

*Workforce Development Strategy for the  
Southern Region of Adelaide*

ACCOMPANYING REPORT 3: SOUTHERN REGION  
INDUSTRY WORKFORCE PROFILE – STATISTICAL  
ANALYSIS

prepared by

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presented to

**The Cities of Onkaparinga and Marion**



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# 1 Summary of findings

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46 companies participated in the Southern Regional Industry Workforce Profile representing the following industry groups by Australian New Zealand Industry Codes:

- Manufacturing
- Agriculture
- Retail Trade
- Wholesale Trade
- Accommodation, Cafes and Restaurants
- Electricity, Gas and Water Supply
- Transport and Storage
- Government Administration and Defence
- Education
- Mining
- Construction
- Personal and Other Services.

Also included but not nominated under an ANZ Industry Code were businesses from the following industries:

- Environment
- Wine
- Legal
- Electronics.

The majority of respondents were from the City of Onkaparinga (79%).

The majority of respondents were from small size business with 1- 5 full- time employees and 1- 5 part-time employees.

- ⇒ 11 respondents have between 6 and 20 employees and
- ⇒ 8 respondents have more than 100+ full time employees.
- ⇒ 74% engage between 1 and 5 contractors and
- ⇒ 11% engage between 21 - 50 contractors.

The following job groups (listed by Australian New Zealand Standard Classification of Occupations (ANZSCO)) were nominated by respondents as those hardest to fill in the region in their particular industries. (*See Table 8 for more comprehensive information*).

<b>ANZSCO</b>	<b>Job Groups – hardest to fill in the region</b>
<b>Managers</b>	<ul style="list-style-type: none"> <li>○ Executive managers</li> <li>○ Project Management</li> <li>○ Horticulture</li> <li>○ Middle managers</li> </ul>
<b>Professionals</b>	<ul style="list-style-type: none"> <li>○ Engineering</li> <li>○ Civil construction</li> <li>○ Building and construction lecturers</li> <li>○ Lawyers</li> <li>○ Geoscience lectures</li> <li>○ Finance and Accounting</li> <li>○ Marketing</li> <li>○ HR/Payroll/Admin</li> </ul>
<b>Technical and Trades Workers</b>	<ul style="list-style-type: none"> <li>○ Electrical maintenance</li> <li>○ Technical Engineering</li> <li>○ Technical design</li> <li>○ Gravity and pressure diecasting</li> <li>○ Metal polishers</li> <li>○ Chefs</li> <li>○ Vineyard technical</li> <li>○ Apprentice boiler makers</li> <li>○ Apprentice electricians</li> </ul>
<b>Clerical and Administrative workers</b>	<ul style="list-style-type: none"> <li>○ Office administrators</li> </ul>
<b>Machinery operators and drivers</b>	<ul style="list-style-type: none"> <li>○ Plant operators</li> <li>○ Assembly operators</li> <li>○ Toolmakers</li> <li>○ Production workers</li> <li>○ Domestic soil samplers</li> <li>○ Grape harvesters</li> <li>○ Shearers</li> </ul>
<b>Sales Workers</b>	<ul style="list-style-type: none"> <li>○ Cellar door sales</li> <li>○ Shop assistants</li> </ul>
<b>Labourers</b>	<ul style="list-style-type: none"> <li>○ Baggers</li> <li>○ Assembly workers</li> <li>○ Cellar Hands</li> <li>○ Restaurant front of house staff</li> <li>○ Casual packers</li> <li>○ Farm labourers</li> <li>○ Field workers</li> </ul>

The majority of respondents consider the main reason these jobs are hardest to fill relate primarily to –

- 0 Salary competition
- 0 Skills supply shortage (perceived and actual)
- 0 Lack of people with interest in jobs on offer.

