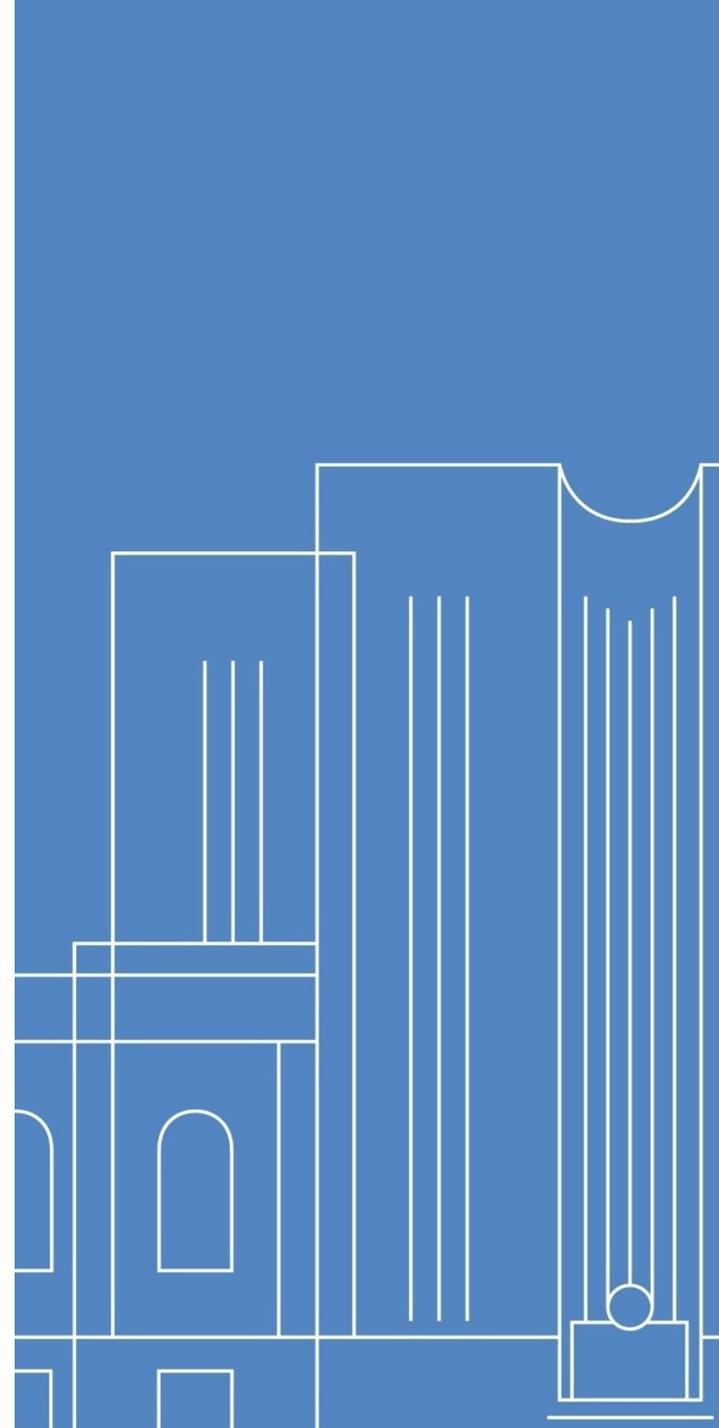


SEGRA Conference

Spotlight Session
25 October 2011

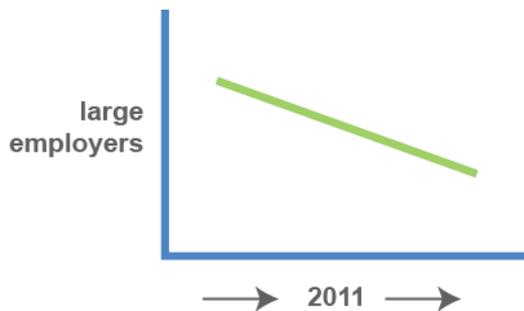
Presented by:
Grant Sutherland
CEO, The Gordon



Key Points Today

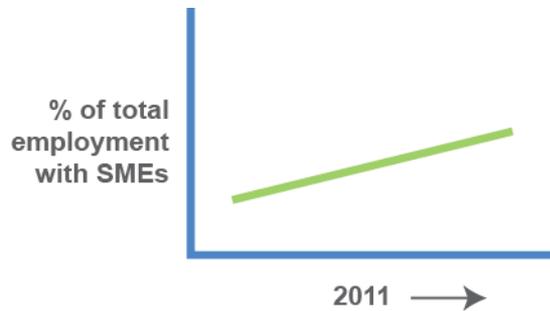
- Context of Geelong region
- Dynamics of SMEs in region
- Broader economic development setting
- Skilling the current and future workforce

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