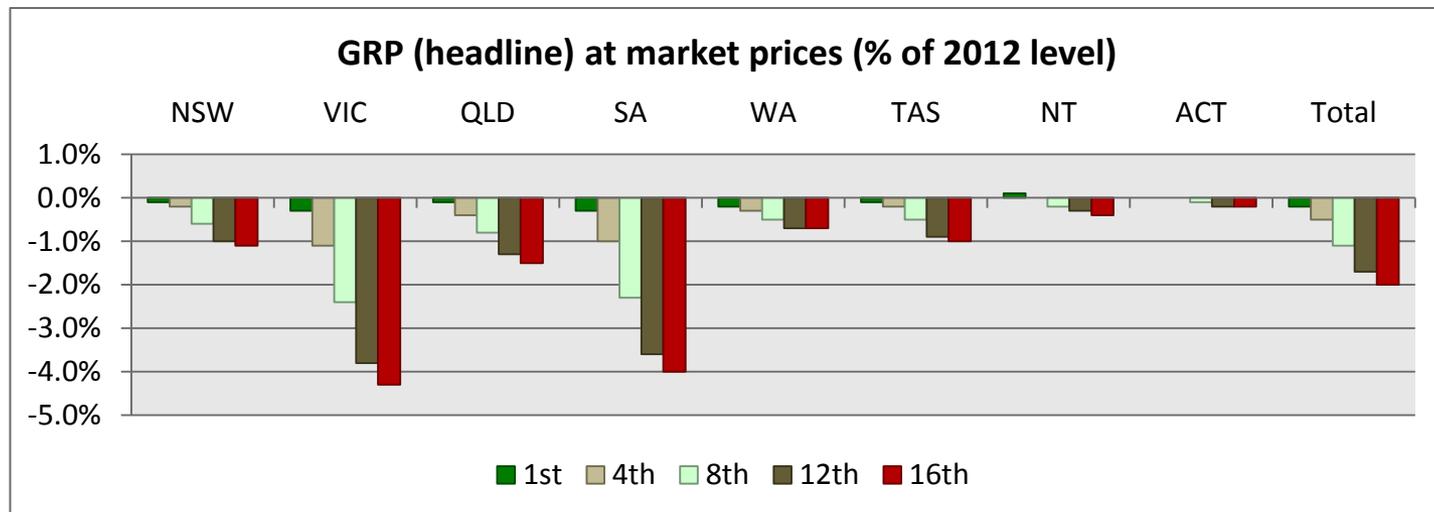
Source: 2011 Census

# Impact of the GMH closure



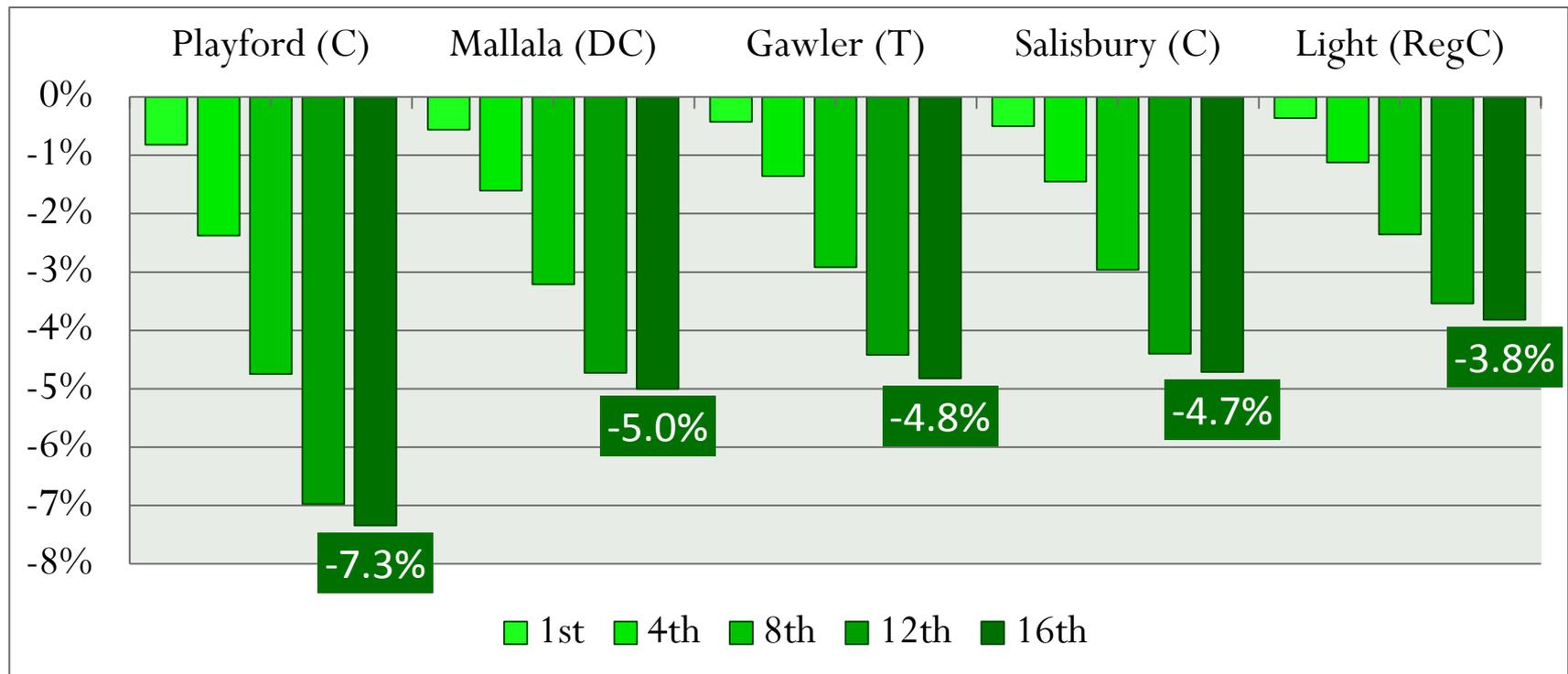
# Impact of the GMH closure - SA

