

ECONOMY

THE 2040 COMMUNITY
VISION PANEL

**BACKGROUND
INFORMATION**



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ACKNOWLEDGEMENT

Traditional Owners

We acknowledge the Traditional Owners of the land and pay our respects to their Elders, past, present and emerging, and the Elders from other communities who may reside in the Moyne Shire.

INTRODUCTION

A strong, diverse and resilient economy will keep Moyne Shire prosperous into the future. This will help us make sure we are building a future with opportunities for all our community members and for our businesses in Moyne Shire.

Education and employment within Moyne Shire are big priorities to consider, especially when we think about how we can make these more accessible to people who experience barriers or where we are seeing population growth.

And thinking to the future, how can we create more opportunities, and ensure they are available for everyone, regardless of ability, age, gender, sexuality, education, financial or cultural background?

A sustainable and resilient economy is critical to support local job opportunities, improve health outcomes, support investment in infrastructure and community assets and service provision, and strengthen community wellbeing.

Local economic development is about bringing together the region's economic, social, environmental and cultural strengths and competitive advantages to create a business environment to improve residents' quality of life – now and for future generations.

The ECONOMY pillar includes the following themes and elements:

- Education, employment and a sense of opportunity
- Affordability and access
- Tourism and the visitor economy
- Diverse industries and industry innovation

WHAT DOES THE MOYNE ECONOMY LOOK LIKE TODAY?



38%
aged over 15 years
have completed Year
12 or equivalent^Δ



12%
not employed or
enrolled in education
(aged 20-24 years)*

Our learning and education



18%
completed Year 11 and 10%
Year 10 or equivalents^Δ



18%
hold a Bachelor Degree and 7%
a Post Graduate or Graduate
Diploma/Certificate qualification^Δ



38%
of residents hold a Certificate
Level qualification and 16% an
Advanced Diploma/ Degree^Δ



5%
participating in University
/ tertiary education and 5% in
TAFE or Further Education^Δ



*Source: Populus Community Profile 2021

^ΔSource: ABS Census 2016

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WHAT DOES THE MOYNE ECONOMY LOOK LIKE TODAY?



9,218

residents are in the workforce[^]



61%

workforce participation rate (forecast to fall to 56% by 2031)^o



2,200

number of businesses across the Shire^o

Our employment and business



2.5%

of the Shire's workforce (229 people) are unemployed[^]



17%

workforce employed in manufacturing[^]



6%

employed in accommodation and food[^]



37%

workforce employed in agriculture, forestry and fishing[^]



7%

employment in construction[^]



6%

employed in health care and social assistance[^]



[^]Source: Small Area Labour Markets 2020

[^]Source: ABS Census 2016

^oSource: Moyne Economic Development Strategy 2019



\$2.5B

total gross output generated by Moyne businesses and organisations*



\$70M

visitor economy (aggregated from key sectors)*



3 nights

average domestic overnight and international visitor length of stay[^]

*Source: REMPlan 2019 Release 2

Our industries



\$915M

manufacturing output (37% of total)*



\$680M

agriculture, forestry and fishing output (28% of total)*



\$193M

construction (8% of total)*



\$167M

Rental, hiring and real estate services (7% of total)*



\$70M

transport postal and warehousing (3% of total)*

Our visitors



\$606

average domestic overnight visitor spend per trip[^]



\$367

average international visitor spend per trip[^]



\$63

average domestic day visitor spend per trip[^]



[^]Source: TRA 2019 Moyne (S) Local Government Area Tourism Profile

MOYNE IN COMPARISON

What does Moyne Shire look like compared to similar communities?

- Unemployment in Moyne is low and the proportion of people working is high.
- Residents of Moyne have below average levels of Year 12 completion and below average tertiary qualifications.
- Fewer households in Moyne have access to the internet.
- Accessing affordable housing is a challenge for some residents and in some parts of the shire
- A higher proportion of one parent families in Moyne live on less than the median weekly income.