Businesses participating in the survey indicated the follow as current and projected training and skill requirements:

- 0 Generalist management training
- 0 Project management training
- 0 Warehouse management training
- 0 Leadership and supervisor training
- 0 Specialist Plant Accounting skills
- 0 Marketing strategy skills
- 0 Chemist and other laboratory skills
- 0 Engineering skills
- 0 HR Management training
- 0 Water treatment technology
- 0 Toolmaker training
- 0 Software training for diverse technical requirement
- 0 Lean manufacturing skills
- 0 Horticulture skills
- 0 Arboriculture skills
- 0 Water Recycling and Desalination skills
- 0 Plant operation skills
- 0 Truck driving skills
- 0 Winery operation skills
- 0 Bottling line operation training.

20% of businesses are involved in workforce development initiatives outside of the region and these tend to be associated with their industry peak bodies or associated alliances.

The majority of respondents are involved in informal collaboration around workforce development issues such as occasional conversations on issues relating to retention and recruitment.

The majority of respondents do gather basic workforce data however they do not consider this comprehensive enough for workforce planning purposes.

No respondents are involved in any initiatives which address the issue of transition to retirement for older workers.

31% or 14 businesses indicated an interest in working with other companies in the region on the issue of workforce development. Those companies who said they had no interest stated this was due primarily to current and projected work demands taking priority.

33% of businesses stated they do *not* consider there are any barriers to attracting and retaining staff of those who did nominate barriers 28% considered *salaries*, 22% *qualifications* and 20% *negative industry reputation* were the main barriers.

Respondents indicated they have little time to dedicate to the topic of regional workforce development however they acknowledge its importance and suggested a range of ideas to strengthen workforce development in the region. These are summarised as:

- Establishing a central (regional) list of people who have the skills, interest and availability to respond to regional industry demands. This resource 'pool' may be transferable around a variety of industries and also may attract people who want to be trained in hard to fill job groups.
- Strengthening links between school career education, TAFE and the Universities in the region
- Strengthening the job and training 'market' in the region to provide more economical and practical solutions to attracting and retaining workers.
- Establishment of a team of regional advisors who have responsibility for workforce development in the South from who businesses can efficiently and easily access information and support.

## 2 Background to the Workforce Profile

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This industry workforce profile was undertaken to inform the Southern Region Workforce Development Strategy Project which has been commissioned by the Southern Metropolitan Employment and Skill Formation Network (SMESFN) which comprises the funding partners of the Department of Further Education Employment Science and Technology (DFEEST) and the Cities of Onkaparinga and Marion.

The results of this industry workforce profile will assist in the preparation of Workforce Development Plans for the six targeted industry sectors, as identified by the Southern Region Economic Diversification Blueprint (SREDB) for future investment growth in the southern suburbs of Adelaide -

- o Food
- o Wine Industry
- o Tourism
- o Environmental Industries
- o Advanced Manufacturing and Engineering (including Automotive)
- o Frontier (Knowledge and Innovation) Industries – specifically Medical Equipment and the Creative Industries.

The survey sought information from businesses in these industry groups with a particular focus on small to medium enterprises. This report presents the survey findings.

### 2.1 Methodology

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Targeted industries and stakeholders to this project were invited to participate in this project through a range of options:

- ⇒ One-on-one interviews
- ⇒ Participation in a focus group
- ⇒ Participation in the Industry Workforce Survey
- ⇒ One-on-one interview *and* participation in the survey.

In December 2006 a series of one-on-one interviews took place and these interviews were undertaken using a set of 'guiding' questions (*see Attachment A*). These questions were used to determine the type and quality of workforce data available in the region and to inform the formation of questions for the industry wide workforce profile.

In early February 2007, the Industry Workforce Profile survey was trialled by a number of businesses and other regional stakeholders. In mid February 2007, the final survey was forwarded to businesses in the targeted industries throughout the Adelaide Southern Region. The survey was sent out by the City of Onkaparinga supported by a letter from the Chair of the Southern Region Economic Development Board which encouraged participation from industries and businesses. Invited participants were followed up three times in March 2007 via email and through direct telephone contact by members of the project management team. Survey input closed on April 5<sup>th</sup>, 2007.

