



# **Regional Futures Plan Evaluation**

## **Quantitative Measures and Actions**

***June 2021***

Carol Bracken

## INTRODUCTION

This is a companion document to the qualitative final report of the Regional Futures Plan approach which is being undertaken by Swinburne University's Centre for Social Impact.

## BACKGROUND

The Cradle Coast Regional Futures Plan (Futures Plan) was endorsed by the Cradle Coast region's nine member Councils in late 2018 and forms the basis of a collaborative approach to economic development activities in the region. Some deeply embedded systemic, structural challenges in the region need to be overcome to ensure the workforce is well-placed to provide the skills and capabilities to take on the jobs that are available including:

- High unemployment rates
- Low educational attainment levels
- Shrinking working-age population
- Regionally dispersed population
- Significant labour demands

The Futures Plan drew together multiple organisations and community members to discuss the challenges, review the social and economic data and develop an approach to start addressing the issues. It analysed the economic and social data available in 2016-2018 and determined that the Cradle Coast region had challenges due to:

- People not engaged in work or education will further entrench disadvantage
- An aging workforce, static population and out migration of young people will cause economic and social change
- A shortage of relevant skills in the workforce is limiting industries competitiveness and growth.

Compared to the rest of Tasmania and most areas of Australia, the Cradle Coast region has a higher % of older age people, a lower level of qualifications, a lower engagement level of young people in education and work and higher unemployment. These challenges were exacerbated by a period of low economic growth and population decline in 2012-2016. The Futures Plan also noted that it was predicted by the Australian Government that there would be an increased demand for workers that was going to cause difficulties for industries in the region could not attract more working age people to live here as well as upskill and reengage our current population.

The Futures Plan two-year implementation project was funded by the Tasmanian State Government in mid-2019. The Futures Plan approach implemented an innovative governance arrangement for working collaboratively across sectors, organisations and boundaries on these complex challenges including establishing:

- An Investment Logic Map
- Five Working Groups that cross organisational and geographic barriers
- An Investment Framework to establish a prioritised list of Regionally Important Projects
- A Regional Economic Development Steering Group

The innovation has benefited the nine local government councils in the region by providing them with advice on complex regional issues through the Regional Economic Development Steering Group and topic focused Working Groups and a voice to communicate to the public and higher levels of government on the strengths and needs of the region. The Futures Plan approach has also built the capacity of community leaders to understand complex economic and policy challenges and by implementing small collective actions that can improve population attraction and retention, business confidence, the value and recognition of skills development and social participation in arts and culture to build a successful region for all.

## **FUTRES PLAN EVALUATION**

### **REGIONAL ECONOMIC DEVELOPMENT STEERING GROUP**

The Regional Economic Development Steering Group (Steering Group) provides a breadth of advice and credibility for the Futures Plan approach through the Steering Group comprised of senior community and industry leaders. Members were sought through an advertised recruitment process open to any industry and community leaders in late 2019.

### **THE REGIONAL INVESTMENT FRAMEWORK**

The Regional Investment Framework (Investment Framework) process was finalised in early 2020 and provides visible strategic level through selecting and advocating for projects of regional importance. The process accepts submissions from the public, industry and government on projects of significance in the region that they would like to be funded or supported. The submissions are assessed against criteria, developed from the Futures Plan Investment Logic Map, by the Steering Group. If accepted onto the list, projects are supported through media releases, lobbying of politicians, letters of support for formal grant processes, through providing connections and awareness in the community. The Investment Framework is being successfully used to develop an agreed set of election priorities for the region for the upcoming federal election in 2021/22. It provides a good basis for conversation, comparison and discussion about the project and infrastructure priorities for the region.

### **CORE TEAM and WORKING GROUPS**

The Futures Plan implementation provides local led small projects and collective action through the Core Team and Working Groups on specific topics aligned to the Futures Plan goals and Investment Logic Map. The approach draws upon each of the nine councils to contribute economic development staff time to form a Core Team. The Core Team participates in quarterly networking sessions and support the work of the Working Groups to explore regional challenges and contribute local examples to the regional discussion. The sharing of knowledge across the region has been of benefit in breaking down competitive tendencies between the different council areas and developing a broader understanding of the region at the local level. Volunteers from community and industry were sought to form the Working Groups. Members were chosen by selecting regional organisations and companies in each topic area and asking if they were able to share their time to collaborate with their peers at a regional level. In addition, the Core Team is provided with professional development and networking which has ensured engagement with local government and ongoing commitment to the Futures Plan approach.

### **UNIVERSITY PARTNERSHIPS**

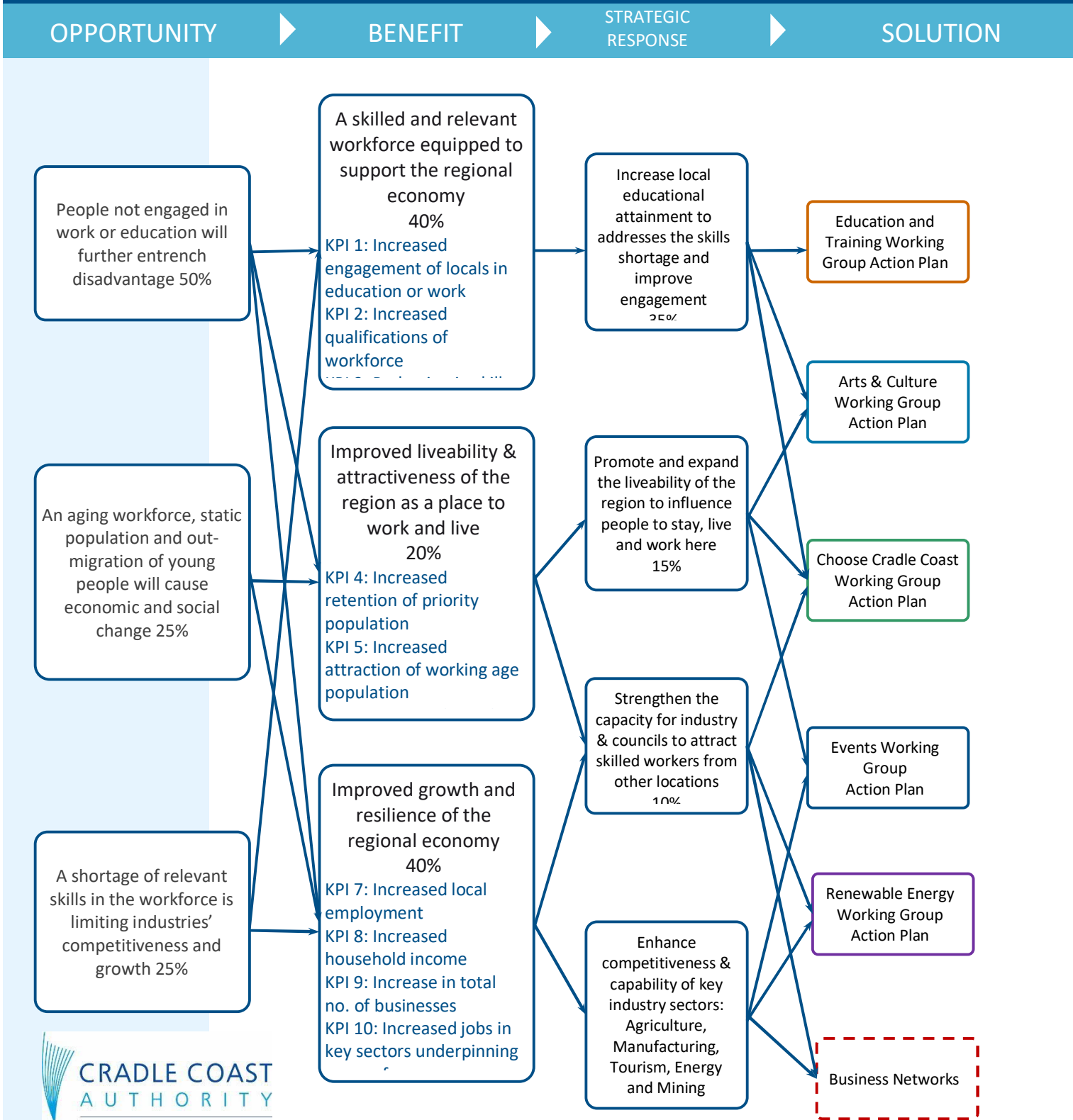
Increased research and development in regional issues has been provided by establishing partnerships with two local universities, the University of Tasmania and Swinburne University. Two Honours students were engaged in 2020 to undertake work in Business Appetite for Work Integrated Learning (WIL) and Business's Apprenticeship Decision Making and provided their final reports to the Steering Group and related Working Groups. CCA has supported two PhDs on '*Supporting changing skills needs on the Cradle Coast*' and '*Enhancing the Sustainable Development of Businesses in the Cradle Coast Region in Relation to International Sustainable Development Goals*' which started in 2020 with the University of Tasmania. CCA is supporting a third PhD on '*Strengthening Entrepreneurial Ecosystems in Tasmania*' which was started in 2019 with Swinburne University.

