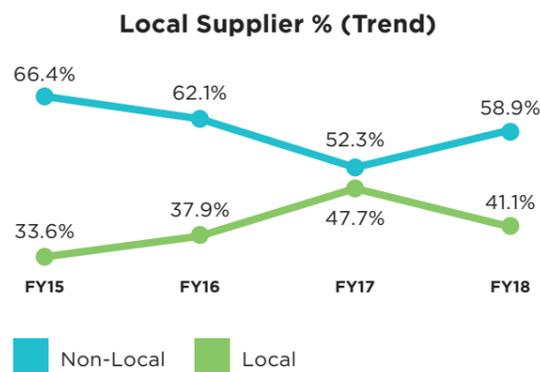
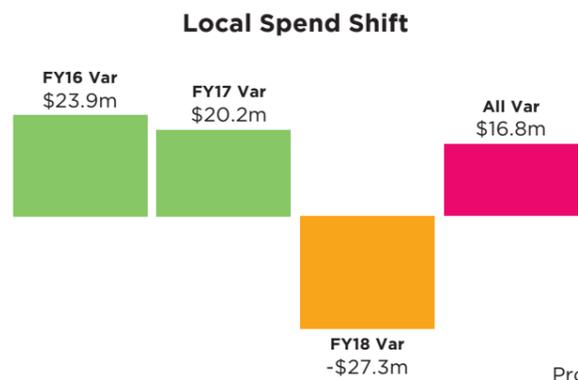


WHAT - GROW PROGRESS

GROW Compact Signatories have reported creating 112 jobs, and 20 employment pathways for people from target areas in 2018.

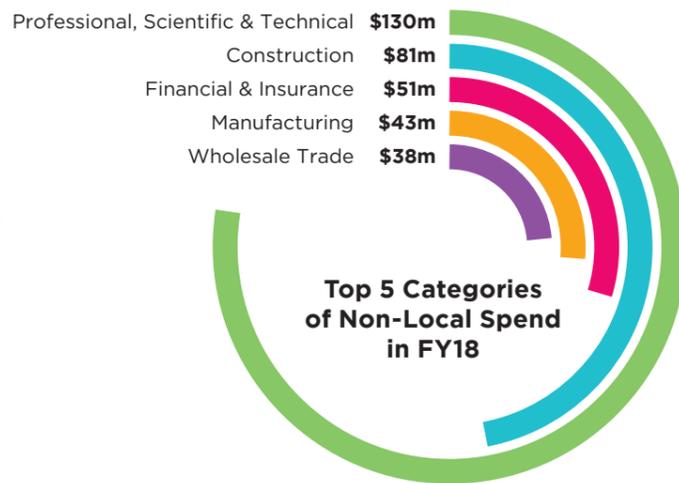
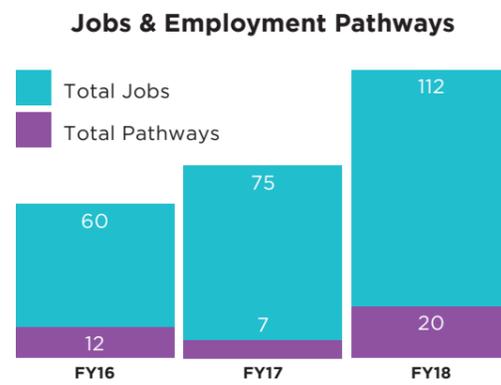
At least 70% of these new employment opportunities involved Compact Signatories working with our partner employment services. Roughly 50% were, more specifically, supported by Jobs Victoria programs within our region. Almost half of these jobs were for people from Norlane and Corio, 24% from Whittington and 27% from Colac.

Despite a reported reduction in local spend in the last financial year, overall shift in spend continues to be positive across the last four years. Since 2015 financial year, Compact Signatories have increased local spend from 33.6% to 41.1% of their total spend and report a cumulative increase in local spend of \$16.75 million.



In 2018 financial year a total of \$460 million was spent non locally (from the data sets provided). Of this Professional, Scientific & Technology, Construction, Financial & Insurance, Manufacturing and Wholesale Trade services made up 74% of non-local spend, and therefore create significant future opportunities.

