

Theme 2

Workforce Growth, Attraction & Diversity

Providing a diverse and ready local labour force that have an opportunity to work locally and have clear skills pathways.

Overview

Banyule has a relatively stable labour force that has experienced modest growth in recent years. Growing the local workforce is critical for future business growth, resident attraction and increasing economic activity associated with higher income levels (e.g. local consumption).

Despite a relatively healthy labour force, there are several workforce-related issues that need to be addressed in order to support economic and business growth. Many businesses and organisations in Banyule face issues both accessing and retaining a skilled local workforce, particularly in key industries such as health, education, hospitality and retail.

Challenges in employing 'job ready' people can stymie business' capacity to operate effectively and can have implications on growth prospects. As well, ensuring all residents have access to local employment opportunities is critical to maximising positive economic development and social outcomes in Banyule.

Strategic Directions

2.1: Attract and develop a 'job ready' local labour force to meet industry needs

2.2: Ensure workforce supply and diversity

2.3: Support sustainable local, social and environmental procurement

2.4: Activate and support social enterprise in Banyule

Indicators of Success

- A decrease in labour shortages and skills gaps in target industries (hospitality, education, health and retail)
- Ensure residents have suitable opportunities to gain employment
- Provide adequate support to social enterprises operating in Banyule



Strategic Directions



2.1: Attract and Develop a 'Job Ready' Local Labour Force to Meet Industry Needs

Providing a skilled labour force that meets the needs of Banyule's business base is critical to the municipality's future economic development. This can be achieved via a combination of upskilling local resident workers (via education and training) as well as workforce attraction from outside Banyule.

Understanding Banyule's role in the broader northern Melbourne region from a workforce perspective is an important aspect of this strategic direction. The municipality's regional role should be a key consideration to understand the nature and scale of upskilling local residents versus workforce attraction from outside Banyule.

Council should, in collaboration with industry, education/training institutions and regional organisations (e.g. NORTH Link), identify and support programs that can: attract skilled employees; and ensure current employees have the relevant skills to meet industry needs.

Consideration also needs to be given to the ability of the local workforce to attain appropriate housing. Ensuring a diverse and affordable housing stock exists in Banyule will be critical to supporting key workers, particularly given the substantial price growth in recent years. A municipal level housing strategy will provide a framework to address housing issues and opportunities in Banyule and ensure the local workforce's housing needs are met.



2.2: Ensure Workforce Supply and Diversity

Fostering workplace diversity and increasing the employment base in Banyule will provide strength across a variety of industries and create a solid platform for employment growth in the municipality.

To promote sustainable growth and increase the socio-economic wellbeing of all residents, it will be critical for Banyule to promote workforce inclusion and employment accessibility. This will help reduce existing inequities, ensure future prosperity is inclusive and provide businesses with a larger pool of employees to support business operations. Where applicable, opportunities to support disadvantaged communities including First Nations resident workers should be supported and implemented.

As the business and subsequent jobs base becomes more diversified, the local economy will become more sustainable and resilient, which is key to achieving long-term growth.



2.3: Support procurement activity that generates social, economic and environmental outcomes

Council is able to facilitate positive economic outcomes via public and private sector procurement. Ensuring businesses and government are focused on local procurement is critical to future industry development and will create substantial flow-on benefits throughout the local economy.

Council must support sustainable local, social and environmental procurement to show leadership to industry and ensure maximum economic and social value is captured locally as Banyule grows. The procurement process should also support First Nations employees and businesses where possible to foster positive economic and social outcomes for this cohort of the population.



2.4 Activate and support social enterprise in Banyule

Social enterprises are an emerging innovation on traditional business models that reimagine what it means to operate in the economy. They are businesses led by a mission to benefit the community, deriving a substantial portion of their income from trade and reinvesting most of their profits to fulfill their mission. Despite strong social and economic value, social enterprises face barriers to growth and challenges to becoming sustainable and maximising their community impact.

Council should provide support to existing inclusive enterprises in Banyule and those wishing to establish in the municipality in line with the priority actions identified in the Social Enterprise Strategy.

Action Plan

The Action Plan provides a guide for the delivery of the projects and actions to achieve each theme's strategic directions and overall objective. The plan includes relevant actions, internal/supporting stakeholders, indicative costs and timeframes, categorised as follows:

- Short term (within 1 year);
- Medium term (1-3 years); and
- Long term (4 years +).

Note: Indicative costs are subject to confirmation and are assumed to be expenditure beyond the existing budget. In instances where projects are able to be delivered within existing resources, or where costs are unknown, these are listed as 'N/A'. Importantly, these costs do not refer to specific internal staffing requirements for Council.

Project	Action	Stakeholder/s		Priority	Time frame	Indicative Cost
		Internal	Partner			
Workforce Investigation	Council staff to consult with business on their workforce labour challenges and work with them to address these issues.	Economic Development		High	Short	N/A
Workforce Gap Analysis & Strategy	Prepare a Workforce Gap Analysis, in collaboration with industry and local employment providers, to identify employment and skills gaps in key industry sectors and identify common issues for employers and jobseekers. This should include investigation of training programs that could be initiated by the private sector to promote recruitment, up-skilling, including both public and 'in-house' training processes. The Workforce Gap Analysis should be complemented by a Workforce Attraction Strategy to address key gaps and provide a pathway for jobseekers.	Economic Development	North LINK, Victorian Skills Authority, DPJR	High	Medium	\$80k
Housing Strategy	Develop an overarching Housing Strategy that investigates the issues with housing supply and solutions to providing housing that meets the needs of existing and future residents (inc. provision of rental properties). This should look to leverage the recent State Government funding announcement for social and affordable housing. The Strategy should also identify investment opportunities for housing targeted to resident needs in proximity to key employment nodes within Banyule.	Strategic Planning & Urban Design		High	Medium	\$50k

Project	Action	Stakeholder/s		Priority	Time frame	Indicative Cost
		Internal	Partner			
Workplace Diversity & Inclusion*	Develop, facilitate and promote workplace diversity and inclusion programs for the public and private sectors to promote accessible employment opportunities for all communities, including First Nations residents. This will align with the focus areas and actions identified in Council's Inclusive Local Jobs Strategy, including: <ul style="list-style-type: none"> Stimulate inclusive employment opportunities; Strengthen pathways to employment; and Advance inclusive employment practices across the local government and private sector. 	Inclusive Enterprise & Local Jobs		High	Medium	N/A
Procurement Policy Review	Review Council's Procurement Policy with the view to promoting purchasing and use of local, social and environmentally responsible products and or services.	Procurement, Economic Development Inclusive Enterprise & Local Jobs Transport & Environment		Medium	Ongoing	N/A
Inclusive Enterprise Support*	Provide support to existing inclusive enterprises in Banyule and those wishing to establish in the municipality in line with the priority actions identified in the Social Enterprise Strategy.	Inclusive Enterprise & Local Jobs		Medium	Short	N/A

*Note these actions/programs are already delivered by Council in some capacity.

Indicators of Success & Monitoring Tools

Indicator	Monitoring
<i>A decrease in labour shortages and skills gaps in target industries (hospitality, education, health and retail)</i>	<p>Annually:</p> <ul style="list-style-type: none"> Growth and share of local jobs across target industries, ABS Census of Employment. Feedback from tertiary education providers. Feedback from business and traders associations. Feedback from local businesses.
<i>Ensure residents have suitable opportunities to gain employment</i>	Annually, via Council's records and/or community feedback
<i>Provide adequate support to social enterprises operating in Banyule</i>	Annually, via Council's records