## **INVESTMENT LOGIC MAP**

An Investment Logic Map was created to map the Futures Plan document to a set of opportunities, benefits and Key Performance Indicators (KPIs). For each of the ten KPIs identified one or more measures were selected from easily available information sources and a baseline and target set. About half of this information was based on the 2016 Census and will be tracked against the 2021 Census with data anticipated to be available from the 2021 Census in mid to late 2022. Below is the Futures Plan Investment Logic Map mapped to Working Groups. The map has also been used to form the criteria for the Investment Framework.

# Boosting regional growth and fostering a more resilient economy to lift the living standards of all residents in the region

INVESTMENT LOGIC MAP



## **SUMMARY OF ACTIVITIES UNDERTAKEN**

### **REGIONAL ECONOMIC DEVELOPMENT STEERING GROUP**

In addition to establishing the Regional Investment Framework and reviewing 18 submissions (see above), the Regional Economic Development Steering Group led a response to the COVID 19 pandemic in mid-2020. The group guided the efforts of CCA to build an online Restart Recovery Hub with a mentoring service, grant funding finder and tips and resources for recovery. CCA also undertook a COVID survey of businesses to obtain some quick feedback on areas of concern in the business community. The Steering Group initiated a series of workshops focused on Reimagining the Region and CCA staff prepared eight articles that were published in the Advocate from July – September 2020 to inspire and reinvigorate the region.

### **WORKING GROUPS**

#### **Choose Cradle Coast Working Group**

The Choose Cradle Coast Working Group contributed to several improvements to the Choose Cradle Coast website including further detailing the region's municipalities, linking in Business North West's videos case studies of people who have moved to the region, linking in to Make It Tasmania and aligning the website and how we think about the region to Brand Tasmania. The group sought information on the population growth expected for the region and a Population Strategy was prepared, presented and updated as changes emerged over the two-year period. Adjustments were made to the strategy to incorporate council feedback through the Core Team and an analysis of the housing rental shortage and responses being made by councils, the tourism industry and the State Government. The group, and Steering Group, concluded to focus on lobbying for an updated Regional Land Use Strategy and to continue to monitor the population situation.

COVID 19 delayed any action proposed by the group to actively promote the region as a place for people to move to by about 6 months. In September 2020, CCA undertook a survey of the business community on their interest in a regional jobs board and other actions to promote people to move to the region. In October, CCA established a jobs board that was used by CCA, council human resources staff and some businesses to promote jobs in the region (particularly those harder to fill locally that would need applications from outside the region). In October CCA advertised a community survey in social and print media asking for feedback on what would attract people that used to live in the region to move back here. The campaign also promoted the jobs board and opportunities in the region. The campaign was well received and there was a definite boost in website traffic to the jobs board and on the Choose Cradle Coast social media site.

#### **Education and Training Working Group**

The Education and Training Working Group discussed the need for VET course completions to be included in young people's ATAR score used to get into University in Tasmania. A letter outlining this policy position was sent by CCA to the State Government on this issue. A review was made of the scholarships provided by councils to students in the region.

#### **Arts and Culture Working Group**

The Arts and Culture Working Group developed a register of arts assets with the assistance of council staff. They also discussed ways to better collaborate on visiting artist coming to the region and the opportunities for the use of arts in tourism. These are ongoing discussions within the group as the solutions are to continue to collaborate among the group when opportunities arise.

## **Events Working Group**

The Events Working Group analysed the major events in the region and prioritised a list of the Top Ten Major Events for inclusion on the Choose Cradle Coast website to promote the events but also promote the arts and culture of the region to those looking to move here. The group had several discussions about COVID 19 pandemic recovery and the pandemic's impact to support events council staff through the challenging period and these discussions are ongoing. A process for updating the Choose Cradle Coast list of regional events was developed by the group.

## **Renewable Energy Working Group**

The Renewable Energy Working Group developed a Public Relations (PR) Strategy, initiated the Future Energy Hub and began implementation of the PR strategy. The group enabled the Beacon Foundation to deliver two Growth Industry Preparedness Program (GRIPP) Workshops with West Coast councils as a trial with the aim to deliver more programs throughout the region in 2021. Beacon Foundation have now received funding to deliver these workshops across the region through the Energising Tasmania fund in 2021. The Renewable Energy Investment Prospectus was developed by the group and will be released in July 2021.

See the details of activities finished as part of the Futures Plan approach in the diagram below.

## **SUMMARY OF ACTIVITIES UNDERWAY**

### **REGIONAL ECONOMIC DEVELOPMENT STEERING GROUP**

There are several activities underway that are the focus of the Steering Group including lobbying for a review of the Regional Land Use Strategy for the Cradle Coast region, undertaking several business/industry forums on topics of regional interest and aligned with existing Futures Plan projects and establishing regional project priorities for lobbying at the upcoming federal election through continuing acceptance and assessment of projects as part of the Investment Framework. The REDSG is also working with the Natural Resource Management (NRM) Committee to include additional criteria around sustainability and community engagement principles to the Investment Framework.

CCA assisted to support a network of Adventure Tourism business operators, follow up leads on expanding the Defence industry in the region and supported a Food Producers Network through contribution to Seedlab Tasmania an entrepreneurial support program which will conclude in December 2021. Local councils may continue to follow up on these activities into the future and Seedlab Tasmania may seek funding for a follow up program in 2022.

## **WORKING GROUPS**

### **Choose Cradle Coast Working Group**

The Choose Cradle Coast Working Group is currently supporting the promotion and engagement of the region in the Regional Activators Alliance. This alliance will be undertaking a nation-wide marketing campaign later in 2021 to promote the regions of Australia as great places to live and work. CCA can guide and provide input into the campaign 'Move to More', including case studies of people that have moved to the region and to a Move to More website that showcases the regions. The group has considered a Liveability Survey by Profile ID as future activities for the REDSG's work to inform Regional Land Use Plan updates. This group will close in June 2021 and remaining activities will be the responsibility of the REDSG.

## **Education and Training Working Group**

The Education and Training Working Group supported ongoing efforts for CCA to resource a Careers Advisors Network to provide volunteers in the community with the skills and resources to mentor young people over 18 and older people transitioning careers in the region. They are also keen to see a Career Mapping Application for mobile phones developed for young people that showcases local career stories which could help young people navigate their career choices and expose them to more career choices. Three funding applications have been along these project ideas that have been unsuccessful to date.

## **Arts and Culture Working Group**

The Arts and Culture Working Group have gone through several iterations of a project designed to reinvigorate Seniors Week and provide a curate's arts experience across the region to celebrate older people and their contribution to the region. Part of the program was to introduce and train artists in how to meet the emerging demand for arts in health activities to support healing, mental health and community resilience. After a couple of failed attempts to fund the program with grant funding to deliver an arts workshop with young people, older people and an artist in each council area the project is now forming into a smaller scale project focused on the training aspect of the project and bringing information and networks on making a business out of the arts. The group may work on establishing a series of workshops on this topic with arts organisations in the future.

## **Events Working Group**

The Events Working Group has been working on improving the ability to deliver events application processes across the region. An investigation of the similarities and differences in councils process was made and a demonstration of Devonport City Council's event notification online form and behind the scenes workflow processes was undertaken. More discussion and sharing on this topic is expected over the next year to assist councils looking to streamline their processes consider and implement their ideas.

The working group is also planning to deliver a shared reporting approach across the region and are waiting on input from Events Tasmania on the data that they like events to report on. This report is due to be released by mid-2021.