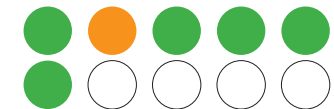
The following presents a snapshot of how the people of Moyne compare to other similar communities.

ECONOMY

Education



Employment



Access



Affordability



1

Leading

5

Average

10

Lagging

More details on these indicators and how Moyne is trending over time are provided in the separate **Community Profile** report.

Where is Moyne Shire leading, average and lagging?



Leading (Decile 1/2)
compared to other large rural shires

Income: households with income less than \$400 is low; number of disadvantaged neighbourhoods is low.

Participation: level of workforce participation is high and youth unemployment is low.

Home transport: low rate of households without a vehicle.

Employment: proportion of residents working from home is high.



Average
Performance is similar to others

Education: Year 12 completion rates and residents who have completed a Vocational Qualification or a Bachelor or Higher Degree.

Housing: rental housing is similarly affordable; proportion of households with housing costs greater than 30% of gross income is average.



Lagging (Decile 9/10)
compared to other large rural shires

Income: proportion of one parent families living on less than median weekly income is high.

Housing: less smaller houses (<3 bedrooms).

Internet Access: less households with internet access at home.



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TAKING IT TO THE STREETS

What our community had to say

The following section provides a snapshot of the key economy related feedback and comments from the community during the engagement program. The full My Moyne, My Future **Community Engagement Summary** report provides further detail and community commentary.

We went out into the Moyne Shire community and asked people the following questions:

- › 'Thinking about the year 2040, what would you like Moyne to look, feel and be like?'
- › 'What do we need to start now, or change, to achieve the kind of community we want in the future?'
- › 'What do you value about the Moyne area and community?'
- › 'What is your biggest concern for Moyne's future?'

The top three priorities about Economy that arose were:

- › Employment.
- › Sense of Opportunity.
- › Education.

Participants valued:

- › The agricultural potential of Moyne Shire.
- › The diversity of business and the opportunities for employment at places such as the cheese factory.
- › The young people who have returned to the shire during COVID after leaving for educational purposes.



What did our community say was an economy-based priority for 2040?

When we asked the community of Moyne Shire what their priorities were, 11% of responses mentioned Economy, making it the fourth priority pillar across the engagement responses.

11%

For some participants, their vision for Moyne Shire reflected a flourishing economy where the most was made of our unique assets and opportunities, without disrupting the balance of the local country lifestyle.

Some opportunities for a future vision of Moyne's economy were identified:

- › An opportunity for more diversity in farming practices besides dairy and potatoes, with more niche, quality agricultural products to be grown in the area.
- › Raising the tourism profile of individual towns through a sculptural trail that encourages visitors to drive through the areas of Moyne.
- › Opportunity to develop a recycling plant to tap into recyclable materials from surrounding shires, benefiting both the environment and local people through creation of an employment hub for the region.
- › A greater range of retail in Port Fairy to better service local residents, not just ad hoc shops for people visiting on holiday, and capacity for a restaurant in Mortlake.

Participants said we need to start:

- › Advocating for improved internet connectivity and WiFi to support remote learning, education and working in the shire.
- › Providing adult education opportunities by using school buildings in the evening.
- › A school bus or a walking bus for children that live in town to get to school.
- › Increasing practical education potential through attracting new businesses to the area.
- › Increasing educational and employment opportunities to encourage young people to remain in the shire.
- › Incentivising businesses to employ young people.
- › Promoting the attributes of the different areas of the shire to attract tourism and retain accommodation providers in the Shire.

2.8%

2.8% of feedback from the community engagement related to employment creation, making it the highest mentioned topic under the Economy pillar, followed by a 'sense of opportunity'.

