



YOUR INVITATION TO HELP CREATE A BETTER **Jobs and Skills Ecosystem**

Greater Dandenong employs almost **100,000** people and yet it has one of the highest unemployment rates in Victoria.

If Greater Dandenong is to continue being a sustainable, economic powerhouse for future generations which provides more local residents with secure, meaningful employment then we need to shift the **jobs and skills ecosystem** so that it delivers better outcomes for local jobseekers and businesses.



☞ At Chobani, we strive to make a difference in the communities in which we operate, and we are so proud to be a part of the diverse and thriving Greater Dandenong community.

Chobani believes that a new strategic system-wide approach to improving the jobs and skills system in Dandenong will deliver better outcomes for local businesses, jobseekers and the broader community.

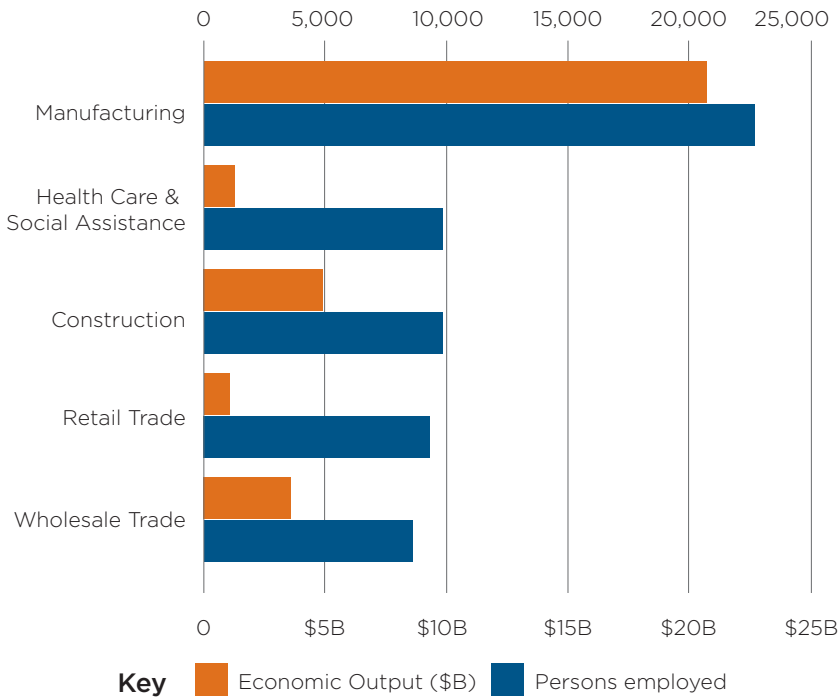
We encourage all stakeholders – employers, job seekers, job service providers, training organisations etc. – to get involved and play a key role in shifting the system. It's up to all of us to build a better system together. ☞

Lyn Radford, Managing Director, Chobani

What story does the data tell us?

Greater Dandenong provides jobs for almost **100,000 people** and creates **\$44B** in annual economic value (Remplan, 2020). It has a highly diverse economy, with manufacturing being the largest sector employing **23% of the workforce** and producing more than **46% of the economic output**.

Greater Dandenong - Top 5 Industries for Employment



Greater Dandenong is also **one of the most diverse communities in Australia**. Many migrants settle here because of family and community connections, relatively affordable housing and economic opportunity. However, securing meaningful employment can be difficult for both new arrivals and long-term residents alike:



Unemployment rate higher in Greater Dandenong

12.6% **14.9%** **4.2%**

Dandenong Doveton Victoria

Dandenong & Doveton - Source: ABS Labour Force SA4 data December 2021 (most recent)
Victoria - Source: ABS Labour Force SA4 data February 2022



Families with children in which no parent is currently able to secure employment

26.6% **31.2%** **19.5%**

Dandenong Doveton Victoria

Source: ABS 2016 Census QuickStats (most recent)



Young people (20-24 years) who are neither currently studying nor able to secure employment

22.22% **24.5%** **9.9%**

Dandenong Doveton Victoria

Dandenong & Doveton - Source: 2016 ABS Labour Force Status by Age, Sex (most recent)
Victoria - Source: ABS SA4 Labour Force Data February 2022

Stats will be updated when the new Census data is released

What does the experience of people in the ecosystem tell us?