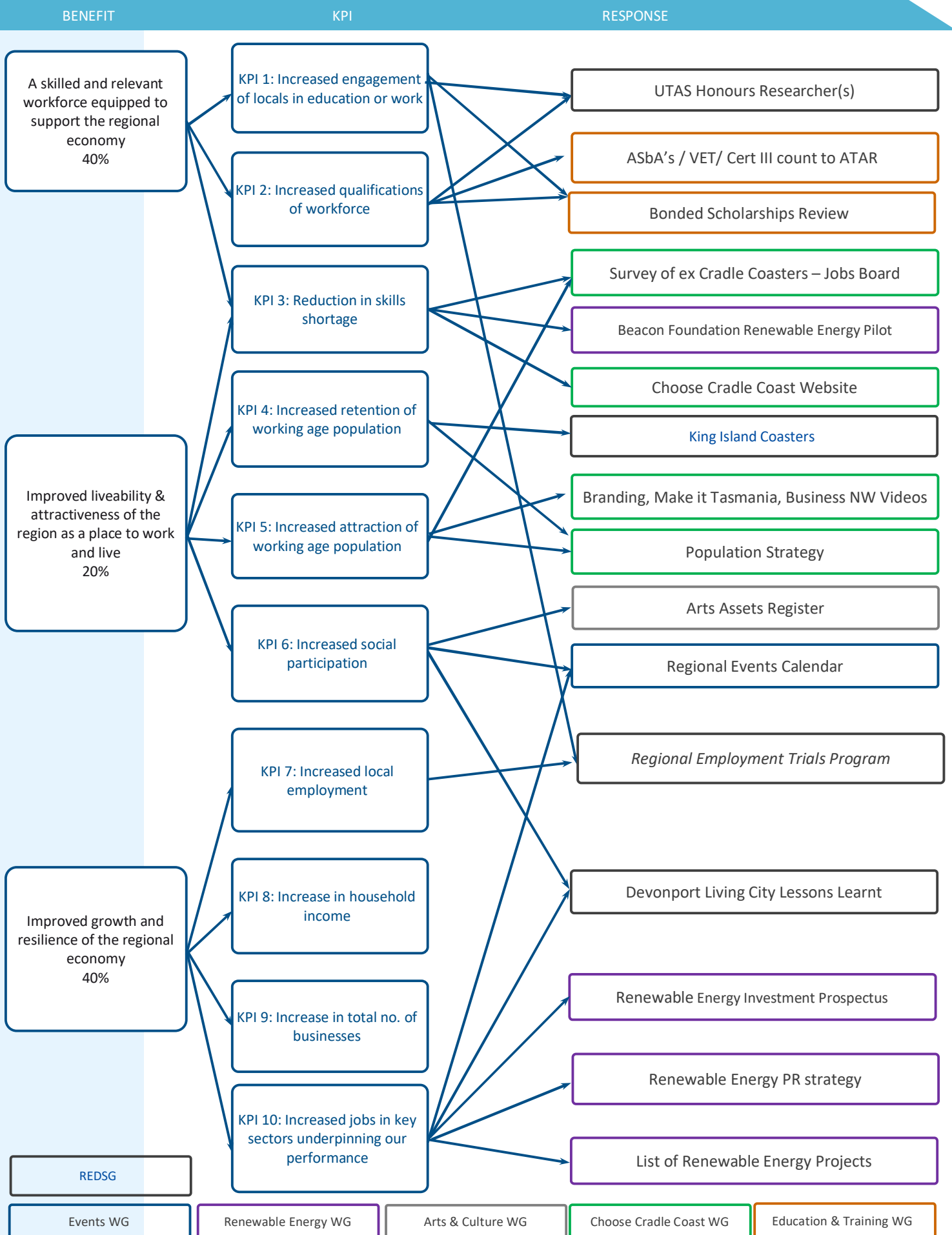
## **Renewable Energy Working Group**

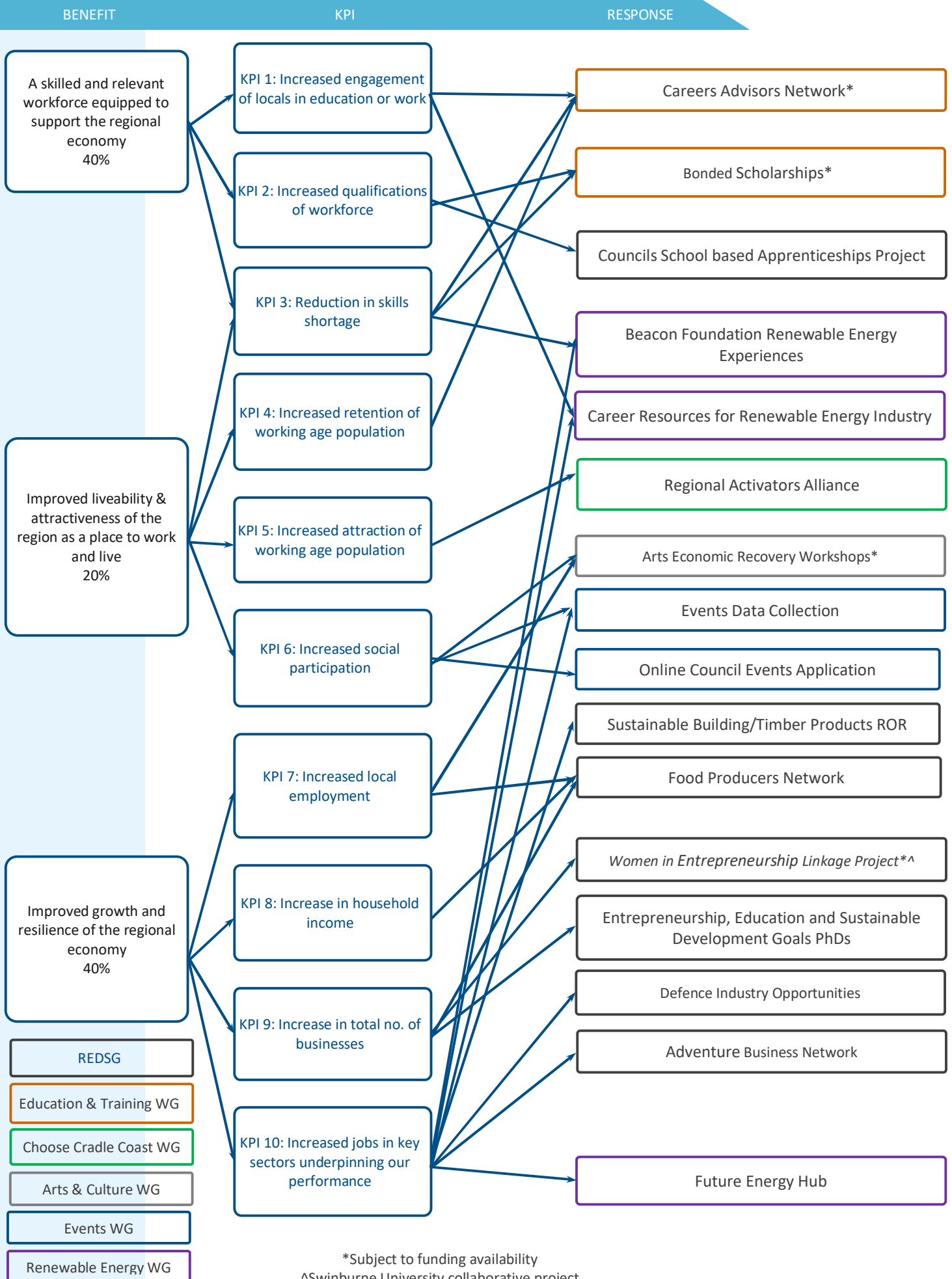
Future Energy Hub is continuing to work with community engagement managers of all the key proponents in the region for renewable energy projects, including Tas Networks and Hydro, on the best way to engage and communicate with the community and deliver community benefit. The Working Group had been focused on maximising the outcomes of the Energising Tasmania grant that CCA was successful in applying for to deliver an online training module on the renewable energy industry for the public and for individuals and businesses interested in transitioning into that industry sector. The Future Energy Hub will also collect and promote five local career stories from the renewable energy industry. A renewable energy prospectus for the region is nearly completion. This group will close in June 2021 and remaining activities will be the responsibility of the REDSG and the Future Energy Hub.

See the details of activities proposed and underway for the Futures Plan approach in the diagram below.



Mar 2021 COMPLETED





\*Subject to funding availability  
 ^Swinburne University collaborative project

- REDSG
- Education & Training WG
- Choose Cradle Coast WG
- Arts & Culture WG
- Events WG
- Renewable Energy WG