## 3 Outcomes

### 3.1 Participant profile

46 companies participated in the workforce survey. More than half were from the project 'targeted industry sectors' (see Table 1). Respondents were asked to nominate the industry (by ANZIC) to which they belonged and quite a few respondents indicated they belonged to more than one industry group. (see Table 2).

**Table 1: Number of responses by targeted industries**

Industry Group	Number of respondents
Food/Tourism	8
Wine Industry	4
Environmental industries	4
Advanced Manufacturing and Engineering (including Automotive)	7
Frontier (Knowledge and Innovation) Industries	3



**Table 2: Participating industries by ANZIC**

	Frequency	%	0 . . . . 50 . . . . 100
Manufacturing	21	45.7	
Agriculture, Forestry and Fishing	13	28.3	
Retail Trade	11	23.9	
Wholesale Trade	9	19.6	
Accommodation, Cafes and Restaurants	8	17.4	
Other	4	8.7	
Electricity, Gas and Water Supply	3	6.5	
Transport and Storage	3	6.5	
Government Administration and Defence	3	6.5	
Education	2	4.3	
Mining	1	2.2	
Construction	1	2.2	
Personal and Other Services	1	2.2	
Communication Services	0	0.0	
Finance and Insurance	0	0.0	
Property and Business Services	0	0.0	
Health and Community Services	0	0.0	
Cultural and Recreational Services	0	0.0	

### 3.2 Location of business

The majority of respondents at 79% have businesses located in the City of Onkaparinga with 21% in City of Marion.

**Table 3: Location of business**

	Frequency	%	0 . . . . 50 . . . . 100
City of Onkaparinga	34	79.1	
City of Marion	9	20.9	
Both City of Onkaparinga/City of Marion	0	0.0	
<b>Total</b>	<b>43</b>	<b>100.0</b>	

### 3.3 Number of employees by working arrangements

In the Southern Region, numbers of full-time employees appear to be more variable than numbers of part-time employees and numbers of contractors.

Of all Southern Region companies employing full-time employees, over one third (37.8%) employ between 1 and 5 full-time employees. Nearly one-quarter of companies (24.4%) employ between 6 and 20 full-time employees. 28.9% of companies employ 50 or more full-time employees.

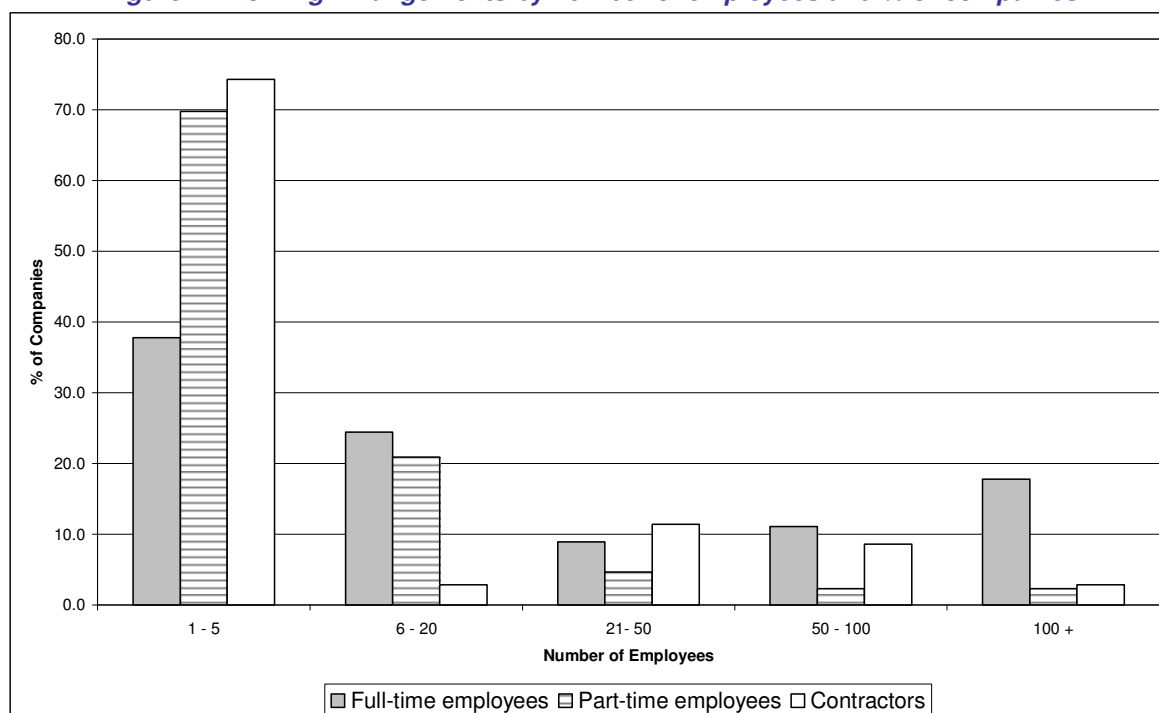
Of all Southern Region companies employing part-time employees, over ninety percent (90.7%) have between 1 and 20 part-time employees; with over two thirds (69.8%) of companies employing between 1 and 5 part-time employees. Less than ten percent (9.3%) of companies employ more than 20 part-time employees.

