



G21 Region
Opportunities
for Work

REPORT CARD 2022

This Report Card is the GROW G21 region's annual publication to report key data, outcomes, achievements and challenges experienced during the 2021/22 financial year.

**GIVE WHERE
YOU LIVE** FOUNDATION



grow.g21.com.au

THE GROW MODEL

The G21 GROW team and network of Signatories, has a mission to change the way we buy and employ locally, working together with community organisations, business and government to address entrenched disadvantage through inclusive employment and social procurement.

GROW actions are focused on **four** domains:

BE INCLUSIVE

SPEND LOCAL

SPEND SOCIAL

ADVOCATE & COLLABORATE

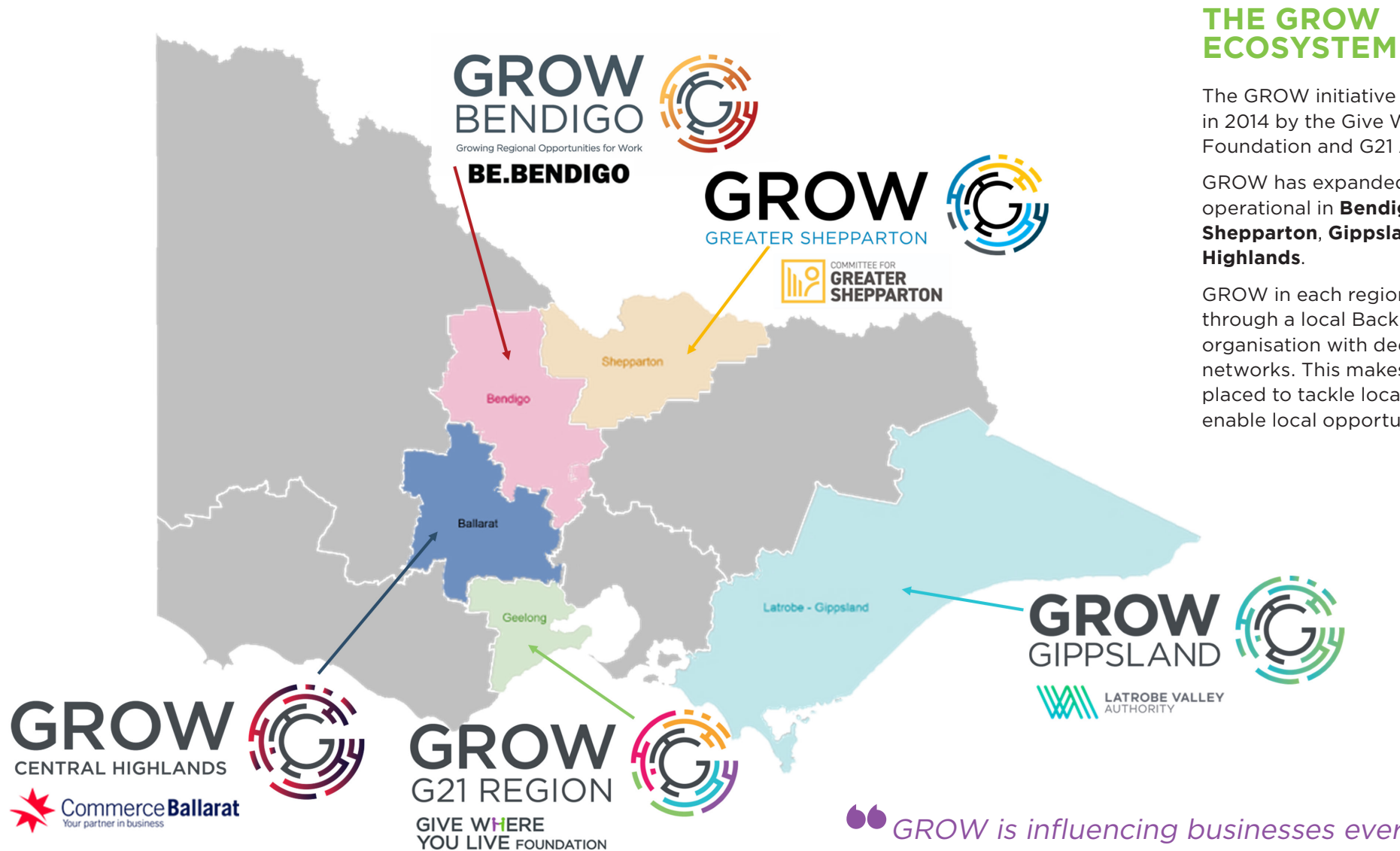
Collectively, these actions help GROW Signatories, and the system stakeholders they engage, to allow the **movement of knowledge**, the **movement of talent** and the **movement of capital**.