## MEASURING THE FUTURES PLAN AGAINST KEY PERFORMANCE INDICATORS

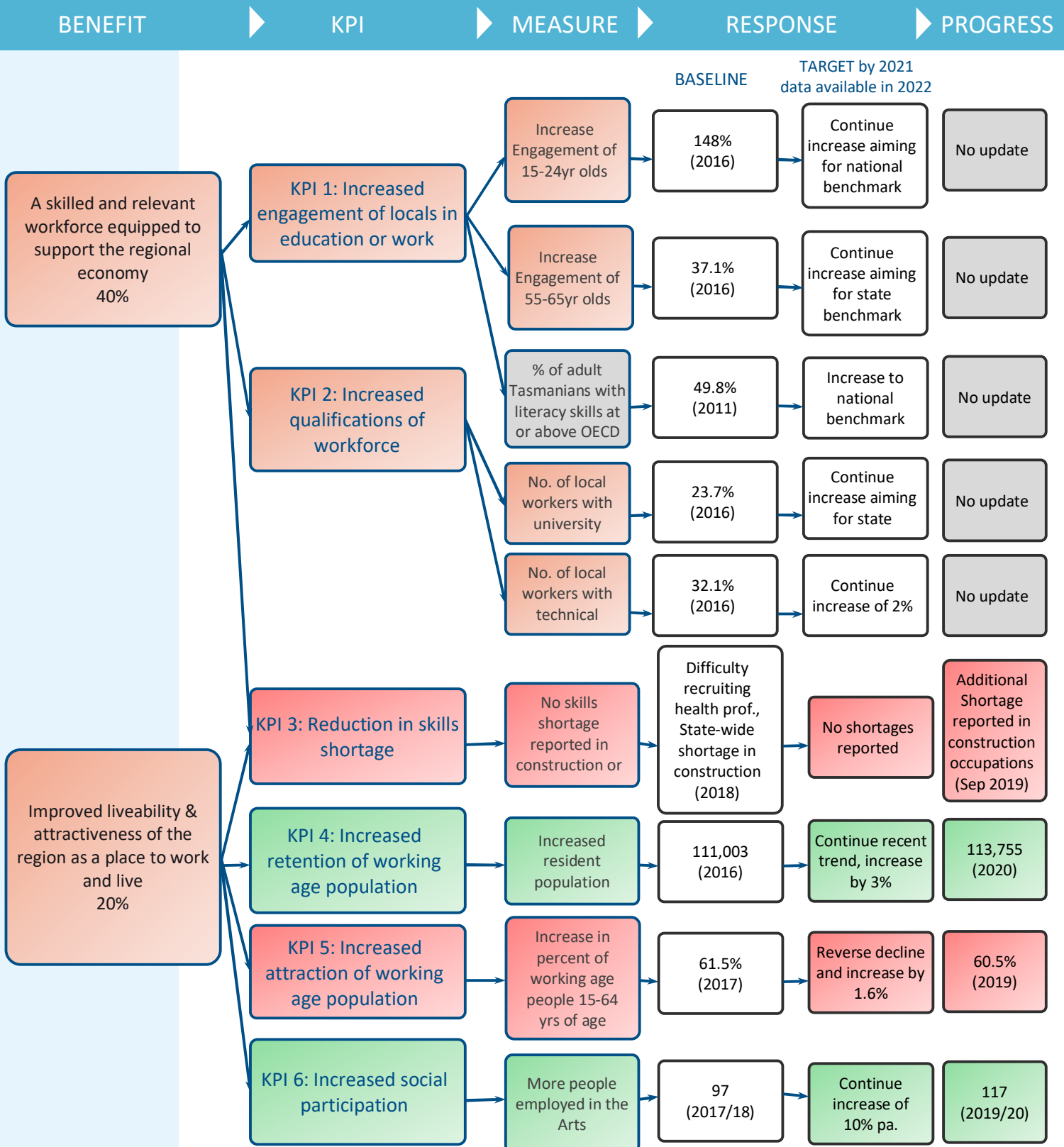
The goals of the Futures Plan are captured in the Investment Logic Map which outlines the benefits and associated KPIs that we can measure towards achieving those goals. This is summarised in a diagram below with the colours representing how the region is progressing over the two years of the Futures Plan implementation. It is difficult to see change in these long term KPIs over a short implementation timeframe. Of note some of the measures are unable to be updated until after the 2021 Census and this has left unclear our progress on those indicators. In some instances, other measures that are updated more frequently than the Census figures have been used instead to measure change.

In summary, the region has been steady in community education measures, progressing in population growth measures and declining in measures of some of our key industries such as mining, manufacturing and renewable energy. In other sectors there has been significant growth such as agriculture and a general increase in the number of businesses and labour force participation in the region.

After the diagram, there is a discussion on these measures followed by an appendix with the full detail on the Key Performance Indicators and how the data was collected for them.

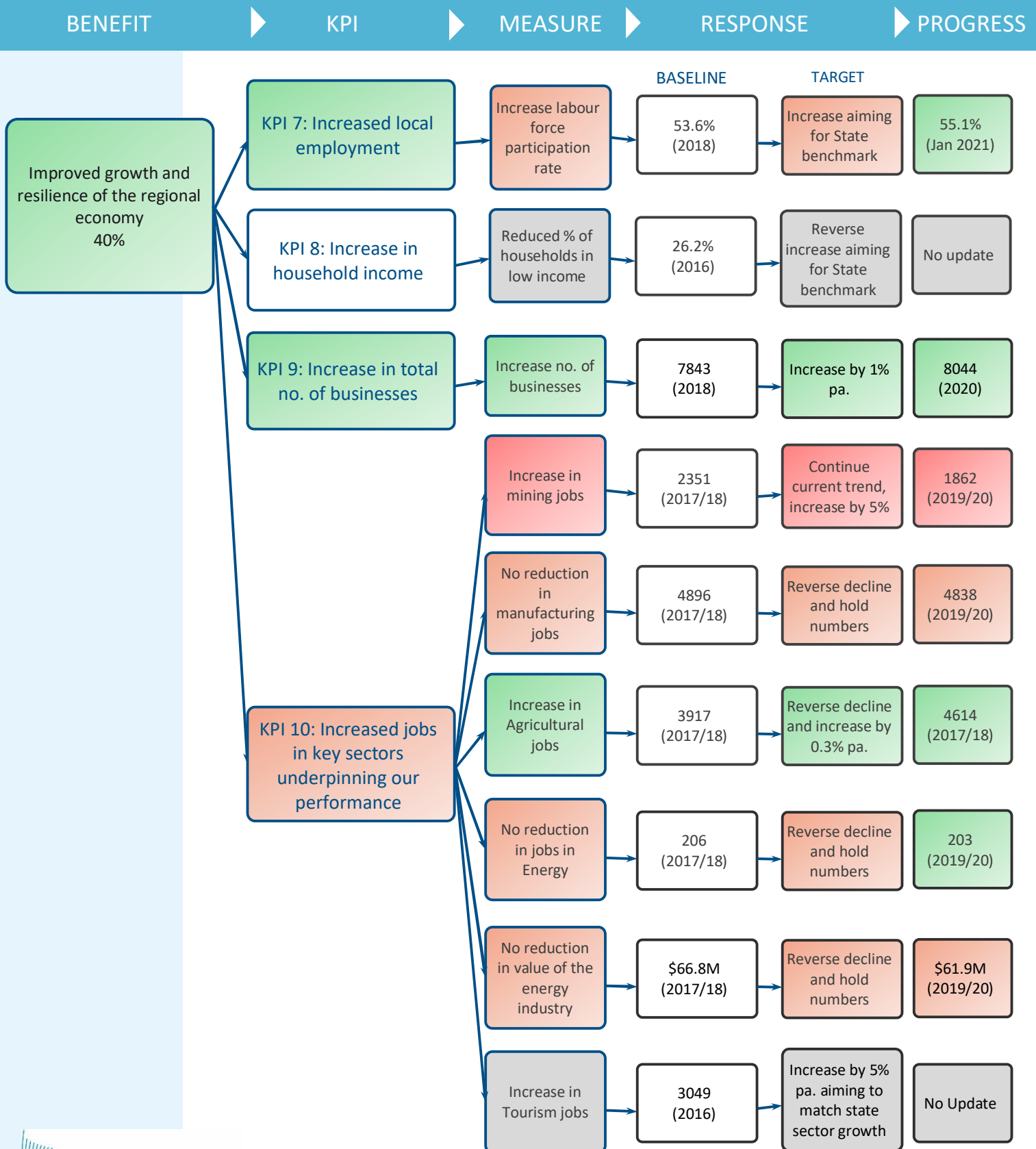
# Boosting regional growth and fostering a more resilient economy to lift the living standards of all residents in the region

BENEFITS OUTCOME MAP Mar 2021



Boosting regional growth and fostering a more resilient economy to lift the living standards of all residents in the region

BENEFITS OUTCOME MAP Mar 2021



## DETAILS ON PROGRESS AGAINST MEASURES

### We have jobs but not enough skilled workers

The Futures Plan identified 3,750 jobs growth projected from data in 2018 to be needed by 2022 with an additional 400 jobs for the National Disability Insurance Scheme (NDIS) and 5,700 to cover people retiring.



The jobs were projected to be largely in healthcare and social assistance with small growth in manufacturing, construction, accommodation and food and agriculture, forestry and fishing.

The actual jobs growth from 2018 to 2022 is yet to be determined, though the jobs growth in total FTE in the region from 2017/18 to 2019/20 was -1,614. From 2018/19 to 2019/20 the jobs growth in total FTE was -920 jobs so there is a decline in the number of jobs over the period, but the decline is reducing. This decline has been led by jobs in the construction industry which lost 1,196 jobs.

(Source: Profile ID <http://economy.id.com.au/tasmania/employment-by-industry>)

Currently the projections for the region until 2024 are for there to be a growth in jobs of 1,700 jobs in the sectors of healthcare and social assistance, accommodation and food services, administration services and agriculture, forestry and fishing. This is a more modest growth in total number of jobs.