Of all Southern Region companies employing contractors, nearly three quarters (74.3%) employ between 1 and 5 contractors.

**Table 4: Working Arrangements by number of employees and % of companies**

Number of Employees	% of companies with full-time employees	% of companies with part-time employees	% of companies with contractors
1 - 5	37.8	69.8	74.3
6 - 20	24.4	20.9	2.9
21- 50	8.9	4.7	11.4
50 - 100	11.1	2.3	8.6
100 +	17.8	2.3	2.9
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

**Figure 1: Working Arrangements by number of employees and % of companies**



### 3.4 Residential location of employees

The majority of employees live inside the region in which they are working.

**Table 5: Residential location of employees**

	Frequency	%	0 . . . . 50 . . . . 100
Inside the region	36	80.0	<span style="display: inline-block; width: 80%; height: 10px; background-color: red;"></span>
Outside of the region	5	11.1	<span style="display: inline-block; width: 11.1%; height: 10px; background-color: red;"></span>
Don't know	2	4.4	<span style="display: inline-block; width: 4.4%; height: 10px; background-color: red;"></span>
Other	2	4.4	<span style="display: inline-block; width: 4.4%; height: 10px; background-color: red;"></span>
<b>Total</b>	<b>45</b>	<b>100.0</b>	

### 3.5 Hardest to fill jobs in region, reasons cited by respondents and associated training demands.

Participants were asked to nominate the jobs they considered hardest to fill, the reasons for this, and the associated training requirements in the shorter (2007-2009) and in the longer term (2010+). *Salary, Skill levels and Training* were most often cited by respondents as the reasons these jobs are hardest to fill. Respondents considered the longer term training requirements for 2010+ fall into two categories 1) those in the management and technical trades job groups which will be highly technical and industry specific and those in the unskilled groups which will be seasonal with lower pay rates and subject to competition from other industries seeking unskilled workers.

**Table 6 : Hardest to fill job groups, reasons cited by respondents and associated training demands**

ANZSCO major groups	ANZSCO sub major groups	Hardest to fill jobs in region	Reasons cited by industry respondents	Training demands 2007-2009
MANAGERS	Chief Executives, General Managers and Legislators	<b>Executives</b>	Travel to region and short supply of specialist executives	Generalist management
	Specialist Managers Hospitality, Retail and Service Managers	<b>Project management</b>	Lack of combined technical and management skills	Project management Warehouse management
		<b>Horticulture middle managers</b>	Shortage of qualified candidates  Industry contracting practices	Leadership Supervisor