“GROW is about picking people up and moving them through the system, when so often it can be a bottleneck. They're driven by the heart, and they act with their heads.

- Stakeholder consultation (Employer)





THE GROW ECOSYSTEM

The GROW initiative was designed in 2014 by the Give Where You Live Foundation and G21 Alliance.

GROW has expanded and is also operational in **Bendigo, Greater Shepparton, Gippsland** and **Central Highlands**.

GROW in each region is implemented through a local Backbone organisation with deep, local networks. This makes them well-placed to tackle local challenges and enable local opportunities.

“GROW is influencing businesses everyday, to open their minds, and change the way they work. They don't have the same red tape. They get in there, and they get it done.

- Stakeholder consultant (Employer)

BE INCLUSIVE

G21 Signatories reported **228 paid employment outcomes**, including apprenticeships and traineeships, for individuals residing in G21 GROW target suburbs of **Corio, Norlane, Whittington** and parts of **Colac**.

GROW Signatories reported on the critical work that takes place to support and create **employment pathways** that seed employment outcomes.

Signatories have demonstrated this work through engagement in:

- careers events
- industry forums
- school-based apprenticeships
- training and upskilling
- building internal business capability as inclusive employers

“It’s pretty good knowing that I’m working hard for what I’m doing. I’ve got a house now and I’m working hard for it, so it’s pretty good. It’s life changing

- Employee of GROW Signatory, CLOS



Play CLOS



228

**PAID EMPLOYMENT OUTCOMES
FOR INDIVIDUALS RESIDING IN
G21 GROW TARGET SUBURBS OF
CORIO, NORLANE, WHITTINGTON
AND PARTS OF COLAC.**



SPEND LOCAL & SPEND SOCIAL

The impact of GROW's activities reverberate throughout the local economy and community.

GROW's work in local procurement demonstrates that for every dollar GROW Signatories spent with local G21 suppliers, \$2.04 is generated in the local economy.