(Source: The Labour Market Portal Employment Projections the 2020 Outlook five years to 2025 <https://lmip.gov.au/default.aspx?LMIP/EmploymentProjections>)

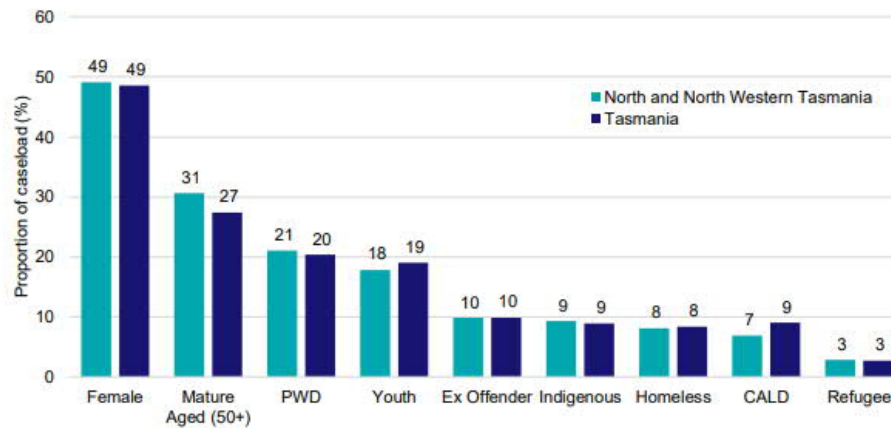
This is further discussed in the sections below on measuring the industry sectors underpinning our performance. Recent substantial jobs growth has been in agriculture and healthcare sectors.

### A skilled and relevant workforce equipped to support the regional economy

#### Number of disengaged workers aged 55-65yrs

The number of disengaged workers is best measured by the ABS census data which will not be available until mid-2022. Cradle Coast region has a higher proportion of over 50 workers that are in the employment services caseload than the rest of Tasmania in September 2020.

### Employment services caseload for selected cohorts (September 2020)



Source: Department of Education, Skills and Employment, administrative data, August 2020. PWD = Persons with disability. CALD = Culturally and Linguistically Diverse.

(Source: [https://docs.employment.gov.au/system/files/doc/other/north\\_and\\_north\\_western\\_tasmania\\_local\\_jobs\\_plan.pdf](https://docs.employment.gov.au/system/files/doc/other/north_and_north_western_tasmania_local_jobs_plan.pdf))

### JobSeeker numbers

The number of people who are eligible recipients of JobSeeker allowance (generally aged 22+) and youth allowance (excluding students, generally aged 21 and under) have increased from March 2019 to March 2021 in the region and in the state. During the COVID 19 pandemic the number of JobSeekers increased in May 2020 to 11.6% of the working age population in the Cradle Coast region, 8625 people, being eligible for JobSeeker and has been decreasing since then.

Region - LGA/SA2	March 2021		March 2019		Change
	JobSeeker and youth allowance recipients	% of 15-64 age population	JobSeeker and Youth allowance recipients	% of 15-64 age population	
Cradle Coast Region	7,226	10.6	5,483	8.0	+1,743
Burnie (C)	1,492	12.1	1,164	9.4	+329
Central Coast (M)	1,149	8.7	899	6.8	+250
Circular Head (M)	414	8.3	302	6.1	+112
Devonport (C)	1,846	12.0	1,454	9.5	+392
Kentish (M)	398	10.1	286	7.2	+112
King Island (M)	50	5.3	32	3.4	+18
Latrobe (M)	533	7.9	352	5.2	+181
Waratah/Wynyard (M)	865	10.7	629	7.8	+236
West Coast (M)	477	18.2	363	13.8	+114
Greater Hobart	12,790	8.5	8,630	5.7	+4,160
Regional Tasmania	20,110	11.0	14,657	8.0	+5,453
Tasmania	32,900	9.9	23,287	7.0	+9,613

(Source: Department of Social Services - JobSeeker and Youth Allowance recipients - monthly profile [viadata.gov.au](http://viadata.gov.au). Compiled and presented by .id - informed decisions)

### Number of local workers with qualifications

The number of local workers with university qualifications or technical qualifications is best measured by using the ABS census data which will not be available until mid-2022. An interim measure could be the number of TAFE qualifications undertaken in the region, though this does not capture residents that leave to study elsewhere that come back or those that study in region but leave to find work. Similarly, University enrolment numbers available at the state level are not reflective of the number of Cradle Coast students attending University. Numbers of enrolments in TAFE or University may be an indicator for the level of engagement with young people aged 15-24yrs.



Domestic University enrolments in bachelor's degrees in the state have decreased over the three years from 2017-2019. Anecdotally, university enrolments in 2020 increased over 2019 levels in the region possibly due to their earlier application process based on teacher recommendations rather than ATAR results. This approach will be continued in 2021.

### Number of domestic commencing students at UTAS over time

University of Tasmania Domestic Students	2016	2017	2018	2019	2018-2019 % change
Commencing Bachelor students	8,815	9,081	8,685	7,725	-11.1%
Continuing Bachelor students	11,173	11,208	11,303	11,265	-0.3%
Total Domestic students	19,988	20,289	19,988	18,990	-5.0%

(Source: <https://www.universitiesaustralia.edu.au/stats-publications/student-stats/>)

Enrolments in TasTAFE Cradle Coast campuses declined over the 2016-2018 period. This demonstrates a loss of students in the region even during an increase in the total number of students Statewide. One explanation anecdotally is a lack of teaching staff available in the Cradle Coast. A positive move to address this has been TasTAFE recently introducing a new teacher role that allows it to recruit an industry teacher without the full Training and Assessment (TAE) qualification. A Teacher Under Supervision role teaches and presents, with a fully qualified teacher conducting the assessment. During their first year of employment, they are supported to gain their TAE and can move straight into permanency on the teaching award.

(Source: Information below sourced from the TAS TAFE Annual Reports – noting that the 2019/20 Annual Report did not break down enrolments by campus.)

### Number of Enrolled students at TasTAFE Cradle Coast Campuses over time

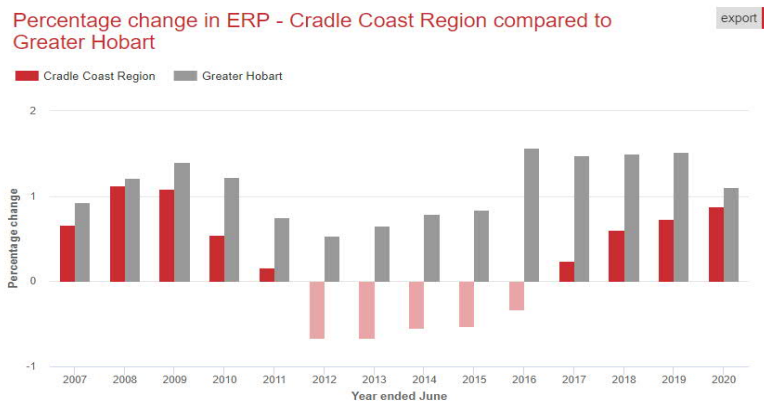
TasTAFE Campus	2016	2017	2018	2019	2016-2018 % change
Burnie	4,346	2,641	4,008		-7.8%
Smithton	59	42	10		-83.1%
Devonport	3,479	2,978	2,881		-17.2%
<b>Statewide</b>					<b>2016-2019 % change</b>
Total Enrolments	18,539	30,249	29,714	26,719	44.1%
Total Students	13,463	23,027	22,806	21,189	57.4%

## Improved liveability & attractiveness of the region as a place to work and live

### Resident population

Cradle Coast region resident population has increased by 2.49% over the four years from 2016 to 2020 and is on track to meet and slightly exceed the target of 3% over five years. This will bring us up to our past population level (114,084 people lived in the Cradle Coast region in 2011) and it could surpass this to be a population of 114,774 people by the end of 2021. We will need to surpass our past population as our working age population is decreasing and our number of jobs is increasing. Interestingly, our population growth in 2020 did not slow during 2020 and the COVID pandemic.





Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented by id (informed decisions)

## Building approvals

Despite slow population growth and our population not being as high as it has been in the past, there is an increasing demand for housing and particularly rental stock. Building approvals are up this year and have been with 434 building approvals in 2021 to Feb, which is on track to be up by 176 houses in 2020. More houses have been needed due to a trend for the number of people living in houses to be smaller.

## Working age population

Working age population has decreased by 1% to 60.5%. In the same period, Australia has decreased by 0.3%.

## Social participation

Creative arts jobs in the Cradle Coast have risen by 20% since 2017/18 showing an increase in the demand for arts services and activities.

## Improved growth and resilience of the regional economy

### Increased labour force participation rate

The participation rate has increased in the Cradle Coast by 1.5% over two years since 2018 which is a great outcome. Compared to the state which rose by 3% over the same time though, we are not closer to achieving our target of meeting the Tasmanian benchmark for participation.

### Increase in number of businesses

Cradle Coast region has increased in the number of businesses by 2.5% in the two years from 2018.

### Increase in jobs in sectors underpinning our economy

Cradle Coast industries underpinning our performance have had a mixed impact on jobs in the region during the last two years.

