2023

CITY OF CASEY

STRATEGIC SECTORS ROUNDTABLE REPORT

BACKING BUSINESS IN CASEY | City of Casey

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EXECUTIVE SUMMARY

This report provides an overview of the economic landscape in the City of Casey based on the Economic Development Strategy 2021-25. The strategy identifies "Strategic Sectors" as the existing four strongest sectors in Casey in terms of job numbers and output. However, these sectors are predominantly strong because they serve the local population. As the population growth stabilises, there is a risk that these sectors might face challenges in innovation and adaptability. Hence, the purpose of this report is to explore strategies to help these sectors pivot and sustain growth beyond the current population dynamics.

To gather community insight, roundtable sessions were conducted, involving representatives from academia, government, industry bodies, businesses, thought leaders, and start-ups. Anticipated changes in population growth, skills shortages, infrastructure gaps, governance fragmentation, and technological advancements require adaptive strategies. The region faces challenges in aligning skilled residents with the local economy and addressing infrastructure needs.

However, technological advancements offer opportunities for innovation and flexible work arrangements.

Strategic risks include the need for job growth, non-V-shaped recovery, limited job choices for workers, and dependence on higher levels of government. Partnerships, innovative funding, and knowledge sharing are essential to address deficits and support businesses.

The industries selected for analysis in this report are Construction, Healthcare and Social Assistance, Retail and Hospitality, and Education and Training. These industries were chosen based on their significant contributions to the local economy and their potential for growth and development in the City of Casey.

The Construction industry was included due to its substantial employment numbers, with over 13,000 individuals working in this sector. It plays a crucial role in infrastructure development and contributes to the overall economic activity in the region.

Additionally, the Construction industry presents opportunities for job creation, attracting investment, and supporting local businesses.

The Healthcare and Social Assistance sector was identified for analysis due to its growing importance, particularly in light of the COVID-19 pandemic. With over 14,000 employees, this sector represents a significant portion of the local workforce. It offers essential services and contributes to the well-being of the community. Understanding the challenges and opportunities within this sector is crucial for supporting its growth and ensuring access to quality healthcare services.

The Retail and Hospitality industry is another vital sector in the City of Casey. With nearly 20,000 employees, it contributes significantly to employment and economic activity. This sector encompasses a wide range of businesses, including retail stores, restaurants, hotels, and tourism-related activities, crucial for enhancing the visitor experience, promoting local businesses, and fostering economic growth.

Lastly, the Education and Training sector was selected due to its role in developing a skilled workforce and supporting lifelong learning. With over 12,000 employees, this sector plays a vital role in providing educational opportunities and training for individuals of all ages. It contributes to the region's human capital development and has the potential to drive innovation and economic growth.

By examining these industries in detail, we can gain valuable insights into their unique characteristics, challenges, and opportunities. This knowledge will enable the City of Casey to develop targeted strategies and initiatives that support their growth, attract investment, and enhance the overall economic vitality of the region. Collaborative decision-making and incorporating insights from the roundtable sessions will be crucial in achieving post-pandemic recovery and sustainable growth, with a focus on inclusive and innovative approaches to economic development.

City of
Casey

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METHODOLOGY & PROCESS

Note: All recommendations contained in this report are for the sole purpose of further consideration and feasibility assessment by Council, and in no way represent a commitment to the proposed programs and support initiatives.

Introduction:

The City of Casey employed an inclusive approach to gather insights from key stakeholders through focus group roundtables. This methodology fostered collaboration and facilitated a deep understanding of industry challenges, opportunities, and emerging trends.

The methodology and process highlights include:

Industry Selection:

Identified strategic industries aligned with the recommendations from our Economic Development Strategy 2021-25.

Utilised economy.id research for economic insights and growth potential.

Contributor Selection:

Ensured representation from diverse entities: government, academia, thought leaders, industry groups, businesses (large, mid-sized, small, start-ups), and community representatives.

Selected contributors based on their expertise, industry knowledge, and unique insights.

Interview Process:

Engaged contributors through :

- Group roundtable sessions;
- One-on-one onsite interviews;
- Phone, email, video conference

Facilitated dynamic interactions, idea exchange, and confidential feedback.

Key Questions:

Explored industry-specific challenges, opportunities, and emerging trends.

- What are the biggest challenges faced by your industry right now?
- What are the biggest opportunities within your industry?
- What emerging trends do you expect to see in the coming years?

Report Generation:

Synthesized insights into a comprehensive report and organised findings to highlight industry-specific insights and actionable recommendations.

Developed evidence-based strategies to drive economic development.

CONSTRUCTION INDUSTRY

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CONSTRUCTION INDUSTRY / OVERVIEW

The construction industry plays a pivotal role in the economic development of the City of Casey. It encompasses a wide range of activities, including residential and commercial construction, infrastructure development, and renovation projects. This report provides an in-depth analysis of the construction industry, focusing on its challenges, opportunities, emerging trends, and recommendations for economic development strategies.