ANZSCO major groups	ANZSCO sub major groups	Hardest to fill jobs in region	Reasons cited by industry respondents	Training demands 2007-2009
PROFESSIONALS	Arts and Media Professionals Business, HR and Marketing Professionals Design, Engineering, Science and Transport Professionals	<b>Finance and accounting</b>	Shortage of candidates, rates of pay and working conditions	Specialised plant accounting
		<b>Marketing</b>	Regional companies too small to attract skills	Strategy and marketing
		<b>Payroll/HR/admin</b>	Skills shortage in region	Information technology industry specialists
		<b>Engineers Electronic engineers</b>	Skills shortage due to resources boom more attractive job offers elsewhere	Chemists
		<b>Civil construction</b>		Engineering
				HR managers
	Education Professionals	<b>Building and construction lecturers</b>	Salary/wage gaps	
		<b>Geoscience lecturers</b>	Skills shortage	
	ICT Professionals			
	Legal, Social and Welfare Professionals	<b>Lawyers</b>	A reluctance for professionals to consider working outside of cbd	

ANZSCO major groups	ANZSCO sub major groups	Hardest to fill jobs in region	Reasons cited by industry respondents	Training demands 2007-2009
TECHNICIANS AND TRADES WORKERS	Engineering, ICT and Science Technicians Automotive and Engineering Trades Workers  Construction Trades Workers  Electro technology and Telecommunications  Trades workers Food Trades Workers Skilled Animal and Horticultural Trades Workers Other Technicians and Trades Workers	<b>Trades personnel</b>  <b>Electrical maintenance</b>  <b>Engineers</b>  <b>Technical/design</b>  <b>Gravity and pressure diecasting</b>  <b>Metal Polishers</b>  <b>Chefs</b>  <b>Senior and other vineyard Staff</b>  <b>Apprentice boiler makers</b> <b>Apprentice electricians</b>	Salary competition  High wages, shortage of candidates  Pay expectations/few applicants  Limited number of people in the market  High wages, shortage of candidates  None trained by industry for many years  Skills shortage  Basic training insufficient especially for driving  Better salaries in other industries e.g. mining	Water treatment technology  Toolmakers  Software for technical requirements  Optical mechanic  Lean manufacturing skills  Laboratory personnel  Horticulture, Arboriculture  Water recycling/desalination

ANZSCO major groups	ANZSCO sub major groups	Hardest to fill jobs in region	Reasons cited by industry respondents	Training demands 2007-2009
COMMUNITY AND PERSONAL SERVICE WORKERS	Health and Welfare Support Workers Carers and Aides Hospitality Workers Protective Service Workers Sports and Personal Service Workers			
CLERICAL AND ADMINISTRATIVE WORKERS	Office managers and program administrators Personal assistants and secretaries General clerical workers Numerical Clerks Inquiry clerks and receptionists Clerical and office support workers Other clerical and admin workers	<b>Administrators</b>	Limited qualified candidates	

ANZSCO major groups	ANZSCO sub major groups	Hardest to fill jobs in region	Reasons cited by industry respondents	Training demands 2007-2009
MACHINERY OPERATORS AND DRIVERS	Machine and Stationery Plant Operators Mobile Plant Operators Road and Rail Drivers Storepersons	<b>Plant operators</b> <b>Assembly operators</b>  <b>Toolmakers</b>   <b>Production workers</b> <b>Domestic soil sampling</b>  <b>Grape harvesters</b>  <b>Shearers</b>	Limited qualified candidates  Not enough companies offering training  No mechanical skills  Demands a number of desirable qualities hard to find right people for job  Seasonal work requiring experience/skills  Few with skills often older workforce	Plant operations - various  Truck drivers Winery operators
SALES WORKERS	Sales Representatives and Agents Sales Assistants and Salespersons Sales Support Workers	<b>Cellar door sales</b>  <b>Shop Assistants</b>	Limited hours of work available often on weekends/seasonal Experience and knowledge	