## Change in job numbers in sectors underpinning our performance

Industry	% of workforce	2019/20 Jobs	2017/18 Jobs	Change	% Change
<b>Mining</b>	<b>3.8%</b>	<b>1862</b>	<b>2351</b>	<b>-448</b>	<b>-24%</b>
<b>Manufacturing</b>	<b>9.9%</b>	<b>4838</b>	<b>4896</b>	<b>-58</b>	<b>-1.2%</b>
<b>Agriculture, Forestry and Fishing</b>	<b>9.5%</b>	<b>4614</b>	<b>3917</b>	<b>+697</b>	<b>+17.8%</b>
<b>Energy</b>	<b>0.4%</b>	<b>203</b>	<b>206</b>	<b>-3</b>	<b>-1.4%</b>
<b>Tourism (direct jobs ^2018/19)</b>	<b>4.7%</b>	<b>2338^</b>	<b>2342</b>	<b>-4</b>	<b>-0.2%</b>

(Source: Profile id <http://economy.id.com.au/tasmania/employment-by-industry>)

## Other growing industry sectors to watch

Industry	% of workforce	2019/20 Jobs	2016/17 Jobs	Change	% Change
<b>Healthcare</b>	<b>13.7%</b>	<b>6690</b>	<b>6296</b>	<b>+394</b>	<b>+6.3%</b>
<b>Professional, Scientific and Technical</b>	<b>3.7%</b>	<b>1720</b>	<b>1580</b>	<b>+141</b>	<b>+8.9%</b>
<b>Arts and Recreation</b>	<b>1.2%</b>	<b>583</b>	<b>480</b>	<b>+102</b>	<b>+21.3%</b>
<b>Construction</b>	<b>8.2%</b>	<b>4013</b>	<b>4444</b>	<b>-430</b>	<b>-9.7%</b>

(Source: Profile id <http://economy.id.com.au/tasmania/employment-by-industry>)

Industry sectors that we have identified in the Futures Plan that are underpinning our region are mining, manufacturing, agriculture, forestry and fishing, energy and tourism. Over the Futures Plan implementation, mining jobs have decreased and agriculture jobs have increased. Forestry and aquaculture jobs have decreased slightly. Over the last three years, service industries have also been growing such as arts and recreation, professional, scientific and technical and healthcare. Construction jobs have decreased over the last three years but may have grown in the 2019/20 year and certainly currently has a demand for workers.

Some questions are often raised at this point about the value of the jobs that have been created. We can view this in two ways. What types of jobs are being advertised in the region and how much are these jobs paying?

Types of jobs being advertised the most in January 2021 were:

- Automotive and Engineering (31 jobs)
- Clerical and Receptionists (27 jobs)
- Careers and Aides (24 jobs)
- Medical practitioners and Nurses (21 jobs)
- Sales jobs (20 jobs)

(Source: Regional Australia Institute <http://www.regionalaustralia.org.au/home/regional-jobs-vacancy-map/>)

Data from the ABS Census in 2016 shows us which are the highest paying industry sectors in the region. From the table below we can see that jobs in mining provide 47.9% of its workers with high incomes and only 1.5% of its workers with low incomes, so increases in this sector are going to be providing good jobs. In contrast, Accommodation and food service industry pays 52.5% of its workers a low income with only 1.5% of workers in this industry receiving a high income. Agriculture, forestry and fishing, construction and healthcare sectors are similar industry sectors for providing jobs with mid-level income levels: providing around 17-20% of workers low incomes and 8-10% of workers with high incomes.

<b>Cradle Coast Local Workers Income</b>	No. workers 2019/20!	% low income	% high income	Most Frequent Income \$	% of people paid this
<b>High level of high-income jobs</b>					
Mining	1862--	1.5	47.9	\$2000-2999	25.2
Electricity, Gas, Water and Waste	206	2	32.7	\$1500-1749	19.1
Education and Training	3889-	17	16.2	\$1500-1749	12.7
Public Administration	2495+	7.8	15.5	\$1000-1249	22.1
Transport and Logistics	2761--	13.1	15.4	\$1000-1249	17
Financial and Insurance	565-	9.4	15.4	\$1000-1249	16.3
Professional, Scientific and Technical	1720++	15.9	12.8	\$800-999	16.1
Manufacturing	4838-	11.5	12.5	\$1000-1249	17.3
<b>Mixed paying jobs</b>					
Healthcare	6690++	17	10.7	\$1000-1249	14.6
Information Media and Telecommunications	287-	17.1	9.7	\$650-799	17.1
Rental and Real Estate	485--	13.4	8.8	\$800-999	18.9
Agriculture, Forestry and Fishing	4614+++	20.8	8.8	\$800-999	15.3
Construction	4013---	10.7	7.7	\$800-999	19.7
Wholesale Trade	1329+	13.5	7.4	\$800-999	18.1
<b>High level of low-income jobs</b>					
Administration and Support	1494-	27.6	4.4	\$650-799	16.9
Other	1864--	28.9	3.4	\$650-799	16
Retail Trade	5191--	39.5	2.5	\$650-799	17.6
Arts and Recreation	583+	49.7	1.8	\$800-999	14.6
Accommodation and Food	3465+	52.5	1.3	\$500-649	13.9
^based on data from the 2016 Census and presented by Profile id <a href="http://economy.id.com.au/tasmania/workers-income">http://economy.id.com.au/tasmania/workers-income</a>					
! number of workers by industry with change since 2017/18 indicated with – or +					
% low income is the percentage of people below \$500/week gross income					
% high income is the percentage of people above \$1750/week gross income					

## Appendix: Benefits Management for the Regional Futures Plan

### BENEFIT 1: A skilled and relevant workforce equipped to support the regional economy

#### Responsibility for delivering the benefits

REDSG : Education and Training Working Group

<b>KPI 1:</b>	<b>Increased engagement of locals in education or work</b>
Measure 1	<b>Decrease Disengagement of 15-24yr olds (engagement increased)</b>
Baseline	14.8% (2016)
Target	9.6% (2021)
Interim target	Nil
Benchmark	Tasmania had a disengagement of 12.2% in 2016 and 11.9% in 2011 for 15-24yr olds an increase of 0.3%. Cradle Coast had 14.8% in 2016 and 13.9% in 2011. Australia has a disengagement percent of 9.6% in 2016 and 2011.
Source	<a href="https://profile.id.com.au/cradle-coast/disengagement-by-age">https://profile.id.com.au/cradle-coast/disengagement-by-age</a> Engagement in employment and education looks at the level of participation by age and sex of the population in the labour market, or full or part-time education. <a href="https://profile.id.com.au/tasmania/disengagement-by-age">https://profile.id.com.au/tasmania/disengagement-by-age</a>

<b>KPI 1:</b>	<b>Increased engagement of locals in education or work</b>
Measure 2	<b>Decrease Disengagement of 55-65yr olds (engagement increased)</b>
Baseline	39.1% (2016)
Target	37.1% (2021)
Interim target	Nil
Benchmark	Tasmania had a disengagement of 31.1% in 2016 and 41% in 2011 for 55-65yr olds a decrease of 3.9%. Cradle Coast had 39.1% in 2016 and 43.6% in 2011 a decrease of 4.5%. This is a total of 6246 possible additional workers in 2016 in the region. Australia has a disengagement percent of 34.1% in 2016 and 36.1% in 2011.
Source	<a href="https://profile.id.com.au/cradle-coast/disengagement-by-age">https://profile.id.com.au/cradle-coast/disengagement-by-age</a> Engagement in employment and education looks at the level of participation by age and sex of the population in the labour market, or full or part-time education. <a href="https://profile.id.com.au/tasmania/disengagement-by-age">https://profile.id.com.au/tasmania/disengagement-by-age</a>

<b>KPI 1:</b>	<b>Increased engagement of locals in education or work</b>
Measure 3	<b>% of adult Tasmanians (15-74yrs) with literacy skills at or above OECD Level 3</b>
Baseline	49.8% (2011)
Target	54% (2021)
Interim target	Nil
Benchmark	Australia had 53.6% of people at or above OECD Level 3 in 2011.
Source	ABS Statistics PIAAC 2011-12 <a href="https://www.abs.gov.au/AUSSTATS/abs@.nsf/Lookup/4228.0Main+Features12011-12?OpenDocument">https://www.abs.gov.au/AUSSTATS/abs@.nsf/Lookup/4228.0Main+Features12011-12?OpenDocument</a>

<b>KPI 2:</b>	<b>Increased qualifications of workforce</b>
Measure 1	<b>Number of local workers with a bachelor degree or diploma from university</b>
Baseline	23.7% (2016)
Target	27.2% (2021)
Interim target	Nil
Benchmark	Tasmania had 33% of people reporting a university qualification in 2016. Cradle Coast was 23.7% in the same year. This was an increase of 4.7% for Tasmania and 3.4% for Cradle Coast since 2011.
Source	<a href="https://economy.id.com.au/cradle-coast/workers-level-of-qualifications">https://economy.id.com.au/cradle-coast/workers-level-of-qualifications</a> Australian Bureau of Statistics, <u>Census of Population and Housing 2011</u> and 2016. <a href="https://economy.id.com.au/tasmania/workers-level-of-qualifications">https://economy.id.com.au/tasmania/workers-level-of-qualifications</a>

<b>KPI 2:</b>	<b>Increased qualifications of workforce</b>
Measure 2	<b>Number of local workers with a certificate I, II, or III</b>
Baseline	32.1% (2016)
Target	35% (2021)
Interim target	Nil
Benchmark	Tasmania had 28% of people reporting a technical qualification in 2016. Cradle Coast was 32% in the same year. This was an increase of 2% for Tasmania and 2% for Cradle Coast since 2011.