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



# Impact of the GMH closure - SA

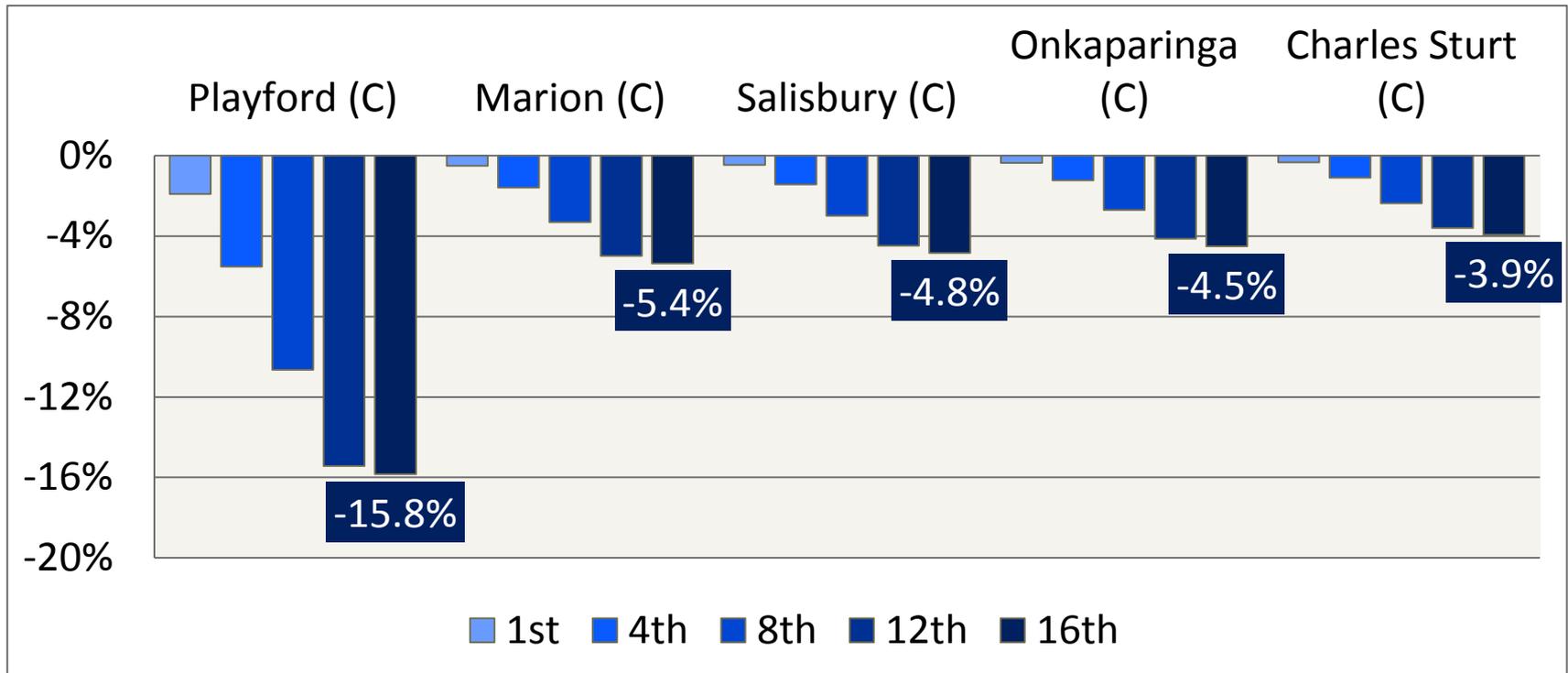
- % employment decline for residents in LGA