ANZSCO major groups	ANZSCO sub major groups	Hardest to fill jobs in region	Reasons cited by industry respondents	Training demands 2007-2009
LABOURERS	Cleaners and Laundry Workers			Bottling line operators
	Construction and Mining Labourers	<b>Bagging</b>	Physical nature of the job	
	Factory Process Workers	<b>Assembly workers</b>	Few applicants/poor work attitude	
	Farm, Forestry and Garden Workers	<b>Cellar Hands</b>	Lack of experienced candidates, difficult to find people to work part-time and weekends and better opportunities in other unskilled labour areas e.g. mining	
	Food Preparation Assistants	<b>Restaurant front of house staff</b>	Lack of experienced and suitable candidates No longer term job prospects for most people regarded as interim work	
	Other Labourers	<b>Casual pickers</b> <b>Farm labourers</b> <b>Field workers</b>	Physical work, seasonal and weather dependent	

### 3.6 Current involvement in workforce development initiatives

Participants were asked to identify their level of involvement (if any) in workforce planning initiatives. The majority are involved in informal linkages with other businesses, or through industry collaboration such as committees, seminars and professional forums. Respondents are least likely to be involved in programs which target recruitment of the disengaged workforce, workers with disabilities or migration programs. No businesses are involved in retention programs which target employees in transition to retirement.

**Table 7: Current involvement in workforce development initiatives**

	Frequency	%	0 . . . . 50 . . . . 100
Informal linkages with other businesses (such as occasional conversations about workforce development issues, recruitment, retention etc)	26	56.5	
Industry collaboration (such as committees, seminars, professional forums etc.)	25	54.3	
Formal linkages with other businesses (such as strategic alliances, formal networks, structured meetings etc.)	18	39.1	
Youth targeted programs	8	17.4	
Business development programs	8	17.4	
Development of regional recruitment strategies	5	10.9	
Sharing and linking of web based information	4	8.7	
Development of regional retention strategies	3	6.5	
Programs to attract the disengaged workforce	3	6.5	
Programs targeting workers with disabilities	3	6.5	
Migration programs	3	6.5	
Other	1	2.2	
Transition to retirement programs	0	0.0	

### 3.7 Level of involvement in workforce development initiatives outside of the region

20% of businesses are involved in workforce development initiatives outside of the region these tend to be associated with their industry peak body or associated alliances.

### 3.8 Workforce planning data

Respondents were asked to indicate the type of workforce planning data they were gathering and the quality and accuracy of that data. 36% of respondents indicated they gathered a reasonable amount of workforce data and 33% indicated they only gathered basic data. Only 18% considered they are gathering comprehensive workforce planning data, and 13% of respondents indicated they were not gathering any workforce data at all.

**Table 8: Workforce planning data gathered**

	Mean	1	2
Working arrangements e.g. full-time, part-time, casual, trainee	1.39		
Gender	1.47		
Qualifications	1.47		
Training and Learning background and projections	1.47		
Age	1.50		
Turnover	1.53		
Employee separations	1.58		
Length of service in sector	1.76		
Physical and/or non-physical impairment	1.79		
Length of service in industry	1.87		
Projected time remaining in sector/industry	1.87		
Family responsibilities	1.92		
Projected time remaining in paid workforce	1.92		
Availability of people with the skills you require who live in your region	1.92		
Availability of people with the skills you require who live in South Australia	1.92		
Level of interest in phased or transition to retirement programs	1.95		
Availability of people with the skills you require who live in Australia	1.95		
Cultural diversity	1.97		
Job groups by ASCO codes	2.00		

### 3.9 Barriers to attracting and retaining staff

33% of respondents did not consider there were any barriers to attracting and retaining staff. Of those that do consider they face barriers the majority at 28% identified salary as the main barrier.