Source <https://economy.id.com.au/cradle-coast/workers-level-of-qualifications>  
 Australian Bureau of Statistics, Census of Population and Housing 2011 and 2016.  
<https://economy.id.com.au/tasmania/workers-level-of-qualifications>

### Responsibility for delivering the benefits

REDSG : Education and Training Working Group and Choose Cradle Coast Working Group

#### KPI 3: Reduction in skills shortages

Measure 1

##### No skills shortages reported in the health care sectors

Baseline Statewide difficulty recruiting Radiographers, Enrolled Nurses, Regional Shortage Physiotherapist, No Shortage Community Nurses (2018)

Target No difficulty recruiting health care staff, No shortage in nurses

Interim target No difficulty recruiting health care staff (2020)

**Tracking September 2019** **Statewide shortage Physiotherapist and Radiographers, No Shortage Community or Registered Nurses, Midwives (2019)**

Benchmark Tasmania currently is assessed as having difficulty recruiting allied health professional in regional areas.

Source Labour market ratings for skilled occupations assessed by the Department of employment, skills, small and family business through the [Survey of Employers who have Recently Advertised](#) (SERA).  
<https://docs.employment.gov.au/documents/ratings-summary-labour-market-analysis-skilled-occupations>

#### KPI 3: Reduction in skills shortages

Measure 2

##### No skills shortages reported in the construction sectors

Baseline Statewide shortage of mechanics and fitter and turners, construction workers (2018)

Target No shortage of mechanics or fitter and turners, construction workers

Interim target Difficulty recruiting mechanics, fitter and turners, construction workers

**Tracking September 2019** **Statewide shortage of Civil Engineering professionals, motor mechanics, metal trades, most construction trades and electricians.**

Benchmark Tasmania currently is assessed as having in regional areas.

Source Labour market ratings for skilled occupations assessed by the Department of employment, skills, small and family business through the [Survey of Employers who have Recently Advertised](#) (SERA).  
<https://docs.employment.gov.au/documents/ratings-summary-labour-market-analysis-skilled-occupations>

## BENEFIT 2: Improved Liveability and attractiveness of the region as a place to work and live

### Responsibility for delivering the benefits

REDSG : Choose Cradle Coast Working Group

#### KPI 4: Increased retention of priority population

Measure 1

##### Increased resident population

Baseline 111,003 (2016)

Target 114,774 (2021)

Interim target 111,273 (2017), 111,954 (2018), 113,073 (1%, 2019), 114,203 (1%, 2020)

**Tracking June 2020** **Estimated Resident Population is 113,775 (2020) 2.49% over 4 years**

Benchmark Cradle Coast resident population decreased from 2011 to 2016 by 3081 people, 2.7%. Tasmania's population increased from 2011 to 2016 by 6031 people, 1.2%.  
 The population estimate for Cradle Coast is 111273, 2017 and 111954, 2018 an increase of 270 and 681 respectively.

Source <https://profile.id.com.au/cradle-coast/population>  
 Australian Bureau of Statistics, Census of Population and Housing 2011 and 2016.  
<https://profile.id.com.au/tasmania/population>  
 Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0)  
<https://profile.id.com.au/cradle-coast/population-estimate>

<b>KPI 5:</b>	<b>Increased attraction of working age population</b>
Measure 1	<b>Increase in percentage of people aged 15-64 years</b>
	Baseline 61.5% (2017)
	Target 63.1% (2022)
	Interim target 61.5% (0% 2018), 61.8% (0.3% 2019), 62.1% (0.3% 2020), 62.6% (0.5% 2021), 63.1% (0.5% 2022)
	<b>Tracking 2019</b> <b>60.5% Cradle Coast, 62.5% Tasmania, 65.4% Australia</b>
	Benchmark Australia 65.7% in 2017. The region has decreased from 61.8 in 2016 by 0.3%. Since 2013 the region has decreased in working age population by 1% from 62.8%.
	Source ABS Census 2016 Data by Region SA4 West and North West <a href="https://itt.abs.gov.au/itt/r.jsp?RegionSummary&amp;region=604">https://itt.abs.gov.au/itt/r.jsp?RegionSummary&amp;region=604</a>

**Responsibility for delivering the benefits**  
Arts and Culture Working Group

<b>KPI 6:</b>	<b>Increased social participation</b>
Measure 1	<b>Total number of jobs in Creative Arts (as a proxy for increased participation in Arts and Culture)</b>
	Baseline 97 (2017/18)
	Target 156 (2022/23)
	Interim target (107, 2018/19, increase 10% on 2017/18) (117, 2019/20, increase 10% on 2018/19) (129, 2020/21, increase 10% on 2019/20) (142, 2021/22, increase 10% on 2020/21) (156, 2022/23, increase 10% on 2021/22)
	<b>Tracking 2019/20</b> <b>117, 2019/20 (increase of 20% since 2017/18)</b>
	Benchmark Tasmania rose by 52 jobs between 2016/17 to 2017/18 from 806 an increase of 6.5%, Cradle Coast rose by 9 jobs from 88 an increase of 10% in the same period. Cradle Coasts has risen by 33 jobs from 64 since 2012/13 an increase of 51%.
	Source <a href="https://economy.id.com.au/tasmania/employment-by-industry">https://economy.id.com.au/tasmania/employment-by-industry</a> National Institute of Economic and Industry Research (NIEIR) through profile id <a href="https://economy.id.com.au/cradle-coast/employment-by-industry">https://economy.id.com.au/cradle-coast/employment-by-industry</a>

### BENEFIT 3: Improved growth and resilience of the regional economy

**Responsibility for delivering the benefits**  
Regional Economic Development Steering Group

<b>KPI 7:</b>	<b>Increased local employment</b>
Measure 1	<b>Increased labour force participation rate</b>
	Baseline 53.6% (2018)
	Target 58% (2022)
	Interim target
	<b>Tracking Jan 2021</b> <b>55.1% (Cradle Coast) rose by 1.5%, Tasmania (61%) rose by 3%</b>
	Benchmark Greater Hobart had a labour force participation rate of 58% in 2016. Tasmania has a labour force participation rate of Cradle Coast has increased its number of unemployed from 7.0% to 7.7% since 2011 to 2016.
	Source <a href="https://profile.id.com.au/cradle-coast/employment-status">https://profile.id.com.au/cradle-coast/employment-status</a> Australian Bureau of Statistics, <u>Census of Population and Housing</u> 2011 and 2016. Compiled and presented by .id, the population experts. <a href="https://lmip.gov.au/maps.aspx?layer=LabourForceRegions&amp;region=WestandNorthWest">https://lmip.gov.au/maps.aspx?layer=LabourForceRegions&amp;region=WestandNorthWest</a> Labour Market Information Portal, ABS Labour Force Survey. All statistics are 12-month averages of original data.

<b>KPI 8:</b>	<b>Increased household income</b>
Measure 1	<b>Decrease in % of households that are low income</b>
	Baseline 26.2% (2016)
	Target 24% (2022)
	Interim target 25% (2020)
	Benchmark Cradle Coast had 11,431 households or 26.2% in the low-income category. Tasmania had 23.9% of households in the low-income category (less than

Source \$650/per week) in 2016. Newstart allowance in 2019 is \$504.70 a week for a household of two people. The number of households in the medium lowest income level has been increasing at the greatest rate over the last 5 years, while low income levels have been increasing in total number.  
<https://profile.id.com.au/cradle-coast/household-income?BMID=40>  
 Australian Bureau of Statistics, Census of Population and Housing 2011 and 2016. Compiled and presented by .id, the population experts.

### Responsibility for delivering the benefits

REDSG: Business Network Working Group

#### KPI 9: Increase in total no. of businesses

Measure 1

##### Total no. of Businesses

Baseline 7843 (2018)

Target 8242 (2023)

Interim target (7921, 2019, increase 1.0% on 2018)

(8000, 2020, increase 1.0% on 2019)

(8080, 2021, increase 1.0% on 2020)

(8160, 2022, increase 1.0% on 2021)

(8242, 2023, increase 1.0% on 2022)

**Tracking 2020 8044 2020 (increase of 2.5% since 2018 Cradle Coast), 40744 (increase of 8.3% Tasmania)**

Benchmark Tasmania rose by 567 businesses between 2017 and 2018 from a total of 37628 which is an increase of 1.5%. Cradle Coast declined by 2 from a total of 7845, a decrease of 0.02% in the same period. Since 2014 Cradle Coast has increased by 80 businesses from 7763 since 2018, an increase of 1%.