13231
TOTAL EMPLOYMENT

79.4%
MALE DOMINATED

68.2%
AGED 25-54

27.2%
MIGRANT WORKFORCE

All data compiled from 21/22 updates available at https://economy.id.com.au/casey and https://profile.id.com.au/casey

The Construction industry represents a significant portion of the region's employment, making it a crucial contributor to the local workforce. The majority of employees in the industry are engaged in full-time positions, indicating a stable employment environment. The high percentage of males in the industry highlights the need for diversity and gender equality initiatives to promote inclusivity and equal opportunities. The industry's dominance in the 25-54 age group suggests a need for strategies to attract and retain younger workers and promote career development opportunities. The presence of a significant migrant workforce indicates the industry's ability to offer employment opportunities to individuals from diverse backgrounds.

CONSTRUCTION INDUSTRY / CHALLENGES

Question: What are the biggest challenges faced by your industry right now?

1 Skilled Labour Shortage: Difficulty in attracting and retaining skilled workers, leading to project delays and increased labour costs.

2 Regulatory Compliance: Navigating complex regulations and compliance requirements, which can be time-consuming and costly for construction firms.

3 Rising Material Costs: Fluctuating material prices pose challenges in budgeting and cost management for construction projects.

4 Infrastructure Constraints: Limited infrastructure capacity, including transportation and utilities, affecting project logistics and efficiency.

5 Project Financing: Accessing adequate financing options for large-scale construction projects, particularly for small and medium-sized enterprises.

6 Environmental Sustainability: Meeting sustainability standards and incorporating green building practices while managing project costs.

7 Technology Adoption: Adapting to rapidly evolving construction technologies and integrating digital tools for improved project management and efficiency.

8 Project Delays and Disruptions: Dealing with unforeseen events, such as adverse weather conditions, labour disputes, and supply chain disruptions.

9 Safety and Risk Management: Ensuring strict adherence to safety regulations and managing risks associated with construction projects.

10 Stakeholder Collaboration: Enhancing collaboration among stakeholders, including government bodies, contractors, and local communities, to streamline project delivery.

CONSTRUCTION INDUSTRY / OPPORTUNITIES

Question: What are the biggest opportunities within your industry?

1 **Infrastructure Development:** Leveraging government initiatives and investment to stimulate economic growth and create employment opportunities.

2 **Affordable Housing:** Addressing the demand for affordable housing through innovative construction methods and partnerships with housing authorities.

3 **Sustainability and Energy Efficiency:** Capitalising on the growing demand for sustainable and energy-efficient buildings by adopting green construction practices.

4 **Digital Transformation:** Embracing technology solutions such as Building Information Modelling (BIM), drones, and automation to improve project efficiency and productivity.

5 **Modular Construction:** Exploring off-site construction techniques to accelerate project timelines, reduce costs, and minimise environmental impact.

6 **Smart Cities Integration:** Integrating smart technologies in construction projects to create intelligent and connected urban environments.

7 **Collaborative Procurement:** Establishing partnerships and collaborations with industry stakeholders to optimise procurement processes and costs.

8 **Workforce Development:** Investing in training and upskilling programs to address the skilled labour shortage.

9 **Public-Private Partnerships:** Encouraging collaboration between the public and private sectors to leverage combined resources.

10 **Mental Health Support:** Providing resources to assist companies with the support of mental health services.

CONSTRUCTION INDUSTRY / EMERGING TRENDS

Question: What emerging trends do you expect to see in the coming years?

1 **Prefabrication and Modular Construction:** Growing adoption of off-site construction methods to enhance efficiency, reduce costs, and improve quality.

2 **Building Information Modelling (BIM):** Increasing use of BIM technology for better project coordination, visualisation, and data management.

3 **Sustainability and Green Building:** Integration of sustainable practices, renewable energy solutions, and environmentally friendly materials in construction projects.

4 **Robotics and Automation:** Utilisation of robotics and automation technologies for tasks such as bricklaying, 3D printing, and autonomous machinery.

5 **Virtual Reality (VR) and Augmented Reality (AR):** Application of VR and AR for design visualisation, safety training, and project monitoring.

6 **Data Analytics and Predictive Modelling:** Utilising data analytics and predictive modelling to optimise project planning, risk assessment, and decision-making.

7 **3D Printing in Construction:** Advancements in 3D printing technology enabling the construction of complex structures and components.

8 **Internet of Things (IoT):** Integration of IoT devices for real-time monitoring of construction sites, equipment, and worker safety.

9 **Green Infrastructure:** Incorporation of green roofs, rainwater harvesting systems, and urban green spaces in construction projects.

10 **Collaborative Project Delivery:** Adoption of collaborative project delivery methods, such as Integrated Project Delivery (IPD) and Design-Build, to enhance project outcomes and stakeholder engagement.