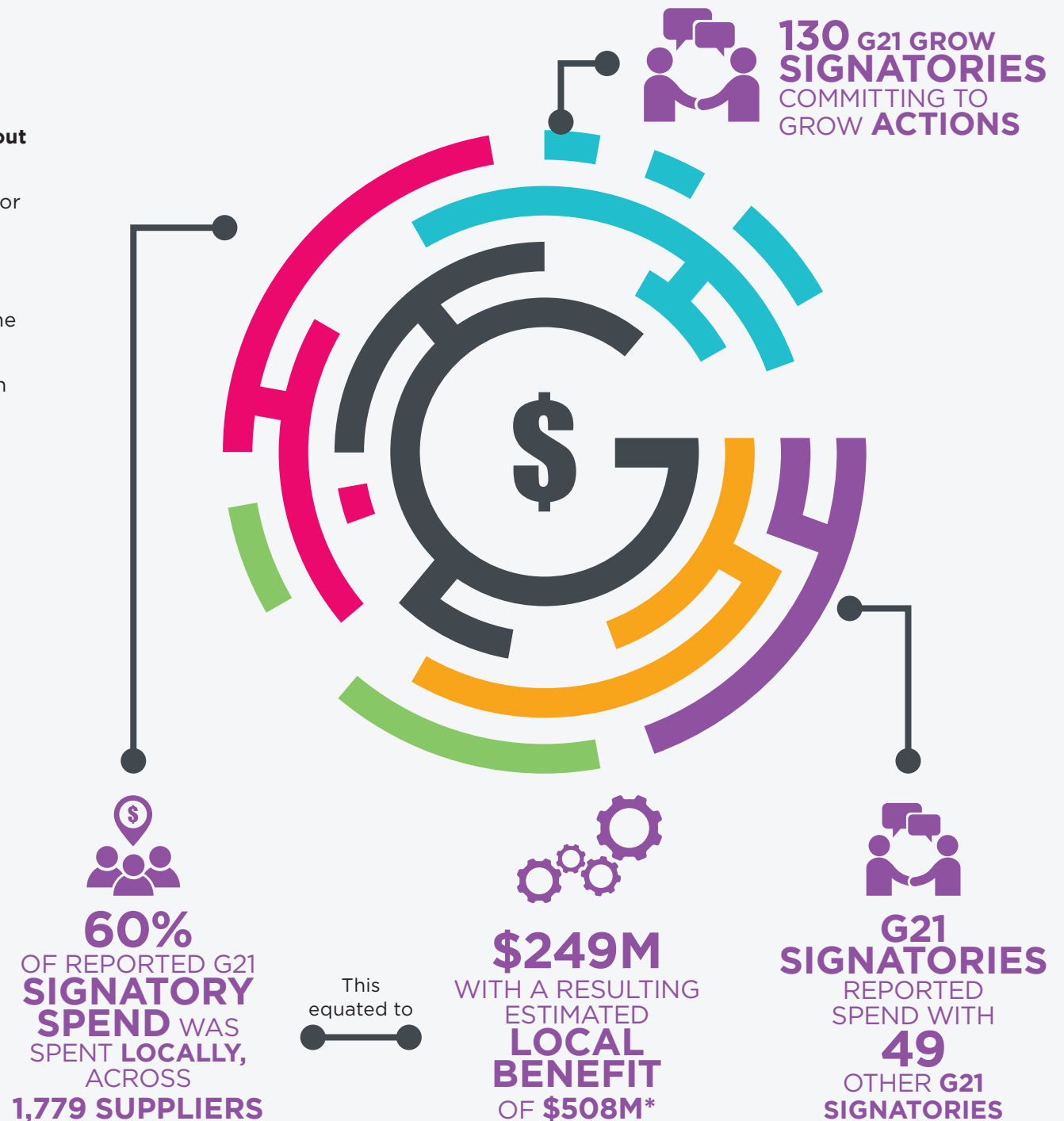
The direct impact of signatory local spend helps to support jobs and industry. However, this undercounts the full benefit to the local community.

Local benefit multipliers occur when spend is made with locally owned and independent businesses. That spend is recirculate through the local economy at 2-4 times the amount, than money spent with non-local companies. As this spend moves through the community, it generates more local wealth, charitable contributions, and jobs.

“As a Social Enterprise we are often flying blind. (GROW) has the opportunity to sit at the table as things evolve and communicate what it means for our opportunities.

In this sense GROW is a big promoter of our cause and the value that we could provide to the system.

- Stakeholder consultation
(Social Enterprise)



ADVOCATE & COLLABORATE

G21 Signatories reported their commitment for working collaboratively and innovatively to help people experiencing long-term unemployment into jobs. They also advocate for more inclusive and supportive recruitment, training and on-the-job conditions.