Local businesses are constantly creating new jobs and looking for people with the skills they need. However, despite the many employment service providers in the south east, only **4% of employers use a government-funded employment service provider** when seeking to fill a vacant role.

And many local residents are keen to work, yet find it difficult to secure employment – especially when they have limited local experience.

Research commissioned to explore the experience of local employers, job seekers, job service providers, training organisations, agencies and others shows that the current **jobs and skills ecosystem**:



...is extremely complex, and difficult for employers and jobseekers to navigate



...doesn't address the "job-experience conundrum"



...doesn't support alignment between training course offerings with the skill needs of employers



...is transactional and output-based

Despite good intentions, good people and significant resourcing, the current system isn't delivering all the outcomes employers and job seekers need.

It is vital we build an ecosystem that is needs-focused, collaborative and responsive to emerging issues that will grow our local economy and better serve employers, jobseekers and the wider community.

Imagine an ecosystem that works for everyone

A better ecosystem would:



reduce the local unemployment rate to a level that is the same or lower than the Victorian average. **2,000 additional local residents securing sustainable, meaningful employment** will achieve this goal.



make it **easier and faster for businesses** to find, develop and retain the people they need, and enable more local young people to secure work and get a head start in their career.



help local businesses and job seekers to quickly **take full advantage of emerging opportunities** and build a better future for themselves, their businesses and their families.



support businesses to **leverage the benefits** of a more diverse workforce and enable local community knowledge and skills to be more productively harnessed.

Research and experience tells us that a better ecosystem would need to:



be more **flexible in** responding to the **emerging needs** of employers and jobseekers



Embrace everyone and recognise that **diversity is simply good for business**



provide clear pathways for employers and jobseekers including the development of skills to meet workforce needs



enable jobseekers to **gain meaningful work experience** to increase their confidence and job readiness



be based on **relationships and trust**



provide more **opportunities for on-the-job learning**, enabling people with the right attitude to get a head start



be more **outcome-focused**

The work has already started...

With funding from the Victorian Government, the Greater Dandenong Regional Employment Taskforce together with representatives from other organisations has co-designed a framework for change to deliver an improved jobs and skills ecosystem.

The Greater Dandenong Regional Employment Taskforce managing this work includes:

- **Sandra George**^{*}, City of Greater Dandenong, Manager SEBN (Chair)
- **Jennifer Ebdon**^{*}, City of Greater Dandenong, Community Revitalisation Project Co-ordinator
- **Andrea O'Bryan**^{*}, Chisholm Skills and Jobs Centre, Manager
- **Andrew Simmons**, South East Local Learning and Employment Network, CEO
- **Heather Sharpe**, Max Employment, Employer Business Centre Manager
- **Katharina Verscharen**, City of Greater Dandenong, Youth and Family Services Coordinator
- **Lydia Ropiha**, City of Casey, Workforce Skills & Regional Partnerships Lead
- **Peter Harrison**^{*}, AMES Australia, General Manager Employment
- **Robyn Downie**, Department of Education and Training, Regional Manager
- **Vonda Fenwick**^{*}, South East Melbourne Manufacturer's Alliance Inc (SEMMA), CEO
- **Lauren Kerr**^{*}, Place-Based Reform and Delivery, Department of Jobs, Precincts and Regions, Senior Coordinator
- **Darrell Hewton**^{*}, Department of Education, Skills and Employment, Employment Facilitator

** Design team members together with:*

- **Gatluak Puoch**^{*}, Department of Families, Fairness and Housing, Senior Advisor
- **Kerry Graham**^{*}, Collaboration for Impact (CFI) Director and Co-Founder, Facilitator

This ecosystem change can only be achieved if we work together

The Taskforce **invites you to be part of this change** and join the growing network of interested people and organisations including employers, jobseekers, training organisations, labour hire firms, agencies, employment service providers and others. Bring your passion, ideas and creativity and get involved in new conversations and collaboration to drive this change over the next four years.

To have your say or get involved:

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