CONSTRUCTION INDUSTRY / RECOMMENDATIONS

Note: All recommendations contained in this report are for the sole purpose of further consideration and feasibility assessment by Council, and in no way represent a commitment to the proposed programs and support initiatives.

FACILITATE

Streamline Permitting and Approval Processes: Simplify and expedite the permitting and approval procedures to reduce delays and encourage investment in construction projects.

Develop Partnerships with Industry Associations: Collaborate with industry associations and professional bodies to provide guidance, support, and training opportunities for construction businesses.

Establish a Construction Resource Centre: Create a dedicated resource centre that offers information, resources, and advisory services to assist construction businesses in navigating regulations, accessing funding, and adopting innovative practices.

ADVOCATE

Advocate for Infrastructure Investment: Advocate for increased infrastructure investment at the state and federal levels to support the growth of the construction industry and stimulate economic development.

Promote Sustainable Construction Practices: Advocate for sustainability standards and incentivise the adoption of green building practices through awareness campaigns and policy initiatives.

Support Skills Development Programs: Advocate for funding and support for skills development programs that address the labour shortage and upskill the construction workforce.

DELIVER

Foster Innovation and Technology Adoption: Encourage the integration of advanced construction technologies, such as BIM, robotics, and IoT, by providing resources, training, and incentives to construction businesses.

Promote Collaboration and Networking: Organise industry events, networking sessions, and knowledge-sharing platforms to facilitate collaboration among construction professionals, government agencies, and stakeholders.

Facilitate Access to Financing: Collaborate with financial institutions and government agencies to provide accessible financing options and incentives for construction projects, particularly for small and medium-sized enterprises.

SECTOR REPORT

HEALTHCARE INDUSTRY

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HEALTHCARE & SOCIAL SERVICES INDUSTRY / OVERVIEW

The healthcare and social services industry plays a vital role in the well-being and quality of life of residents in the City of Casey. This report provides a comprehensive analysis of the healthcare and social services industry, highlighting its significance, challenges, opportunities, emerging trends, and recommendations for economic development strategies.

14940	**84.5%**	**72.1%**	**47.5%**
TOTAL EMPLOYMENT	**FEMALE DOMINATED**	**AGED 25-54**	**MIGRANT WORKFORCE**

All data compiled from 21/22 updates available at https://economy.id.com.au/casey and https://profile.id.com.au/casey

The Healthcare and Social Assistance sector represents a significant portion of the region's employment, reflecting the importance of healthcare services and support in the community. The high percentage of full-time employment within the sector indicates stable job opportunities and potential for career advancement. The sector is predominantly female, highlighting the crucial role women play in healthcare and social assistance professions. Continued efforts to support gender equality and leadership opportunities should be celebrated. The dominance of the 25-54 age group suggests the need for targeted recruitment and retention strategies to address potential labour shortages as the population ages. The significant migrant workforce in the sector showcases the industry's ability to attract and provide opportunities for individuals from diverse cultural backgrounds.

HEALTHCARE & SOCIAL SERVICES INDUSTRY / CHALLENGES

Question: What are the biggest challenges faced by your industry right now?

1 **Healthcare Workforce Shortages:** Difficulty in recruiting and retaining qualified healthcare professionals, resulting in increased workloads and strain on existing staff.

2 **Aging Population:** Addressing the healthcare needs of an aging population, including chronic disease management and long-term care services.

3 **Healthcare Costs:** Managing the rising costs of healthcare services and ensuring accessibility and affordability for all residents.

4 **Mental Health Services:** Meeting the increasing demand for mental health services and addressing the gaps in service availability and resources.

5 **Technology Integration:** Integrating healthcare technologies, such as electronic health records and telemedicine, while ensuring data privacy and security.
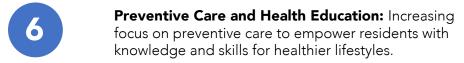
6 **Socio-economic Disparities:** Addressing the health disparities faced by lower socio-economic communities and need for wellbeing initiatives.

7 **Infrastructure and Facility Upgrades:** Modernising healthcare facilities, expanding capacity, and ensuring adequate infrastructure to meet increased demand.

8 **Community Health Promotion:** Implementing effective health promotion initiatives and preventive care programs to improve community health outcomes.

9 **Coordination of Care:** Enhancing collaboration among healthcare providers, social service agencies, and community organisations.

10 **Funding and Financial Sustainability:** Securing adequate funding for healthcare and social service programs, optimising resource allocation, and exploring innovative funding models.

HEALTHCARE & SOCIAL SERVICES INDUSTRY / OPPORTUNITIES

Question: What are the biggest opportunities within your industry?

1 **Health Innovation Hub:** Establishing a hub to foster collaboration between providers, researchers, and technology companies, driving innovation in healthcare delivery.

2 **Aged Care Services Expansion:** Expanding aged care services, including home care, assisted living facilities, and specialised dementia care.

3 **Telehealth and Remote Care:** Expanding telehealth services and remote care options to improve access to healthcare, especially in rural and remote areas.