NB: The current shift in local spend calculation excludes potential local impact of businesses which are based out of region but have local footprint/employment. The potential off-set of this impact is planned to be captured in future data collections and reporting processes.



Make a difference today and start GROWing opportunities in our region

Contact GROW to find out more:
Liz Everist, GROW Engagement Officer

@ liz@givewhereyoulive.com.au
03 5229 4364
grow.g21.com.au



GROW is a joint initiative of Give Where You Live Foundation and G21 - Geelong Region Alliance.

Give Where You Live Foundation acknowledge key GROW funding partner - Victoria State Government.



VOICES OF GROW



Historically, [our organisation] has faced a recruitment challenge on a yearly basis to source unskilled labourers. It has opened our eyes from a narrow focus of how we were achieving this to look at things differently. The training for managers about disability and job carving has proven we can achieve business outcomes. Workers are motivated and happy.

- Cameron Shepherd, AusPits

Through the GROW process reporting of our spend and the first iteration of the Dashboard, what we discovered was that there was a fair amount of leakage, of purchases made outside the Geelong region that were influenceable. We discovered that our procurement policy wasn't defined well enough. So we went through the process of reviewing and writing a policy and communicating it. Part of it was getting it communicated and part of it was getting the team to stop doing what they had always done and say "hang on a bit, we can do something different here..."

- Anonymous, Compact Signatory

GROW brings everyone together and brings the right people. I am working with the contacts I have met through GROW, [which has] enabled us to link our offender cohort to the right employment and training supports to help them. These are services that understand that cohort - it's not easy for these clients, they have so much going on in their lives, they need wrap around and ongoing support. So we have better opportunities for our offenders.

- Rachel Marshall, Department of Justice and Community Safety

Our GROW Compact Action Plan has created internal awareness. It is reported to Senior Management and actions [are] reviewed annually. To date we have achieved all of our actions items which is a great achievement. Some of the actions were quite simple but some of them are quite challenging... We have learnt that simple awareness and education does make a difference so we encourage anyone who is new to this space to make an effort.

- Jim Ryan, Barwon Water

I think it's shown incredible leadership from Geelong. Incredible thought leadership to challenge the way governments fund or support economic growth. How they can now look at social impact as a genuine part of the economic narrative and how people can make small changes potentially to their hiring practices, their procurement practices to achieve long term and positive change in people's lives from a place-based area.

- Jennifer Cromarty, Committee for Geelong

NB: Quotes are extracts from 'Most Significant Changes' stories collected through the GROW Review. The above quotes are from Compact Signatories and key strategic partners of the GROW initiative.



REPORT CARD 2019

This Report Card is GROW G21 Region's third annual publication capturing key data, outcomes, achievements and challenges experienced in the Start-Up Phase of this regional place-based initiative.

The GROW initiative is a collective of business, government and community, using an economic development approach to drive inclusive growth in the G21 Region and ensure access to sustainable jobs in GROW target areas.



WHY - GROW TARGET AREAS

Latest figures report an increase in unemployment rates for our region, with a 7.3% unemployment rate overall and a youth unemployment rate of 14%¹. However, within GROW's target suburbs the story changes. Corio/Norlane report an unemployment rate of 21.7%² and pockets of unemployment as high as 23%³, along with youth unemployment up to 75%³.

Also in our region, Newcomb/Moolap (including Whittington) report an unemployment rate of 12.2%², with small area unemployment rates up to 18%³ and youth unemployment as high as 29%³.

Although Colac's overall unemployment figures look much better at only 3.7%, there remain small pockets where unemployment and underemployment are entrenched, with unemployment rates as high as 15.2% and youth unemployment up to 20.7%³.