Source: WISer & NIEIR (unpublished)

# Impact of the GMH closure - SA

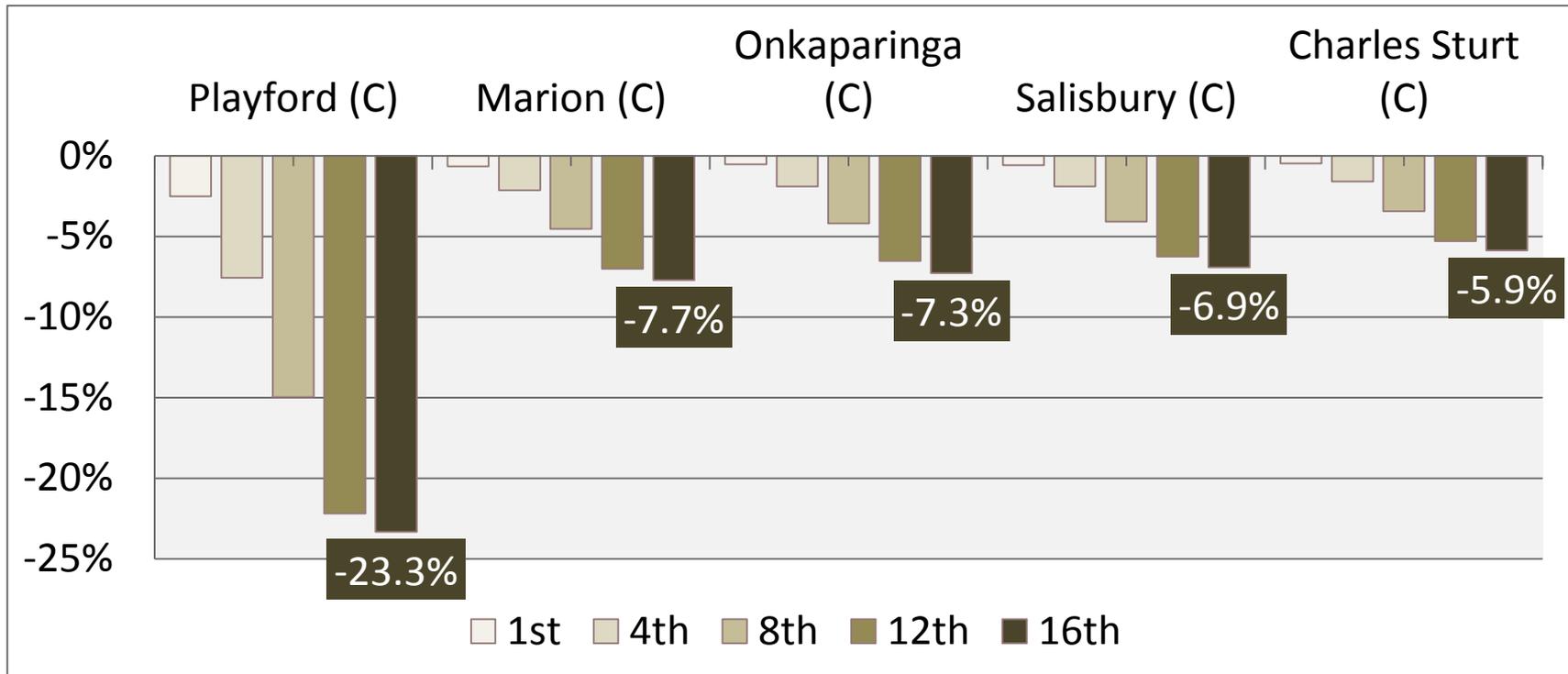
- % employment decline in LGA (place of work)