4 **Mental Health Support:** Investing in mental health services and initiatives, including early intervention programs, counselling services, and community mental health centres.

5 **Subsidised Care:** Government subsidy for lower socio-economic communities to provide accessible preventative care plans.

6 **Preventive Care and Health Education:** Increasing focus on preventive care to empower residents with knowledge and skills for healthier lifestyles.

7 **Health Technology Adoption:** Encouraging the adoption of technologies such as wearable devices to support preventive care.

8 **Allied Health Services Expansion:** Supporting the growth of allied health services to meet the diverse healthcare needs of the community.

9 **Community Health Collaborations:** Facilitating collaborations between healthcare providers, social service agencies, schools, and community organisations.

10 **Age-Friendly Communities:** Creating age-friendly communities that promote active aging, social engagement, and access to healthcare and social services for older adults.

HEALTHCARE & SOCIAL SERVICES INDUSTRY / EMERGING TRENDS

Question: What emerging trends do you expect to see in the coming years?

1 **Digital Health Transformation:** Accelerated adoption of digital health technologies, such as electronic health records, telemedicine, and mobile health applications.

2 **Personalised Medicine:** Advancements in precision therapies, enabling tailored treatments based on an individual's genetic makeup and health characteristics.

3 **Population Health Management:** Shift towards population health management approaches that focus on preventive care, chronic disease management, and health promotion.

4 **Artificial Intelligence (AI) in Healthcare:** Utilisation of AI algorithms and machine learning to improve diagnostics, treatment planning, and predictive analytics in healthcare.

5 **Value-Based Care Models:** Transition from fee-for-service models to value-based care models that incentivise healthcare providers based on patient outcomes and quality of care.

6 **Community-Based Care:** Emphasis on community-based care models that bring services closer to the community, including home-based care and community centres.

7 **Social Determinants of Health:** Recognition of the impact of social determinants on health outcomes, leading to greater integration of social services with healthcare.

8 **Collaborative Care Teams:** Adoption of interdisciplinary care teams, involving healthcare professionals, social workers, psychologists, and community health workers.

9 **Data Analytics and Predictive Modelling:** Utilisation of data analytics and predictive modelling to identify health trends and optimise resource allocation.

10 **Health Equity and Cultural Competency:** Focus on health equity and cultural competency in healthcare delivery to address disparities and provide inclusive care to diverse populations.

HEALTHCARE & SOCIAL SERVICES INDUSTRY / RECOMMENDATIONS

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FACILITATE

Establish a Healthcare Workforce Development Program: Collaborate with educational institutions and healthcare providers to develop programs that address healthcare workforce shortages and enhance skill development.

Create an Aging-in-Place Initiative: Develop policies and programs to support aging in place, including home care services, age-friendly infrastructure, and community engagement for older adults.

Foster Public-Private Partnerships: Facilitate partnerships between public and private healthcare providers to enhance service capacity, improve infrastructure, and leverage resources.

ADVOCATE

Advocate for Increased Healthcare Funding: Advocate for increased funding for healthcare and social services at the local, state, and federal levels to support the industry's growth and meet community needs.

Promote Health Equity: Advocate for policies and initiatives that address health disparities, promote health equity, and ensure culturally responsive healthcare services for all residents.

Support Research and Innovation: Advocate for research funding and collaboration opportunities to support healthcare research, innovation, and technology adoption in the City of Casey.

DELIVER

Promote Integrated Care Models: Facilitate the adoption of integrated care models, such as accountable care organisations (ACOs) and care coordination platforms, to enhance care continuity and patient outcomes.

Enhance Digital Health Infrastructure: Invest in robust digital health infrastructure, including interoperable electronic health records and telehealth platforms, to support the delivery of virtual care and enhance patient experiences.

Strengthen Community Health Partnerships: Foster collaborations between healthcare providers, social service agencies, and community organisations to address social determinants of health, promote preventive care, and improve population health outcomes.

SECTOR REPORT

RETAIL & HOSPITALITY

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RETAIL & HOSPITALITY INDUSTRY / OVERVIEW

The retail and hospitality industry plays a crucial role in the economic growth and vibrancy of the City of Casey. This report provides an in-depth analysis of the retail and hospitality industry, highlighting its significance, challenges, opportunities, emerging trends, and recommendations for economic development strategies.

19438
TOTAL EMPLOYMENT

57.4%
FEMALE DOMINATED

54.2%
AGED 15-24

29.6%
MIGRANT WORKFORCE

All data compiled from 21/22 updates available at https://economy.id.com.au/casey and https://profile.id.com.au/casey

The Retail and Hospitality sector represents a significant portion of the region's employment, reflecting the importance of the industry in providing goods and services and supporting tourism. The majority of employees in the sector work full-time, indicating a significant number of stable job opportunities. The industry has a relatively high percentage of female employees, showcasing the sector's contribution to female employment and economic empowerment. The dominance of the 15-24 age group suggests the sector's role in providing entry-level and part-time job opportunities for younger individuals. It also presents an opportunity to develop youth employment strategies and support their career progression. The significant migrant workforce indicates the industry's ability to provide employment opportunities to individuals from diverse cultural backgrounds, contributing to cultural diversity and inclusion.