Census 2016 Data

NORLANE

Small Area Unemployment Rate: up to **23.2%**
Small Area YOUTH Unemployment Rate: up to **75.0%**
SEIFA Ranking: **3rd** most disadvantaged region in Victoria

CORIO

Small Area Unemployment Rate: up to **23.4%**
Small Area YOUTH Unemployment Rate: up to **48.0%**
SEIFA Ranking: **26th** most disadvantaged region in Victoria

COLAC

Small Area Unemployment Rate: up to **15.2%**
Small Area YOUTH Unemployment Rate: up to **20.7%**
SEIFA Ranking (Colac East): **2nd** most disadvantaged region in Victoria

WHITTINGTON

Small Area Unemployment Rate: up to **18.0%**
Small Area YOUTH Unemployment Rate: up to **29.0%**
SEIFA Ranking: **18th** most disadvantaged region in Victoria

BARRIERS AND CHALLENGES

Key barriers and challenges that impact on getting a job have been identified through the work of our partners and Compact Signatories. These include:

Transport

Lack of regular, reliable and accessible transport is not a new challenge. Over 74% of people in our region can rely on their own car to get to work. However, for some, access to personal transport is not easy and can significantly impact on capacity to get, and keep, a job.

Up to 26% of households have NO ACCESS TO A CAR in some areas in Geelong³



Mental health

Stress, anxiety and depression are rising alongside unemployment rates, with young people the most affected. Long-term unemployment can see a loss of self-esteem and social networks that make it harder to get a job. Unemployment and mental illness can create a perpetual and reinforcing cycle.

ONE IN FIVE Australians has a mental illness or disorder⁴



Attitude and Bias

We need to reflect on the conscious and unconscious biases we have about long-term job seekers in our region. Whether about an individual or their suburb, our unconscious bias can influence our behavior and the assumptions we make.

HOW - GROW COMPACT SIGNATORIES

The GROW initiative's 110 Compact Signatory Organisations are working towards the common agenda of addressing place-based disadvantage, and 72 have developed Action Plans online in the GROW portal.

These bespoke Action Plans have been co-designed with Signatories to deliver, track and report on our collective action.

Each Signatory selects actions that align with their own objectives, so that delivering GROW social impact becomes Business As Usual.

Actions are focused on the GROW strategies of social procurement and inclusive employment, as well as collaboration and systems advocacy, to encourage job creation and access to opportunities for disadvantaged job seekers.

COMPACT SIGNATORIES
110

57 organisations signed GROW Compact by May 2017
+25 by May 2018
+28 by May 2019

COMPACT ACTION PLANS
72

1,211 planned actions in total
713 actions completed or in-progress
23% undertaking employment and workplace change actions
30% undertaking actions as buyers and suppliers in the region
48% taking action as enablers and leaders

GROW REGIONAL ACTION PLANNING
27

24 actions completed or in progress

COMPACT ACTION NETWORK 2018
86

86 individuals actively involved in the 2018 Compact Action Network quarterly meetings, representing 62 Compact Signatory Organisations

JOB SERVICES NETWORKS
50

50 individuals from partner Employment and Training services attending Peer Support and/or Jobs Forum bi-monthly meetings

DATA PROVIDED
33

33 Signatory Organisations have provided procurement and/or employment data over 3 years
38% of targeted procurement Signatory Organisations in 2018
25% of targeted employment Signatory Organisations in 2018

MOBILISING FUNDING
\$780k

\$30,000 received from Helen McPherson Smith Trust for Colac GROW Our Own project
\$750,000 received from Victorian State Government, matching Give Where You Live Foundation funds until 2022 for GROW backbone activity

SYSTEMS ADVOCACY
160+

160+ meetings including with all levels of government and key stakeholders to advocate for the principles and policy requirements of GROW in 2018 (noting 300+ meetings in 2017 and 2018)
+ transferable model of the GROW initiative now being developed into four new regions

1. ABS Jan 2019, Statistical Area 4 including City of Greater Geelong, Borough of Queenscliffe, Surf Coast Shire, and the majority of Golden Plains Shire.
2. Department of Jobs & Small Business, Small Area Labour Markets, Statistical Area 2, December 2018. 3. ABS Census Data (2016) SEIFA relates to the Socio-Economic Indexes for Australia and the Index of Relative Socio-Economic Disadvantage. Small Area relates to Statistical Area Level 1 - regions smaller than suburbs which are used for Census data collection. 4. Department of Health & Human Services, 2019, Mental Health Facts.
5. ABS Labour Force Survey, Feb 2019.