

Industry Workforce Development Strategy for the Mildura Region

➔ GOING FORWARD



The Mildura Region Industry Workforce Development Strategy Reference Group (Stage 1)

- ➔ Mildura Rural City Council
- ➔ Mildura Development Corporation
- ➔ Mildura Wines
- ➔ Regional Development Victoria
- ➔ Sunraysia Institute of TAFE
- ➔ La Trobe University
- ➔ Australian Workers Union
- ➔ Department of Industry, Innovation and Regional Development
- ➔ Skills Victoria
- ➔ Northern Mallee LLEN
- ➔ Lindemans Wines (part of the Fosters Group)
- ➔ Boundary Bend Limited (Olives)



The Industry Workforce Development Strategy Initiative for Mildura Region at a glance

CHALLENGE	ACTIONS
Accessing a quality, skilled and sustainable workforce	<ul style="list-style-type: none"> → Strengthen ties with the education sector by promoting apprentice and trainee programs and developing an industry-wide university scholarship scheme or graduate program → Develop initiatives in partnership with local service providers, to reach Indigenous people, people with a disability and disengaged young people → Conduct seminars for industry about helpful labour market programs and initiatives → Work with the Skilled Migration Program to promote seamless processes for suitably qualified overseas workers → Promote employment in the region and industry success stories
Retaining skilled and motivated workers	<ul style="list-style-type: none"> → Conduct forums for industry on staff retention and engagement and promote cross-industry cooperation → Develop initiatives in crucial areas such as promoting flexible workforce practices, retaining mature workers and attracting staff from outside the region
Building appropriate workforce skills to meet industry needs	<ul style="list-style-type: none"> → Enhance promotion and uptake of Victorian Government labour market programs → Work with Skills Victoria to conduct a forum on industry training needs and skills gaps → Develop support materials on career pathways and development in the wine, olive and beverage industries
Equipping industry with skills and tools to identify and manage workforce gaps	<ul style="list-style-type: none"> → Engage a project officer to help foster a collaborative, industry-wide approach → Enhance planning through labour market analysis and forecasting and by linking in with existing state and regional agencies and initiatives

The Wine, Beverage and Olive Industries in Mildura Region – a snapshot



→ Wine

The value of wine grape production in the region is \$203.7m and employs over 1200 people. The Murray Darling and Swan Hill wine region crushed over 20% of the total Australian grape crush in 2008.

→ Beverage

The food and beverage sector currently employs 1,587 workers and is poised for future growth. The region processes in excess of 150,000 tonnes of fruit annually which is manufactured into over 200 different products from locally grown oranges, grapefruit, lemons, grapes and mandarins.

→ Olive

The production of olives since 2004 has grown by 1450%. By 2014 Australia is expected to produce 25,000 tonnes of extra virgin olive oil. The Murray Darling region is home to one of the nation's largest olive tree plantations.

What is the Mildura Region Industry Workforce Development Strategy?

The strategy takes the pulse of industry in the Mildura Region. It looks in depth at issues affecting local business and industry, such as attracting and retaining skilled workers and accessing local training. It sets out a local action plan to tackle these challenges.

The Mildura Region Industry Workforce Development Strategy is one of a series of studies in selected key economic regions across Victoria. It was funded under the Victorian Government's \$1.8 million *Moving Forward: Update the Next Two Years 2008-2010* strategic plan.

Who was involved?

The strategy is a project of the Victorian Government's Workforce Victoria. It was undertaken by the Mildura Region Industry Workforce Development Reference Group, which includes representatives from leading local employers, industry associations, local government and government agencies.

How was it undertaken?

The reference group worked with a project manager from Mildura Development Corporation to pinpoint issues, look at solutions and decide on priority actions. The group conducted extensive research, consultation and analysis.

Which industries did the strategy examine?

The strategy looks at the wine, beverage and olive industries in the Mildura Region. These sectors were selected because of their contribution to the local and regional economy, their identified concern about workforce attraction and retention, and their willingness to participate.

Challenges for the wine, beverage and olive industries in Mildura

Demographic, social and economic changes mean the wine, beverage and olive industries in Mildura Region will increasingly face shortages of skills and labour.

Meeting the challenges

To translate the strategy's recommendations into actions the Mildura Murray Darling Wine Industry Association Inc. (Mildura Wines) in conjunction with the Mildura Development Corporation will establish an industry and government steering committee, which will also include industry representation from the olive and other beverage industries.

The steering committee supported by a dedicated project manager will implement the identified workforce development priorities for the sectors and ensure local industry is continually consulted and engaged.



Next Stage (Stage 2)

The Victorian Government is providing funds to support the next stage of the Mildura Region Industry Workforce Development Strategy. Funding will assist in resourcing the new project steering group to implement and recommend workforce development actions and identified priorities.

The Mildura Region Industry Workforce Development Strategy Steering Group (Stage 2) consists of:

- | | |
|-----------------------------------|---|
| → Mildura Wines | → Northern Mallee LLEN |
| → Mildura Development Corporation | → Lindemans Wines (part of Fosters Group) |
| → Mildura Rural City Council | → La Trobe University |
| → Regional Development Victoria | → Australian Workers Union |
| → Boundary Bend Limited (Olives) | → Workforce Victoria, Skills Victoria |
| → Sunraysia Institute of TAFE | |

For further information or to obtain a copy of the Mildura Region Industry Workforce Development Strategy telephone Anne Mansell, CEO – Mildura Development Corporation, Ph: 03 5022 0722.



With thanks to the Mildura Industry Workforce Development Reference Group (Stage 1):

- | | |
|------------------|--|
| → Andrew Millen | Mildura Rural City Council |
| → Anne Mansell | Mildura Development Corporation |
| → Anthony Murphy | Mildura Wines – Mildura Murray Darling Wine Industry Association |
| → Costa Skiadas | Regional Development Victoria |
| → Jenny Grigg | Sunraysia Institute of TAFE |
| → Kent Farrell | La Trobe University |
| → Patrick Wood | Australian Workers Union |
| → Ron Broadhead | Northern Mallee LLEN |
| → Wayne Ellis | Lindemans Wines (part of Fosters Group) |
| → Danny McNamara | Boundary Bend Limited (Olives) |

Additional attendees included representatives from the Department of Industry, Innovation and Regional Development, Skills Victoria, Skilled Migration Program, Australian Vintage Wines and Mildura Fruit Juices Australia.