RETAIL & HOSPITALITY INDUSTRY / CHALLENGES

Question: What are the biggest challenges faced by your industry right now?

1 **Changing Consumer Preferences:** Adapting to evolving consumer preferences and demands, including the rise of online shopping and the demand for unique experiences.

2 **Workforce Availability and Retention:** Addressing labour shortages, attracting and retaining skilled workers, and providing competitive wages and benefits.

3 **Rising Operational Costs:** Managing increasing costs of rent, utilities, and supplies, while maintaining affordable pricing for consumers.

4 **Competing with E-commerce:** Navigating the competition from online retailers and finding innovative ways to differentiate and add value.

5 **Reliance on third party providers:** Services such as UberEATS and Menulog are cost prohibitive and remove direct engagement with consumers.

6 **Regulatory Compliance:** Adhering to complex regulations, including licensing, permits, health and safety standards, and changing labour laws.

7 **Supply Chain Disruptions:** Mitigating the impact of supply chain disruptions, such as transportation delays, inventory shortages, and global trade uncertainties.

8 **Changing Retail Landscape:** Adapting to the changing retail landscape, including the growth of omni-channel retailing and experiential retail.

9 **Rising Customer Expectations:** Meeting elevated customer expectations for personalised service and convenience

10 **Sustainability and Environmental Concerns:** Addressing sustainability issues, such as reducing waste, implementing eco-friendly practices, and responding to consumer demand for sustainable products.

RETAIL & HOSPITALITY INDUSTRY / OPPORTUNITIES

Question: What are the biggest opportunities within your industry?

1 **Local Artisan and Specialty Retail:** Promoting and supporting local artisans, independent retailers, and specialty stores to offer unique products and experiences.

2 **E-commerce Integration:** Developing robust online platforms and leveraging e-commerce strategies to complement brick-and-mortar operations.

3 **Tourism and Events Collaboration:** Collaborating with tourism organisations and event planners to attract visitors, host events, and increase footfall in retail and hospitality.

4 **Food and Beverage Innovation:** Encouraging culinary innovation, diverse dining experiences, and fostering partnerships between local producers and restaurants.

5 **Experiential Retail Concepts:** Creating immersive and experiential retail environments that engage customers through interactive displays, pop-up shops, etc.

6 **Destination Marketing:** Collaborating with local businesses, tourism agencies, and influencers to promote the City of Casey as a destination.

7 **Sustainable Practices:** Implementing sustainable practices, such as supporting sustainable sourcing, to attract environmentally conscious consumers.

8 **Retail Technology Adoption:** Embracing technological advancements, such as personalised marketing, to enhance customer experiences.

9 **Collaboration with Local Institutions:** Collaborating to provide training programs, apprenticeships, and internships to develop a skilled workforce.

10 **Diversification of Retail Offerings:** Encouraging a diverse retail mix by attracting national and international retailers, supporting local entrepreneurs, and fostering innovation in retail concepts.

RETAIL & HOSPITALITY INDUSTRY / EMERGING TRENDS

Question: What emerging trends do you expect to see in the coming years?

1 **Omnichannel Retailing:** Integration of online and offline channels to provide seamless shopping experiences and meet customer expectations.

2 **Personalisation and Customisation:** Leveraging data analytics to personalise product offerings and tailor experiences based on individual preferences.

3 **Contactless Payments and Digital Wallets:** Increasing adoption of contactless payment options and digital wallets for convenience and safety.

4 **Sustainability and Ethical Consumption:** Growing demand for sustainable and ethically sourced products, driving retailers to adopt sustainable practices and transparent supply chains.

5 **Virtual Experiences and Augmented Reality:** Utilising augmented reality and virtual reality technologies to enhance product visualisation and offer virtual shopping experiences.

6 **Rise of Food Delivery Services:** Increasing popularity of food delivery services, prompting restaurants and cafes to adapt their operations

7 **Social Media Influencer Marketing:** Utilisng social media influencers and online platforms to drive brand awareness, engagement, and customer loyalty.

8 **Collaborative Partnerships:** Forging partnerships between retailers, hospitality businesses, and local attractions to create bundled experiences.

9 **Data-driven Decision Making:** Leveraging data analytics to make informed business decisions and personalise marketing strategies.

10 **Health and Safety Measures:** Implementing stringent health and safety protocols to ensure customer confidence and comply with public health guidelines.

HEALTHCARE & SOCIAL SERVICES INDUSTRY / RECOMMENDATIONS

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FACILITATE

Streamline Permitting and Licensing Processes: Simplify and expedite the permitting and licensing procedures for retail and hospitality businesses to reduce administrative burden and encourage new establishments.