**Table 9: Barriers to attracting and retaining staff**



	Frequency	%	0	50	100
No barriers (go to question 14)	15	32.6			
The salaries you can offer	13	28.3			
Qualifications	10	21.7			
Negative industry reputation	9	19.6			
The location of your business in the region	8	17.4			
Size of your company/organisation	7	15.2			
Training requirements	6	13.0			
Other	5	10.9			
Working arrangements not flexible enough	4	8.7			
A perception that the region does not offer employment opportunities	3	6.5			
Lack of positive promotion of the region as a good place to live and work	3	6.5			
Workplace agreements	2	4.3			
Family responsibilities	1	2.2			
Age of current workforce	1	2.2			
The job design and associated regulatory barriers	1	2.2			

### 3.10 Level of interest in working with other companies in the region on the issue of workforce development

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69% of respondents said they were not interested in working with other companies in the region on the issue of regional workforce development. 31% (14) companies are interested. Those companies which nominated they were not interested stated this was primarily due to work demands and higher priorities.

*Table 10: Level of interest in working with other companies in the region on the issue of workforce development*

	Frequency	%	0 . . . . 50 . . . . 100
No	31	68.9	
Yes	14	31.1	
<b>Total</b>	<b>45</b>	<b>100.0</b>	

The companies interested in collaborating on regional workforce development initiatives are:

Peats Soil and Garden Supplies  
Gary Coombe  
PO Box 66 WILLUNGA SA 5172  
[gary@peatssoil.com.au](mailto:gary@peatssoil.com.au)  
85565295

Multi Slide Industries  
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Bridgestone TG Australia Pty Ltd  
Trevor Stevens  
1028 South Road Edwardstown 5039  
[tstevens@bstg.com.au](mailto:tstevens@bstg.com.au)  
(08)83720228

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82990790/0411071696

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8384 0682

Chartherm Technology Australia  
Sam Roumeliotis  
PO BOX 66 Glenside SA 5065  
[samrou@gmail.com](mailto:samrou@gmail.com)  
0417 762 584

Steri-flow Filtration Systems  
32 Heath Street,  
Lonsdale 5160  
PO Box 81, Lonsdale  
83829277  
Contact: Jim Filmer

### 3.11 Other comments made by respondents

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Respondents indicated they have little time to dedicate to the topic of regional workforce development however they acknowledge its importance and suggested a range of ideas to strengthen workforce development in the region. These are summarised as:

- Establishing a central (regional) list of people who have the skills, interest and availability to respond to regional industry demands. This resource 'pool' may be transferable around a variety of industries and also may attract people who want to be trained in hard to fill job groups.
- Strengthening links between school career education, TAFE and the Universities in the region
- Strengthening the job and training 'market' in the region to provide more economical and practical solutions to attracting and retaining workers.
- Creation of regional advisors who have responsibility for workforce development in region and to whom businesses can access information and support efficiently.

## Attachment A: Workforce Development Survey for the Southern Region – Survey Questions

*Thank you for taking the time to complete the following survey. The results of this survey will inform the Workforce Development Strategy for the Southern region of metropolitan Adelaide.*

*The Australian Institute for Social Research (University of Adelaide) has been commissioned to develop the strategy by the Southern Metropolitan Employment and Skill Formation Network (SMESFN) which comprises the funding partners of the Department of Further Education Employment Science and Technology (DFEEST) and the Cities of Onkaparinga and Marion.*

*The information you provide will be used to prepare workforce development plans for the following targeted industries –*

- *Food Wine Tourism*
- *Environmental Industries*
- *Advanced Manufacturing*
- *Education and Health services*
- *Knowledge and Innovation industries*

*The workforce development plans will include information on:*

- *existing and projected workforce supply*
- *opportunities and deficiencies in the delivery of skills, training and infrastructure, critical workforce demand and supply timeframes*
- *opportunities and barriers to strengthening a regional approach to workforce development through skilled management and collaboration*
- *sustainable workforce development strategies*

*You are not asked to identify your company or business only the industry to which you belong.*