Source: WISer & NIEIR (unpublished)

# Impact of the GMH closure - SA

- % decline in Gross regional product



Source: WISer & NIEIR (unpublished)

# The WISeR approach

Workforce

Futures

Survey



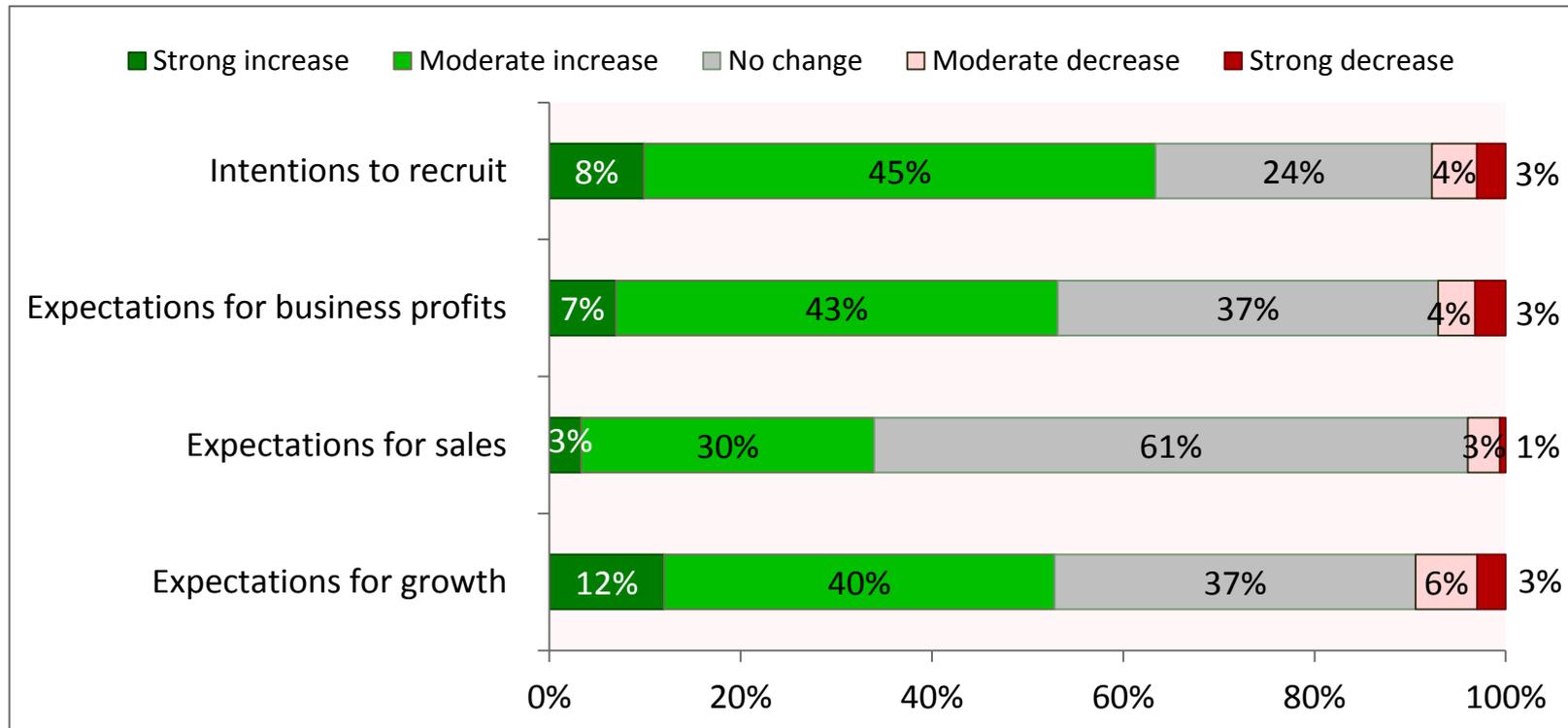
## Key topics

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



# The WISeR approach - WFS

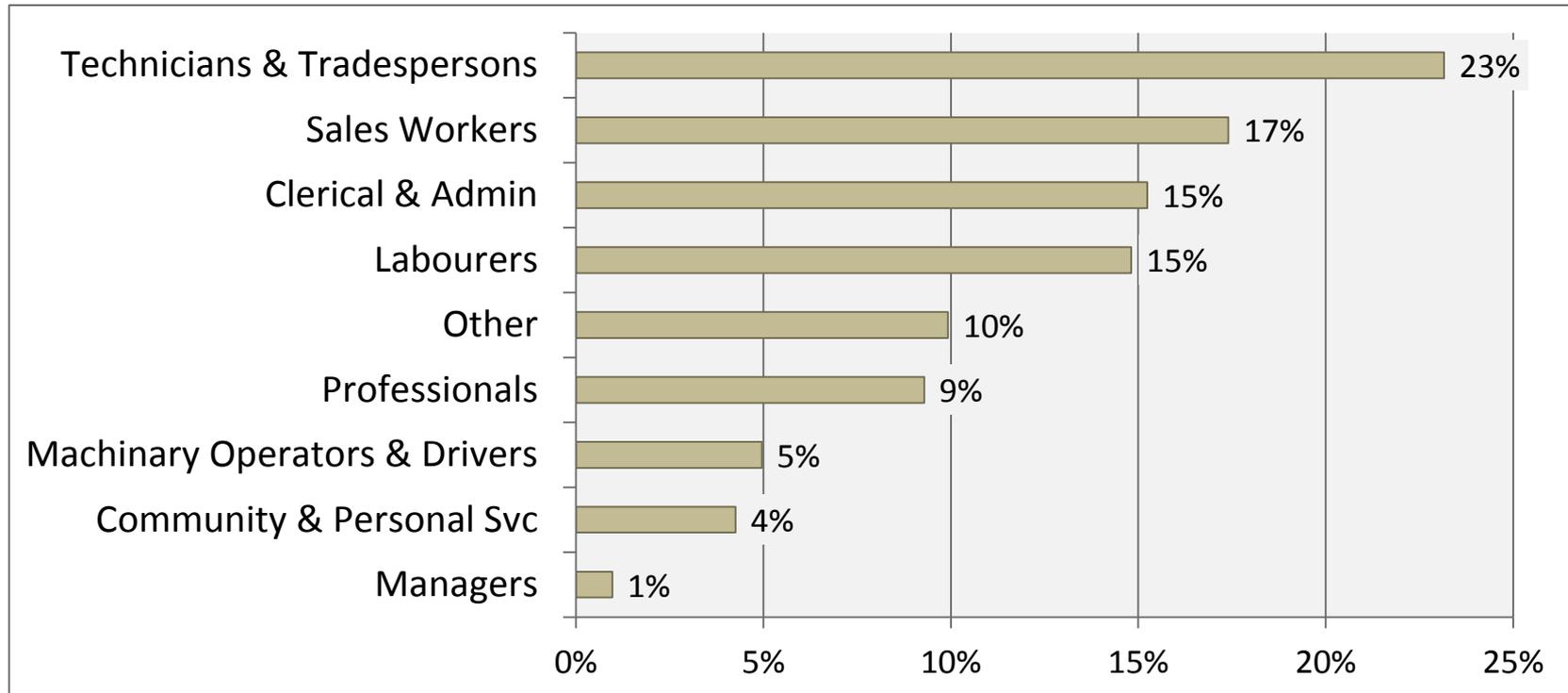
## Business sentiments (for next 12 months)