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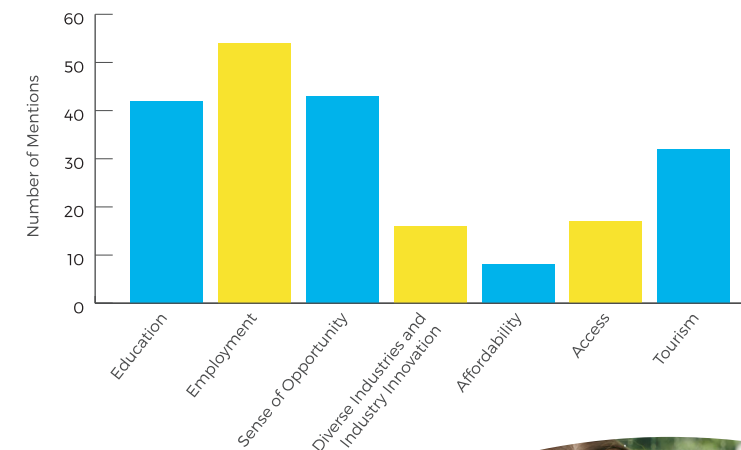
TAKING IT TO THE STREETS

What did our community say was an economy-based priority for 2040?

Participants said they were concerned about:

- The potential for population decline and what that would mean for school size and subsequent educational opportunities.
- Townships turning into ghost towns.
- A perceived lack of acknowledgement of how important the natural environment was as a key economic driver in Moyne.
- Climate change, its impact on the coast and Moyne's agricultural economy, and a critical need to address it.
- New ideas starting up in Moyne but then tending to fizzle out or losing impetus, and a need for more support at getting these ideas off the ground.
- The need for greater childcare opening hours in Mortlake past three days a week to allow workers flexibility to take up more employment.
- If there were no buyers for the daycare centre in Mortlake it would impact parents' ability to go to work.
- A need to shift away from a reliance on overseas trade and focus on Australian and local economy, including a focus on seasonal and local produce.

Number of mentions about Economy across the community engagement



Community comments



"Create more housing to support the school's retention rates."



"We need better transport around a 9-5 model for school, university and work. We need a bus loop to warrnambool to the TAFE, transport to the train station at Terang, and transport to Camperdown."



"Promote the natural features and the healthy attractions of the area such as the rail trail, to bring tourists that don't create an impact."



"More emphasis on Mortlake to help the shop owners maintain and lift the facade of the Main Street. Better retail experience focused on everyday opportunities."



"Lobby for good internet connectivity and WiFi to support remote working and schooling in the shire. Focus on upgrading and repairing roads."



"Strong, healthy community supported by a progressive council with a diverse economy, and healthy environment."



"Raise the profile of the individual towns through a sculptural trail that encourages visitors to drive through the areas of Moyne."



"Create more potential in opportunities and jobs so young people can stay."



"More employment opportunities including larger industries like a recycling plant... it would benefit the environment and we could become an employment hub for the region."

REGIONAL PRIORITIES

What about our regional partners and agencies?

We also asked key organisations and services providers for our region what their priorities are for our community. These stakeholders will play an important part in supporting the 2040 Community Vision.

Partner agency economy-based priorities include:

- Workforce availability – skills and supply
- Sustainable growth and business practices
- Better educational outcomes and regional training / career opportunities
- Growing and maintaining returns from tourism
- Digital connectivity and literacy
- High value industry investment – renewables, agriculture, value-adding and tourism
- Growing cultural and creative industries including First Nations
- Safe and efficient transport by road and rail