Establish a Business Support Centre: Create a dedicated business support centre to provide resources, guidance, and assistance to retail and hospitality entrepreneurs, including access to funding and business development programs.

Foster Collaboration with Landlords: Encourage landlords to offer flexible lease terms and incentives to support the establishment of new businesses and attract diverse retail offerings.

ADVOCATE

Advocate for Infrastructure Development: Advocate for the development of infrastructure, including transportation and parking facilities, to support the growth of retail and hospitality establishments.

Promote Local Shopping Campaigns: Launch promotional campaigns that highlight the importance of supporting local businesses and encourage residents to shop and dine locally.

Engage in Destination Marketing: Collaborate with tourism organisations and regional partners to promote the City of Casey as a vibrant retail and hospitality destination.

DELIVER

Provide Business Training and Mentoring: Offer training programs, workshops, and mentorship opportunities to help retail and hospitality businesses enhance their skills, operations, and customer service.

Enhance Digital Connectivity: Improve digital connectivity and access to high-speed internet in commercial areas to facilitate online operations and digital marketing for businesses.

Support Small Business Marketing Initiatives: Develop marketing initiatives and platforms that specifically cater to small and independent retail and hospitality businesses to enhance their visibility and customer reach.

SECTOR REPORT

EDUCATION & TRAINING

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EDUCATION & TRAINING INDUSTRY / OVERVIEW

The education and training sector is a key pillar of the City of Casey's economy, providing essential services for residents and contributing to the overall growth and development of the community. This report presents an analysis of the education and training sector, including its significance, challenges, opportunities, emerging trends, and recommendations for economic development strategies.

12198
TOTAL EMPLOYMENT

74.2%
FEMALE DOMINATED

71.9%
AGED 25-54

31.2%
MIGRANT WORKFORCE

All data compiled from 21/22 updates available at https://economy.id.com.au/casey and https://profile.id.com.au/casey

The Education and Training sector plays a significant role in the region's employment, contributing to the development and growth of the local workforce. The sector demonstrates a high percentage of full-time employment, providing stable job opportunities for educators and support staff. The dominance of female employees in the sector highlights the important contributions of women in education and training professions. The majority of employees fall within the 25-54 age group, emphasising the need for continuous professional development and tailored programs for educators in this age range. The presence of a significant migrant workforce showcases the sector's ability to attract talent from diverse backgrounds and provide educational services to a multicultural community.

EDUCATION & TRAINING INDUSTRY / CHALLENGES

Question: What are the biggest challenges faced by your industry right now?

1 **Funding Constraints:** Managing budget limitations and funding uncertainties, which may impact the quality of educational programs and infrastructure.

2 **Meeting Diverse Learning Needs:** Catering to a diverse student population with varying learning abilities, cultural backgrounds, and language proficiency.

3 **Workforce Shortages and Retention:** Addressing shortages of qualified teachers and professionals in specific fields, while ensuring employee satisfaction and retention.

4 **Technological Integration:** Keeping pace with rapid technological advancements and effectively integrating technology into teaching and learning practices.

5 **Accessibility and Inclusivity:** Ensuring equal access to education for students with disabilities, providing appropriate resources and support services.

6 **Curriculum Relevance:** Aligning educational programs with industry needs and emerging job market trends to equip students with relevant skills and knowledge.

7 **Infrastructure and Facility Upgrades:** Maintaining and upgrading educational facilities, classrooms, and equipment.

8 **Student Well-being and Mental Health:** Addressing the increasing prevalence of mental health issues among students and promoting well-being programs.

9 **Regulatory Compliance:** Navigating complex regulatory frameworks, including compliance with curriculum standards and assessment requirements.

10 **Transition to Online Learning:** Adapting to the shift towards online and remote learning models, ensuring effective pedagogical approaches and equitable access to technology.

EDUCATION & TRAINING INDUSTRY / OPPORTUNITIES

Question: What are the biggest opportunities within your industry?

1 Industry Partnerships: Developing partnerships with local businesses and industries to offer work-integrated learning opportunities, apprenticeships, and internships.

2 Vocational Training Expansion: Expanding vocational training programs to align with emerging industries and provide students with practical skills for employment.

3 STEM Education Focus: Promoting science, technology, engineering, and mathematics (STEM) education to equip students with skills for future job markets.

4 International Student Programs: Attracting international students and creating programs that cater to their educational needs, contributing to cultural diversity.

5 Educational Technology Adoption: Integrating educational technology tools and platforms to enhance teaching effectiveness, facilitate personalised learning, and improve administrative processes.

6 Lifelong Learning Initiatives: Establishing programs and resources that support lifelong learning, upskilling, and professional development for individuals of all ages.

7 Collaboration with Research Institutions: Collaborating with research institutions and universities to promote knowledge exchange, research partnerships, and innovation.

8 Student Support Services: Expanding support services, including counselling, mentoring, and career guidance, to enhance student well-being and academic success.

9 Multicultural Education and Language Programs: Providing cultural diversity training, language programs, and support services to foster inclusivity.

