Key Points Today

• Context of Geelong region
• Dynamics of SMEs in region
• Broader economic development setting
• Skilling the current and future workforce
Brief Overview – Geelong Region

- Traditionally majority of employment in Geelong region came from small number of major employers, Ford, Shell, Alcoa, Godfrey Hirst, Government instrumentalities e.g. SEC
- Apart from TAC there has not been any new large employers introduced into region
- Some growth in existing major employers e.g. Deakin University, Barwon Health, The Gordon but majority have decreased
- Skilling the current and future workforce
SMEs in the Geelong Region

• In the Geelong region SMEs are seen as the driver for the future employment growth

• Estimated 60% of employment in Geelong region is from SMEs and this % to increase

• Whilst need different strategies for skills development for SMEs, also need to address by industry sectors and “big picture” strategies

• Skilling workforce and job creation strategies should be aligned and linked as an example
Engaging SMEs in Skilling Their Workforce

- Compelling value proposition of training must be demonstrated
- Focus on longer term skills needs as important as current/just in time
- Utilise available funding
  - Victorian Training Guarantee
  - Other govt programs
- The Gordon invests in resources to assist SMEs
  - Business Development managers and other roles
  - Initiatives such as Gordon Recognises Geelong
  - Lock in as strategic priority
- Peak bodies important
Skilling the SME workforce

• Current
  • Geelong region’s qualifications below national average (key factor is traditional industries)
  • Must be addressed to meet needs of SMEs

• Future and Pipeline
  • % of Year 12 completers participating in further education below State average
  • Again must be addressed
  • Critical link to retaining this group in region
Discussion Starter

• Snapshot only and multitude of other items to be addressed such as:
  • employability skills, mobility of workforce, student needs and industry dynamics
• SMEs will assist in getting balance of private/public employment right in the region
• To a significant extent SMEs will be a key to the economic and social development of this region
• Underpinning this is a skilled workforce to support their growth