Source: WISeR Workforce Futures Survey (unpublished)

# The WISeR approach - WFS

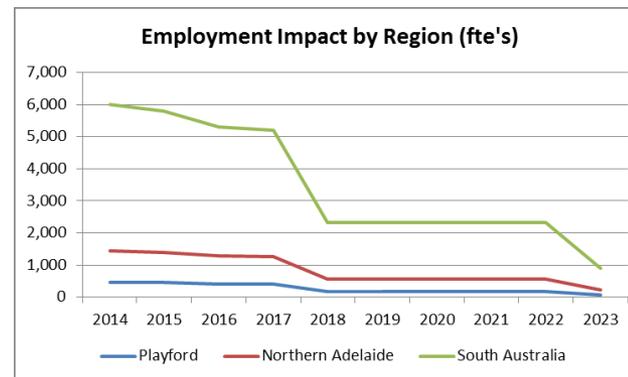
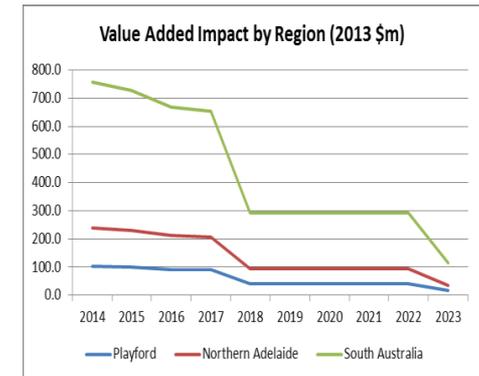
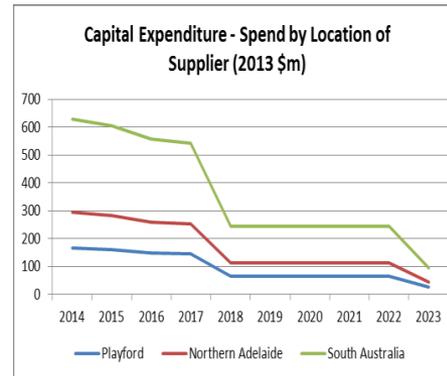
Occupational skills demand (required in the next 12 months)



Source: WISeR Workforce Futures Survey (unpublished)