10 Sustainable Education Practices: Integrating sustainability education into the curriculum, promoting environmental awareness, and incorporating sustainable practices within educational institutions.

EDUCATION & TRAINING INDUSTRY / EMERGING TRENDS

Question: What emerging trends do you expect to see in the coming years?

1 **Blended Learning Models:** Integration of in-person and online learning methods to offer flexible and personalised learning experiences.

2 **Competency-Based Education:** Shifting towards competency-based assessment and recognition of skills and knowledge gained through practical experiences.

3 **Data Analytics in Education:** Utilising data analytics and educational insights to improve student outcomes and enhance decision-making processes.

4 **Virtual Reality and Augmented Reality:** Adopting virtual reality (VR) and augmented reality (AR) technologies to create immersive and interactive learning experiences.

5 **Micro credentials and Digital Badging:** Recognising and validating specific skills and achievements through micro credentials and digital badges for lifelong learning and professional development.

6 **Personalised Learning Pathways:** Tailoring learning pathways and curriculum to meet individual student needs, interests, and aspirations.

7 **Gamification in Education:** Incorporating game-based learning elements and gamified experiences to increase student engagement and motivation.

8 **Online Professional Development:** Offering online platforms and resources for teachers and educators to engage in professional development and collaboration.

9 **Artificial Intelligence in Education**: Exploring the use of artificial intelligence (AI) to enhance personalised learning, adaptive assessments, and intelligent tutoring systems.

10 **Lifelong Learning Platforms:** Creating online platforms and networks that facilitate lifelong learning, knowledge sharing, and community engagement.

EDUCATION & TRAINING INDUSTRY / RECOMMENDATIONS

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FACILITATE

Establish an Education and Business Collaboration Hub: Create a hub that fosters collaboration between educational institutions, businesses, and community organisations to drive innovation, work-integrated learning, and entrepreneurship.

Facilitate Funding Opportunities: Work closely with government agencies, philanthropic organisations, and industry partners to identify and secure funding opportunities for educational initiatives and infrastructure upgrades.

Streamline Regulatory Processes: Simplify regulatory processes and accreditation requirements to reduce administrative burden and encourage innovative teaching approaches.

ADVOCATE

Promote Community Engagement in Education: Encourage parents, community members, and businesses to actively participate in supporting educational initiatives, mentorship programs, and school-business partnerships.

Advocate for Increased Government Investment: Advocate for increased government funding and support for the education and training sector, emphasising its importance for economic growth, workforce development, and community well-being.

Promote Education and Training Pathways: Promote the value of education and training pathways, highlighting the diverse career opportunities and the importance of lifelong learning.

DELIVER

Enhance Professional Development Opportunities: Provide professional development programs, workshops, and resources for educators to enhance teaching practices, stay updated with emerging trends, and foster continuous learning.

Invest in Technological Infrastructure: Ensure schools and educational institutions have access to reliable and high-speed internet connectivity, digital devices, and educational technology tools to support effective teaching and learning.

Support Student Well-being: Collaborate with health and social services providers to enhance student well-being programs, mental health support services, and counselling resources within educational institutions.

INSIGHTS

ACROSS ALL INDUSTRIES

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GENDER DIVERSITY

Consideration: Despite being a vital sector, the Construction industry remains predominantly male-dominated, with 84.2% of the workforce being male.

Insight: Promoting gender diversity in the Construction industry can lead to increased innovation, improved productivity, and a broader talent pool. Encouraging women to pursue careers in construction, providing equal opportunities for training and advancement, and addressing barriers such as stereotypes and work environment perceptions are essential.

Recommendation: Implement initiatives that support and encourage women's participation in the Construction industry, such as mentorship programs, targeted recruitment campaigns, and partnerships with educational institutions to promote construction-related education among female students.

LABOUR SHORTAGE

Consideration: The Retail and Hospitality sector has a dominant presence in the region's employment, with 22.4% of total employment, but it relies heavily on the 15-24 age group, which constitutes 61.1% of the workforce.

Insight: Addressing labour shortages in the Retail and Hospitality sector requires strategies to attract and retain workers from a wider age range. This can involve providing training and upskilling opportunities to older individuals, promoting flexible work arrangements, and offering competitive compensation packages to ensure a sustainable workforce.

Recommendation: Develop programs that encourage mature workers to enter or remain in the Retail and Hospitality industry, such as job retraining initiatives, support for career transitions, and flexible work arrangements to accommodate different life stages.

MULTICULTURALISM

Consideration: The presence of migrant workers in multiple sectors, such as Construction, Healthcare, Retail, and Education, highlights the region's multiculturalism and diversity.

Insight: Embracing and promoting multiculturalism enhances cultural understanding, fosters social cohesion, and brings fresh perspectives and experiences to the workforce. Creating inclusive workplaces that value diversity and offer equal opportunities for career growth can attract and retain a diverse talent pool, leading to improved innovation and better service delivery.

