Employment and Business Snapshot
August 2011

OUTER WESTERN MELBOURNE
STATISTICAL REGION

The Outer Western Melbourne region contains the outer Melbourne growth areas of the Cities of Wyndham and Melton, as well as the inner western suburbs of Williamstown (City of Hobsons Bay), Kensington (City of Moonee Valley) and Footscray (City of Maribyrnong). Some of Melbourne's fastest growing suburbs are located in the region, particularly in the municipality of Wyndham.

Population Profile
The residential population of the Outer Western Melbourne region in 2010 was 726,862, an increase of 111,621, or 18.1%, since 2005; making it the largest growing region in Victoria. The bulk of the residents in the region are in the age cohort of 20-54 year olds.

The increase in population was spread across all age cohorts and in all statistical local areas, with the strongest growth occurring in the municipality of Wyndham and Melton. The region's population across the working age of 15-64 year olds had strong growth during the period (up 81,041 people or 19.1%).

Table 1: Employment indicators, Outer Western Melbourne, August 2011

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<tr>
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</thead>
<tbody>
<tr>
<td>No. employed (000)</td>
<td>350.8</td>
<td>337.0</td>
</tr>
<tr>
<td>Unemployment Rate (%)</td>
<td>5.7</td>
<td>6.8</td>
</tr>
<tr>
<td>Participation Rate (%)</td>
<td>66.7</td>
<td>63.9</td>
</tr>
</tbody>
</table>

Source: ABS, Labour Force, Australia, Detailed

Employment Profile
In the year to August 2011, employment in Outer Western Melbourne decreased sharply by 13,800 workers or 3.9%, unemployment rate increased to 6.8% (up 1.1%) while the participation rate decreased by 2.8% to 63.9%.

Employment by Industry – August 2011
In the August quarter 2011, Manufacturing was the largest employing industry in the Outer Western Melbourne region accounting for 11.6% of total employment. Retail (10.5%) and Health (9.7%) sectors were also major employers in the region.

Employment by Occupation – August 2011
The employment by occupation structure of Outer Western Melbourne reflected the region's industry composition, with the highest proportion of residents in the region working as Professionals (17.3%) and Clerical and Administration workers (17.7%).

Fig. 3: Employment by occupation, Outer Western Melbourne, Aug 2011

Fig. 4: Business count by industry, Outer Western Melbourne, 2009

Industries with the largest job gain in the August quarter were Wholesale Trade (up 2,400 workers or 15.4%) and Administrative Services (up 2,300 workers or 20.4%), while Public Administration (down 4,500 workers or 21.3%) and Retail Trade (down 3,700 workers or 9.5%) experienced the largest job loss.

Businesses Profile
There were 46,383 businesses based in Outer Western Melbourne in 2009 (9.1% of the Victorian total). Most of the businesses based in Outer Western Melbourne were in the Construction (8,908 businesses), Transport (6,041 businesses), and Professional Services (4,828 businesses) industries. The proportions of businesses in the Construction and Transport industries were well above the State average.

Source: ABS, Counts of Australian Businesses, including Entries and Exits, Jun 2007 to Jun 2009 (cat. no. 8165.0)
Population Profile

The residential population of the Barwon-Western District region in 2010 was 397,349 people, an increase of 29,459 or 8.0%, since 2005. The distribution of residents in the region is highly concentrated in the two main age cohorts of 0-24 and 35-59 year olds.

The increase in population was spread across most age cohorts and statistical local areas. South Barwon - Inner (up 6,919 people or 12.9%) and Greater Geelong - Pt B (up 3,590 people or 10.4%) had the region’s highest population growth. The region’s working age cohorts of 20-24 year olds (up 3,820 people or 17.5%) and 60-64 year olds (up 4,602 people or 32.6%) also experienced strong growth.

Employment by Occupation – November 2011

The employment by occupation structure of Barwon-Western District reflected the region’s industry composition, with the highest proportion of residents in the region working as Technicians and Trades workers (16.8%) and Professionals (16.5%).

Table 1: Employment indicators, Barwon-Western District, November 2011

<table>
<thead>
<tr>
<th>Labour Force Profile</th>
<th>Nov 2011</th>
<th>Nov 2011</th>
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</thead>
<tbody>
<tr>
<td>No. employed (000)</td>
<td>196.7</td>
<td>197.8</td>
</tr>
<tr>
<td>Unemployment Rate (%)</td>
<td>5.9</td>
<td>4.3</td>
</tr>
<tr>
<td>Participation Rate (%)</td>
<td>63.7</td>
<td>62.2</td>
</tr>
</tbody>
</table>

Source: ABS, Labour Force, Australia, Detailed, November 2011 (cat. no. 6291.0.55.003)

In the year to November 2011, the occupation with the largest job gain was Labourers (up 2,500 workers or 9.4%) while Managers (down 2,000 workers or 8.4%) experienced the largest job loss.

Businesses Profile

There were 33,731 businesses based in Barwon-Western District in 2009 (6.5% of the Victorian total). Most of the businesses based in the region were in the Agriculture (7,729 businesses) and Construction (5,733 businesses) industries. The proportions of businesses in the Agriculture industry were above the State average.

In the year to November 2011, industries with the largest job gain were Public Administration (up 4,500 workers or 76.3%), while Manufacturing (down 2,500 workers or 9.6%) and Retail Trade (down 2,500 workers or 9.8%) experienced the largest job loss.

Employment by Industry – November 2011

In the November quarter 2011, Health was the largest employing industry in the Barwon-Western District region accounting for 14.1% of total employment. Manufacturing (12.0%) and Retail Trade (11.8%) sectors were also major employers in the region.

In the year to November 2011, industries with the