GROW Signatories are committed to driving change. Examples of Signatory actions to drive change include:

- **Inclusive recruitment selection criteria to attract a diverse workforce**
- **Equal-pay for equal-work**
- **Gender representation across business**
- **1:1 internal development and mentoring**
- **L to P plate program**
- **Establishing employment pathways with other G21 Signatories**
- **Recruiting into entry level positions and investing in development**
- **Offering courses from Cert III to Advanced Diploma levels**

“*I'd love to see a more collective voice, advocating at a state wide level on issues that all the regions face.*

I see the opportunity for this to be bottom up. (The regions) coming together to tackle challenges.

- Stakeholder Consultant (GROW Team)



LOCAL WORKFORCE

UNEMPLOYMENT AND LABOUR FORCE PARTICIPATION

REGION LGA / SA2	2021		2016	
	Unemployment Rate	Total Labour Force Participation Rate	Unemployment Rate	Total Labour Force Participation Rate
CITY OF GREATER GEELONG	4.4%	60.7%	6.4%	57.9%
• CORIO	8.6%	49.7%	12.5%	48.1%
• NORLANE-NORTH SHORE	10.2%	45.4%	17.3%	42.4%
• NEWCOMB-MOOLAP (WHITTINGTON)	4.8%	52.8%	7.3%	51.8%
COLAC OTWAY SHIRE	2.8%	58.6%	4.4%	57.5%
• COLAC	2.9%	57.6%	4.4%	55.4%

The labour force participation rate is the percentage of the total population, who are engaged in the labour force, either through employment or accessing JobSeeker or Youth Allowance.

The statistics indicate that across all G21 GROW target areas there have been significant shifts in the unemployment rate since 2016. However, the participation rate remains relatively consistent.



**EMPLOYMENT
OFFERS A KEY
PATHWAY
TO ACHIEVE
PERSONAL GOALS**

JOB SEEKER SUPPORTS

REGION LGA / SA2	SEPTEMBER 2022		SEPTEMBER 2021		SEPTEMBER 2019	
	Jobseeker & Youth Allowance Recipients	% of 15-64 Age Population	Jobseeker & Youth Allowance Recipients	% of 15-64 Age Population	Jobseeker & Youth Allowance Recipients	% of 15-64 Age Population
CITY OF GREATER GEELONG	8,423	5.0%	11,215	6.7%	8,049	4.8%
• CORIO-NORLANE	2,169	12.0%	2,728	15.1%	2,276	12.6%
- NEWCOMB-MOOLAP (WHITTINGTON)	788	8.5%	1,081	11.7%	785	8.5%
COLAC OTWAY SHIRE	705	5.5%	945	7.4%	686	5.4%
• COLAC	446	6.0%	589	7.9%	429	5.7%

JobSeeker and Youth Allowance recipient numbers from 2019, 2021 and 2022 are showing that the rates are returning to pre-COVID-19 levels, which is a good sign.

Despite positive signs, the rates across GROW target areas are still significantly higher than the City of Greater Geelong. G21 GROW Signatories have shown that in this region, we have the power to change this bias through further work to increase inclusive employment and social procurement and advocating for systemic change.

GROW'S SUPPORT IN A CHANGING ENVIRONMENT

The GROW approach is designed to stimulate local economic growth and job creation, supporting the realisation of the **Victorian Government's Social Procurement Framework**, the **Social Enterprise Strategy (2021-2025)**, the **Yuma Yirramboi: Invest in Tomorrow (Victorian Aboriginal Employment and Economic) Strategy**, the **Geelong City Deal** and the legacy aspirations of the **2026 Victorian Commonwealth Games**.

“GROW's social license allows us to have a 'finger on the pulse' of regional communities. GROW uses their position as a trusted advocate for community to translate their needs (and expectations of government) to support the development of new initiatives.

- Stakeholder consultant (GROW Team)





THANK YOU

We'd like to thank all GROW Signatories for their commitment and dedication in 2021-22 toward achieving a fairer G21 region through social procurement and inclusive employment.

To find out more about the GROW initiative contact the G21 GROW team:

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