Recommendation: Implement diversity and inclusion initiatives in all industries, including training programs on cultural sensitivity, language support services, and mentorship opportunities for migrant employees. Promote diversity at all levels of the workforce and celebrate the contributions of individuals from diverse backgrounds.

ALL INDUSTRIES / INSIGHT

1 **Workforce Development:** All sectors emphasise the importance of developing a skilled and qualified workforce to meet the evolving needs of the industries. This includes attracting talent, providing training and professional development opportunities, and addressing workforce shortages in specialised areas.

2 **Innovation and Technology Integration:** Each sector recognises the need to embrace innovation and leverage technology to enhance operations, improve service delivery, and stay competitive in the changing business landscape. This involves adopting digital solutions, exploring emerging technologies, and fostering a culture of innovation.

3 **Collaboration and Partnerships:** Collaboration among industry stakeholders, including businesses, educational institutions, government bodies, and community organisations, is a common theme. Building strategic partnerships facilitates knowledge exchange, resource sharing, and the creation of joint initiatives to drive growth and address shared challenges.

4 **Customer Experience and Service Excellence:** The sectors prioritise providing exceptional customer experiences and delivering high-quality services. This entails understanding and meeting the evolving needs of customers, enhancing accessibility and inclusivity, and continuously improving service standards.

5 **Sustainability and Environmental Responsibility:** Sustainability is a recurring theme across industries, with an increasing focus on environmental responsibility. Sectors aim to adopt sustainable practices, reduce their environmental footprint, and promote eco-friendly initiatives to contribute to a greener future.

ALL INDUSTRIES / INSIGHT

6   **Economic Resilience and Diversification:** The importance of economic resilience and diversification is recognised in all sectors. This involves reducing reliance on a single industry, fostering the growth of emerging sectors, and supporting existing businesses to withstand challenges and capitalise on opportunities.

7   **Community Engagement and Social Impact:** Engaging the local community, understanding its needs, and making a positive social impact are common priorities. Sectors actively involve community members, collaborate with community organisations, and contribute to social development initiatives.

8   **Regulatory Compliance and Government Support:** Navigating complex regulations and obtaining government support is a shared challenge across sectors. They seek streamlined processes, clear guidelines, and supportive policies to foster growth and facilitate business operations. In many cases they are unaware of the services available to them to support.

9   **Digital Transformation:** Digital transformation is a pervasive theme, driven by the need to embrace technology, digitise processes, and leverage data for decision-making. Sectors aim to harness the power of digital tools and platforms to enhance efficiency, productivity, and customer engagement.

10   **Resilient Infrastructure and Planning:** Investing in resilient infrastructure and effective urban planning is crucial for all sectors. They prioritise infrastructure development, including transportation networks, educational facilities, healthcare centres, and retail spaces, to support growth and provide essential services.

CONCLUSION

It is clear that there are significant opportunities and challenges that lie ahead. The analysis of the Construction, Healthcare and Social Assistance, Retail and Hospitality, and Education and Training sectors has provided valuable insights into the current state and future prospects of these industries. To ensure continued growth and development, it is essential to take proactive steps and implement strategic measures.

The recommendations, which were based on extensive research, interviews, and roundtable sessions, offer actionable insights for economic development in each industry. It is imperative to assess the feasibility and effectiveness of these recommendations and prioritise their implementation where appropriate. This review process should involve stakeholders from the public and private sectors, academia, industry associations, and community representatives to ensure a collaborative approach.

Furthermore, ongoing engagement with the community is vital. The roundtable sessions conducted as part of this research initiative were a valuable platform for gathering insights and perspectives from various stakeholders. Continuing this engagement through regular forums, industry-specific workshops, and networking events will foster collaboration and innovation. By involving the community in decision-making processes and seeking their input, we can better align economic development strategies with the needs and aspirations of the City of Casey.

In addition to the recommendations outlined in this report, there are other suggestions worth considering. One such suggestion is the establishment of sector-specific task forces or advisory committees comprising industry experts, local businesses, and community leaders. These task forces can serve as knowledge-sharing platforms, driving innovation, and fostering collaboration within each sector. They can also provide valuable guidance and feedback on policy formulation and implementation.

Another suggestion is to leverage the advancements in technology to support the growth of these industries. Embracing broad connectivity, smart city technologies, and digital first platforms can enhance productivity, efficiency, and customer experiences. It is essential to support businesses in adopting these technologies and provide training and resources to bridge any digital divide that may exist.

In conclusion, the City of Casey is at a critical juncture in its economic development journey. By reviewing the recommendations, engaging with the community, and embracing innovative approaches, the region can capitalise on the opportunities and overcome the challenges faced by the Construction, Healthcare and Social Assistance, Retail and Hospitality, and Education and Training sectors. With a collaborative and forward-thinking approach, the City of Casey can continue to foster economic growth, create job opportunities, and build a vibrant and resilient community for the future.

City of **Casey**