<https://economy.id.com.au/tasmania/number-of-businesses-by-industry>

Source Australian Bureau of Statistics, Counts of Australian Businesses, including Entries and Exits, 2016 to 2018

<https://economy.id.com.au/cradle-coast/number-of-businesses-by-industry>

### Responsibility for delivering the benefits

Regional Economic Development Steering Group

#### KPI 10: Increased jobs in key sectors underpinning our performance

Measure 1

##### Total employment in the mining industry

Baseline 2351 (2017/18)

Target 2468 (2022/23), increase of 5%

**Tracking 2019/20 1862 (Cradle Coast decrease of 20% since 2017/18) loss of 488 jobs over two years**

Benchmark Tasmania rose by 448 jobs between 2017/2018, an increase of 13%. Cradle Coast rose by 240 jobs an increase of 12% in the same period. Cradle Coast has dropped 676 jobs in mining since 2012/13.

<https://economy.id.com.au/tasmania/employment-by-industry>

Source National Institute of Economic and Industry Research (NIEIR) through profile id, NIEIR-ID data are adjusted each year, using updated employment estimates. Each release may change previous years' figures.

<https://economy.id.com.au/cradle-coast/employment-by-industry>

#### KPI 10: Increased jobs in key sectors underpinning our performance

Measure 2

##### Total employment in the manufacturing industry

Baseline 4896 (2017/18)

Target 5193 (2021/22)

**Tracking 2019/20 4838 (Cradle Coast decrease by 48 jobs over two years)**

Benchmark Tasmania declined by 555 jobs between 2017/2018 which is a decrease of 3%. Cradle Coast decreased by 343 jobs a decrease of 6.2% in the same period. Cradle Coast had a decline of 728 jobs in manufacturing since 2012/13, 12%.

<https://economy.id.com.au/tasmania/employment-by-industry>

Source National Institute of Economic and Industry Research (NIEIR) through profile id, NIEIR-ID data are adjusted each year, using updated employment estimates. Each release may change previous years' figures.

<https://economy.id.com.au/cradle-coast/employment-by-industry>



<b>KPI 10:</b>	<b>Increased jobs in key sectors underpinning our performance</b>
Measure 3	<b>Total employment in the agriculture, forestry and aquaculture industries</b>
	Baseline 3917 (2017/18)
	Target 4115 (2022/23)
	Interim target (3995, 2020, increase 2% on 2017/18) (4034, 2021, increase 1% on 2020/21) (4074, 2022, increase 1% on 2021/22) (4115, 2023, increase 1% on 2022/23)
	<b>Tracking 2019/20</b> 4614 (Cradle Coast increase of 697 jobs (17.8%) over two years)
	<b>Benchmark</b> Tasmania declined by 38 jobs between 2017/2018 from a total of 13498 which is an decrease of 0.28%. Cradle Coast decreased by 95 jobs from 4221 a decrease of 2.25% in the same period. Cradle Coast has increased 496 jobs in agriculture since 2012/13, 13%. <a href="https://economy.id.com.au/tasmania/employment-by-industry">https://economy.id.com.au/tasmania/employment-by-industry</a>
	<b>Source</b> <a href="https://economy.id.com.au/cradle-coast/employment-by-industry">National Institute of Economic and Industry Research (NIEIR) through profile id https://economy.id.com.au/cradle-coast/employment-by-industry</a>
<b>Responsibility for delivering the benefits</b>	
REDSG: Renewable Energy Working Group	

<b>KPI 10:</b>	<b>Increased jobs in key sectors underpinning our performance</b>
Measure 4	<b>No reduction in Energy jobs</b>
	Baseline 206 (2017/18)
	Target 206 (2022/23)
	Interim target (\$44.2M, 2021/22, 0%)
	<b>Tracking 2019/20</b> 203 (Cradle Coast)
	<b>Benchmark</b> Cradle Coast declined by 59 jobs between 2017/2018 and 2012/13 from a total of 178 which is a decrease of 33%. Tasmania decreased by 210 jobs from 4301 a decrease of 4.9% in the same period. Cradle Coast has decreased 12 jobs in electricity supply since 2016/17, 6.3%. <a href="https://economy.id.com.au/tasmania/employment-by-industry">https://economy.id.com.au/tasmania/employment-by-industry</a>
	<b>Source</b> <a href="https://economy.id.com.au/cradle-coast/employment-by-industry">National Institute of Economic and Industry Research (NIEIR) through profile id, NIEIR-ID data are adjusted each year, using updated employment estimates. Each release may change previous years' figures. https://economy.id.com.au/cradle-coast/employment-by-industry</a>

<b>KPI 10:</b>	<b>Increased jobs in key sectors underpinning our performance</b>
Measure 5	<b>Value added by the energy industry remains the same</b>
	Baseline \$66.8M (2017/18) electricity sector
	Target Value (2022/23)
	Interim target (\$66.8M, 2018/19, 0%)
	<b>Tracking</b> \$61.9M, 2019/20 a decline of \$4.9M over two years (7.3%)
	<b>Benchmark</b> Cradle Coast value added was \$63.6M in 2016/17. Tasmania value added for the electricity sector was \$723.3M in 2019/20, \$713.5M in 2016/17 and \$792.7M in 2018/19. a decrease of 11.7% in the same period. Since 2012/13 the drop has been \$27.4M.
	<b>Source</b> Value-added is a measure of the economic contribution of each industry to the area. It is the best measure of the economic size of an industry sector. Value-add is defined as the value of sales generated by each industry, minus the cost of its inputs to production (including labour, materials, services purchased, depreciation etc.). <a href="https://economy.id.com.au/cradle-coast/industry-sector-analysis">https://economy.id.com.au/cradle-coast/industry-sector-analysis</a> National Institute of Economic and Industry Research (NIEIR) ©2018 <a href="https://economy.id.com.au/tasmania/industry-sector-analysis">https://economy.id.com.au/tasmania/industry-sector-analysis</a>

**Responsibility for delivering the benefits**  
REDSG: Events Working Group

<b>KPI 10:</b>	<b>Increased jobs in key sectors underpinning our performance</b>
Measure 6	<b>Total employment in the tourism industry (as a proxy for events jobs)</b>
	Baseline 3049 (2016)
	Target 4084 (2022)
	Interim target 3201 (2017), 3361 (2018), 3529 (2019), 3705 (2020), 3890 (2021), 4084 (2022)
	<b>Tracking 2018/19</b> 2338 Direct Employment total, 2017/18 2342, change of 4 jobs (7% of jobs)
	<b>Benchmark</b> Tasmania is increasing at 5% in tourism jobs from 16255 in 2016/17 to 17137 in 2017/18 and has grown by 20% since 2012/13. Cradle Coast had 3049 workers



Source	<p>in tourism and hospitality in 2016. 7.2% of the workers in all of Tasmania are in the Cradle Coast.</p> <p><a href="https://economy.id.com.au/cradle-coast/tourism-workforce">https://economy.id.com.au/cradle-coast/tourism-workforce</a>  <a href="https://economy.id.com.au/cradle-coast/tourism-value?sEndYear=2018">https://economy.id.com.au/cradle-coast/tourism-value?sEndYear=2018</a>          Australian Bureau of Statistics, <u>Census of Population and Housing 2016</u>  <a href="https://economy.id.com.au/tasmania/tourism-value">https://economy.id.com.au/tasmania/tourism-value</a>          National Institute of Economic and Industry Research (NIEIR) ©2016</p>
--------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

#### Responsibility for reporting on the benefits

Reporting	<p>REDSG          July 2019          Annually          July 2023</p>
Data availability	<p>Economic indicators on profile id are available for 2018/19 on XXXX updated from NIER annually          Australian Bureau of Statistics, <u>Census of Population and Housing</u> will be available in 2021 through profile id in 2022.          The OECD proposes to conduct the PIAAC survey internationally every ten years. The next PIAAC survey is therefore proposed to be conducted in 2021.</p>
Responsibility for reporting	<p>Cradle Coast Authority</p>

#### Other Information

Secondary school enrolments and completions is not a good measure as it largely reflects population growth in this age group which is decreasing – not choice or otherwise to go on with further education. Tasmania overall had an enrolment of 8226 in secondary schools in 2019 with an increase of 0.7% from 2018. Cradle Coast has decreased in enrolments since 2018 by 6.4% from 1940. Since 2016 Cradle Coast has its enrolments drop by 41 from 1856, 2.2%. The population of 15-19yrs olds dropped by 9.6% during this time on the Cradle Coast.

<https://www.education.tas.gov.au/about-us/our-department/plans-reports-statistics/>  
<https://documentcentre.education.tas.gov.au/Documents/DoE-Annual-Key-Dataset-2019.pdf>