Drawing from a student at Hawkesdale P-12 College



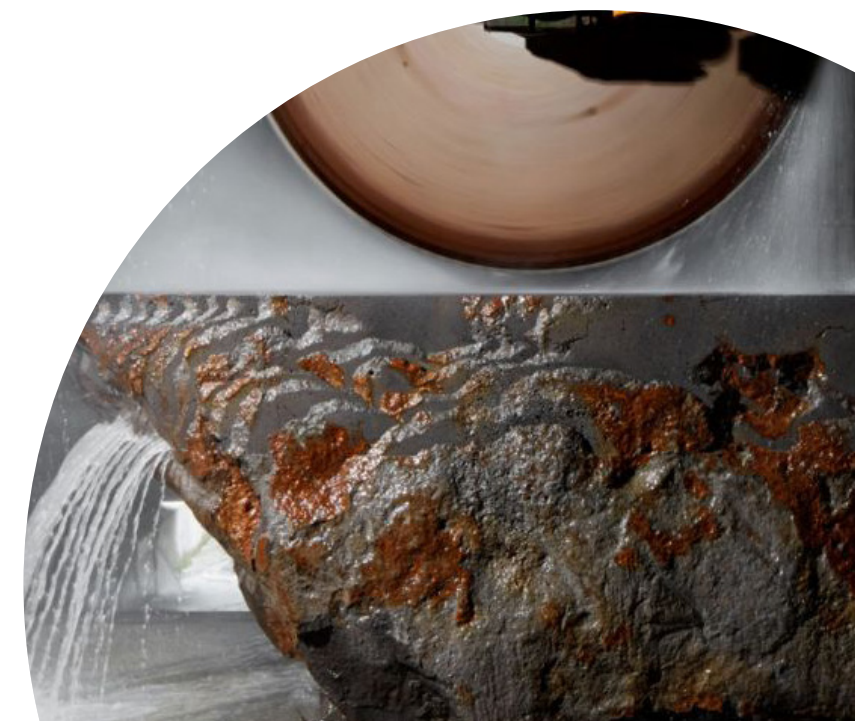
More information on regional priorities and partner agencies are presented in the ***Strategic Community Profile Background*** report.

WHAT DOES 2040 LOOK LIKE?

It can be hard to imagine what 2040 might look, particularly in our rapidly-changing world of politics, technology, arts, recreation and the growing global population.

So let's look back at the year 2000 and think about – what has changed over the past 20 years and what might change look like in the next 20?

- The world didn't end with Y2K but the I Love You virus disrupts computers around the world
- 35% of the Great Barrier Reef is excluded from trawling to reduce the fish catch
- GST was introduced in Australia
- Australia hosted the Olympics
- John Howard was Australian Prime Minister and George W. Bush was elected US president
- American Beauty won Best Picture at the Oscars and Billy Elliot danced into our hearts
- Kylie made a comeback with her Light Years album
- Big Brother launched in the UK
- Motorola released the first touch screen phone but the Nokia 3310 became the best-selling phone of its time
- The Sims was the hottest new video game
- Harry Potter and the Goblet of Fire is published and becomes the fastest selling book ever
- First inhabitants arrive at the International Space Station
- Tiger Woods becomes the youngest player to win a Grand Slam in golf
- Windows 2000 is released
- World population reaches 6.14 billion people. It reaches 7.8 billion in 2020 and is forecast to reach 9.2 billion in 2040
- Australia's population was 19 million in 2000 and reached 25.7 million in 2020. It is forecast to be 31 million 2040
- Victoria's population was 4.6 million and reached 6.7 million in 2020. By 2040 the State's population is forecast to be 10 million people.



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DISCUSSION STARTERS

Some topics that arose from our community members and our regional partners include:

- › In Port Fairy, it was a concern that housing affordability might price locals out of the area
- › In Mortlake and other small towns it was a concern that the very limited transport access presented a barrier to accessing education and employment opportunities especially for younger people
- › Opportunity was a concern, and many participants talked about wanting to build an environment of economic, learning and participation for residents of all ages
- › Retaining young people in the shire through educational and employment opportunities was a recurring priority. Participants felt that with improved educational and employment opportunities young people would have a greater desire to remain in the region
- › Professional and enterprise development and increasing our capacity to support and grow creative industries
- › Creating opportunities to increase active living and travel
- › Links between education and local industry
- › Increasing school engagement and retention to Yr 12 or its equivalent
- › Attraction and retention of a skilled workforce.
- › Water for agriculture, and supporting a circular economy
- › Visitor destination and product development - especially Budj Bim, Tower Hill and the products, services and experiences to support visitation
- › Sustainability of events



YOUR NOTES

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