# The WISeR approach

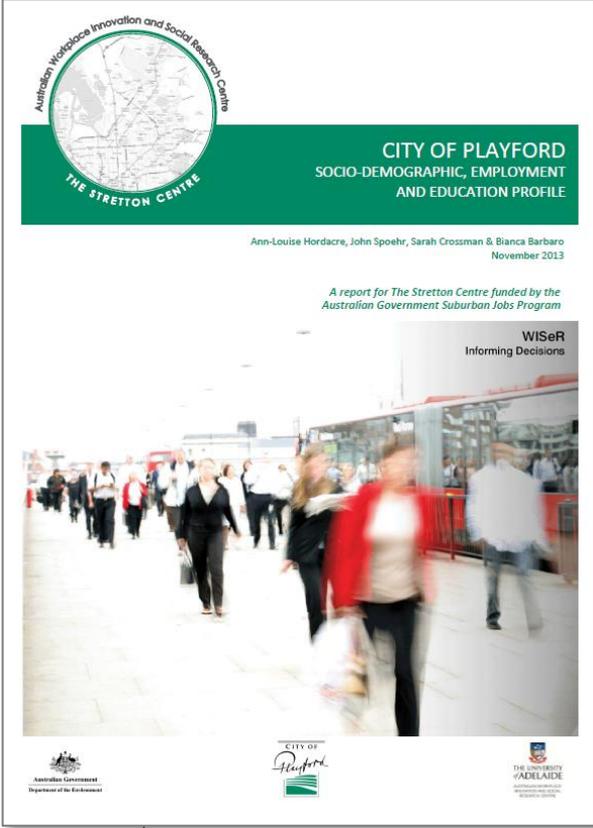


# The WISeR approach

## The Stretton Centre



# The WISeR approach



**CITY OF PLAYFORD**  
SOCIO-DEMOGRAPHIC, EMPLOYMENT  
AND EDUCATION PROFILE

Ann-Louise Hordacre, John Spoehr, Sarah Crossman & Bianca Barbaro  
November 2013

*A report for The Stretton Centre funded by the  
Australian Government Suburban Jobs Program*

**WISeR**  
Informing Decisions

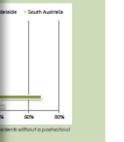


**THE UNIVERSITY OF ADELAIDE**  
AUSTRALIAN WORKPLACE INNOVATION AND SOCIAL RESEARCH CENTRE

### TRAINING

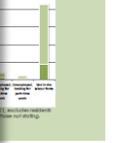
Most fringes of 10 council areas, in area of 346 km<sup>2</sup>

25% of residents (24%) had no formal qualification, while 15% of residents were in the process of obtaining a Bachelor degree.



Playford residents have around 60% in Greater Adelaide to the nature of the region.

Residents who were in part-time qualification. Around 20% of residents were in part-time qualification, while only 21% of residents were in full-time qualification.

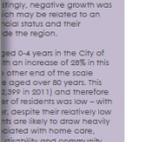


### POPULATION

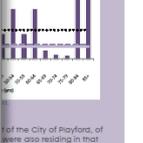
In most fringes of 10 council areas, in area of 346 km<sup>2</sup>

City of Playford residents (2011). This young adult population surge from 2006 to 2011 residents in the 25-29 year age group (4,313 to 5,005) – the 10th Adelaide housing prices purchasing and renting in responsible for drawing the young, negative growth was not likely to be related to social status and their life in the region.

aged 0-4 years in the City of Playford (2011) on an increase of 26% in the other end of the scale, aged over 80 years. This 2009 in 2011 and therefore the number of residents was low – with 10% of residents who were aged with home care, disability and community services.



City of Playford, 2006 - 2011



### HEALTH

In most fringes of 10 council areas, in area of 346 km<sup>2</sup>

It is estimated to have high or highest in the City of Playford, along with some of the highest in the Northern Adelaide.

Reported in the City of Playford within area of 26% for males, 28% in Adelaide. Males of smoking than females, but also for the Adelaide region.



Obesity in the City of Playford (2011) is higher than the Adelaide region as a whole, however in the City of Playford (2011). Although obesity rates in the Adelaide region were higher among males.

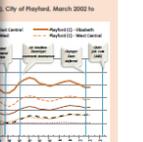
25% of residents reported a disease that was not reported in the Adelaide region.



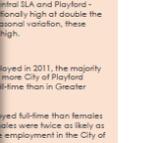
### EMPLOYMENT

In most fringes of 10 council areas, in area of 346 km<sup>2</sup>

Market data is shown at a level, along with some of the highest in the Northern Adelaide.



City of Playford, March 2002 to 2011



had one of the nation's lowest rates of 19% in September 2011 and Adelaide regionally high at double the national average, these figures are high.

played in 2011, the majority of residents in the City of Playford were higher among males.

played full-time than females, males were twice as likely as females to be employed in the City of Playford.

played Workers Survey', 10% of residents in the City of Playford were reported to be of these preferring to work full-time.

### INCOME

In most fringes of 10 council areas, in area of 346 km<sup>2</sup>

Income between the lowest and highest income groups, as it is often lower income than other council areas, this pattern does not differ.

were most likely to have a household income of \$10,000 or less, while those aged 45-64 were most likely to have a household income of more than \$1,000.