1. To what industry sector(s) do you belong? *(tick all that apply)*

- Agriculture, Forestry and Fishing
- Mining
- Manufacturing
- Electricity, Gas and Water Supply
- Construction
- Wholesale Trade
- Retail Trade
- Accommodation, Cafes and Restaurants
- Transport and Storage
- Communication Services
- Finance and Insurance
- Property and Business Services
- Government Administration and Defence
- Education
- Health and Community Services
- Cultural and Recreational Services
- Personal and Other Services
- Other (please explain)

2. \*What is the location of your business in the region?
  - City of Onkaparinga
  - City of Marion
  - Both City of Onkaparinga/City of Marion
  
3. \*How many full-time employees do you employ?
  - 1 – 5
  - 6 – 20
  - 21- 50
  - 50 – 100
  - 100 +
  
4. \*How many part-time employees do you employ?
  - 1 – 5
  - 6 – 20
  - 21- 50
  - 50 – 100
  - 100 +
  
5. \*How many contractors do you employ?
  - 1 – 5
  - 6 – 20
  - 21- 50
  - 50 – 100
  - 100 +
  
6. \*Do you know if the majority of your employees live inside or outside of the Southern region of metropolitan Adelaide?
  - Inside the region
  - Outside of the region
  - Don't know
  - Other (*Please explain*)
  
7. What do you consider are the jobs you have most difficulty filling and why?
  
8. What do you consider will be the main training needs for your company/organisation in the following timeframes?
  - 2007 - 2009
  - 2009 - 2012
  - 2012+
  
9. Is your company/organisation involved in any of the following workforce development initiatives occurring in the region? (*tick all that apply*)
  - Industry collaboration (*such as committees, seminars, professional forums etc.*)
  - Formal linkages with other businesses (*such as strategic alliances, formal networks, structured meetings etc.*)
  - Informal linkages with other businesses (*such as occasional conversations about workforce development issues, recruitment, retention etc*)
  - Development of regional recruitment strategies
  - Development of regional retention strategies
  - Sharing and linking of web based information
  - Youth targeted programs
  - Programs to attract the disengaged workforce
  - Programs targeting workers with disabilities

- Transition to retirement programs
  - Migration programs
  - Business development programs
  - Other (*Please specify*)
10. \*Is your company/organisation involved in any workforce development initiatives occurring outside of the region?
- No
  - Yes (*please describe*)
11. \*Do you keep any of the following workforce data about your workforce?
- Job groups by ASCO codes
  - Gender
  - Age
  - Cultural diversity
  - Physical and/or non-physical impairment
  - Working arrangements e.g. full-time, part-time, casual, trainee
  - Family responsibilities
  - Turnover
  - Employee separations
  - Qualifications
  - Training and Learning background and projections
  - Length of service in sector
  - Length of service in industry
  - Projected time remaining in paid workforce
  - Projected time remaining in sector/industry
  - Level of interest in phased or transition to retirement programs
  - Availability of people with the skills you require who live in your region
  - Availability of people with the skills you require who live in South Australia
  - Availability of people with the skills you require who live in Australia
12. \*How would you describe the quality and accuracy of the workforce information you currently have?
- Comprehensive e.g. most of those listed above in Q11.
  - Reasonable e.g. some worker characteristic data
  - Basic e.g. payroll
  - None
13. Do you consider any of the reasons below are barriers to attracting and retaining staff in your company? (*please tick those which apply*)
- No barriers (*go to question 14*)
  - The location of your business in the region
  - A perception that the region does not offer employment opportunities
  - Lack of positive promotion of the region as a good place to live & work
  - The salaries you can offer
  - Family responsibilities
  - Age of current workforce
  - Training requirements
  - Qualifications
  - Working arrangements not flexible enough
  - Workplace agreements
  - Negative industry reputation
  - The job design and associated regulatory barriers
  - Size of your company/organisation
  - Other (*please explain*)

14. \*Are you interested in working with other companies/organisations in the region on the issue of regional workforce development and workforce planning?

- No
- Yes

If Yes, please provide your contact details:

Company:

Contact person:

Postal address:

Email address:

Telephone:

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