City of Playford, 2011



### HOUSING COMMUNITIES

In most fringes of 10 council areas, in area of 346 km<sup>2</sup>

Playford was owned by 41%, while 20% of residents were in the process of obtaining a mortgage, while 18% of residents were in the process of obtaining a mortgage.

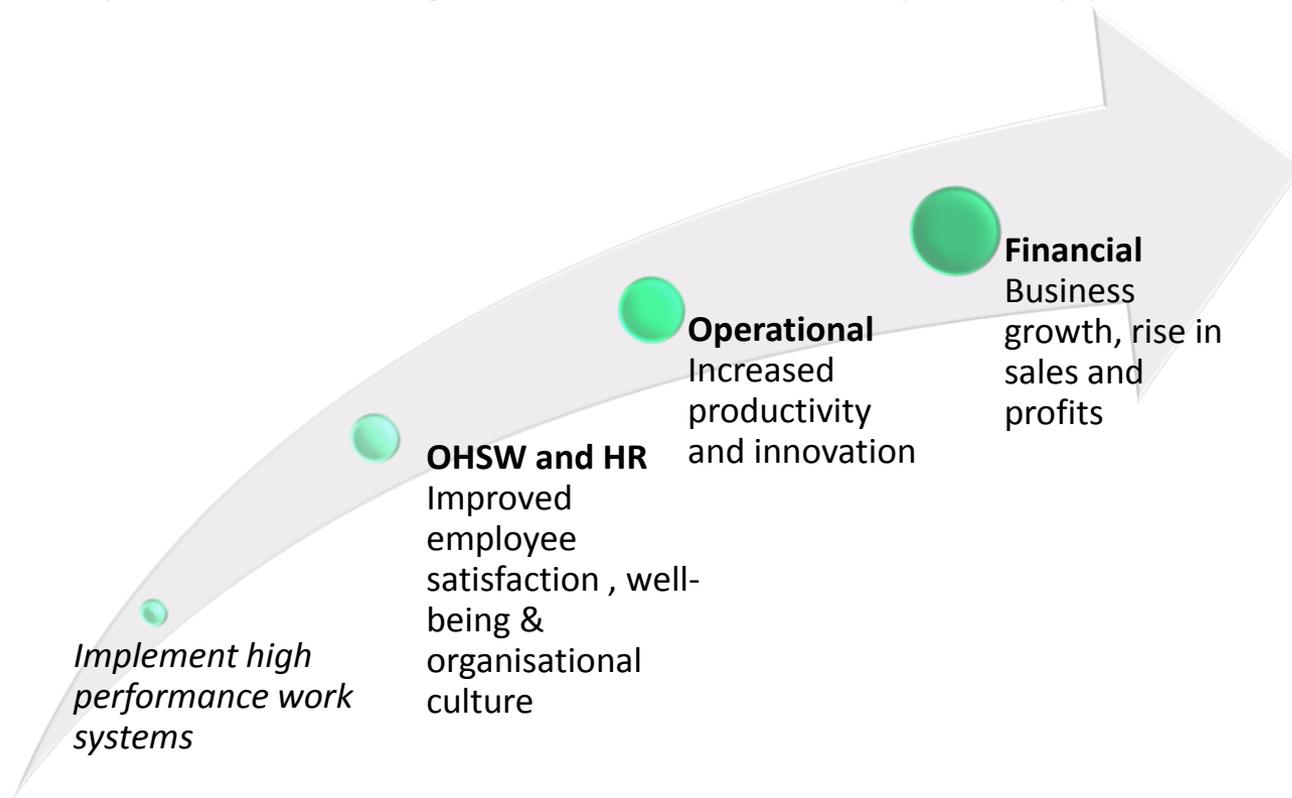


South Australia



# The WISeR approach

SMART workplaces – the High Performance Workplace Approach





[www.adelaide.edu.au/wiser](http://www.adelaide.edu.au/wiser)

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*Funded by the Australian Government Suburban Jobs Program*

