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State of our Community Report
Sunshine Coast

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Who are we?

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Campbell Page provides employment, rehabilitation, training, and community services to a diverse range of people including those most disadvantaged. We are an Australian, secular, not-for-profit organisation operating from 110 locations throughout New South Wales, Victoria, Queensland, South Australia, Tasmania, the Northern Territory and the Australian Capital Territory

We are located in the heart of the communities we serve and help over 70,000 Australians each year. We are committed to the delivery of sustainable, quality services to communities in need.

In 2010 we celebrated our 25th anniversary.

The Campbell Page *State of Our Community* research project

The *State of Our Community* research project has three core goals:

1. to develop an understanding of key social issues affecting clients within our communities;
2. to examine how well these issues are addressed by government and community service providers within each region; and
3. to explore how well-equipped community organisations feel about their ability to meet community needs.

Results from this project have been published as 25 separate community profile reports, one for each of the regions where we provide employment services. The *State of Our Community* reports are intended as a resource for community service organisations, NGOs, employers, governments and other stakeholder groups. Our aim is to engage key stakeholders in an ongoing discussion about how we can work together to reduce disadvantage and build more socially inclusive communities.

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Executive summary

This report presents the findings of Campbell Page's *State of Our Community* research project for the Sunshine Coast Employment Service Area (ESA). This project is part of our long-term research agenda to engage with communities and employ local solutions to local problems, as well as develop evidence-based policies and practices.

The research project was undertaken by members of the Campbell Page research team, with the assistance of an independent research consultancy. The first phase of this project has involved the production of *State of Our Community* reports for each of the 25 Employment Service Areas (ESAs) that we work in. To develop these community profiles we analysed existing national datasets such as ABS Census data, and engaged in a process of primary data collection and analysis. Specifically, we surveyed three key stakeholder groups to develop a holistic understanding of the needs of local jobseekers and the services and supports available to them within their local community.

Survey participants comprised managers at Campbell Page employment offices (hereafter called Community Employment Hubs); staff at local community service organisations; and staff from key industry groups such as local employers, recruitment agencies, and training organisations. Due to small numbers of respondent staff from industry groups, we report findings for the Industry Employment Outlook Survey at the national level only.

Key findings

Key findings for the *State of Our Community* research project are summarised below. We first report national findings from the Industry Employment Outlook Survey:

- Respondents to the Industry Employment Outlook Survey indicated that job placement for entry level positions had been active in the third quarter of 2010. Almost one third of employers also stated that they intended to increase the total number of entry level positions within their organisation during the last quarter of 2010.

- Employers and recruitment agencies were asked to rate the relative importance of four characteristics when choosing a candidate for an entry level position: formal qualifications (e.g. trade certificate, forklift licence), work experience, driver's license, and personal attributes. Employers rated the personal attributes of a jobseeker as the most important characteristic and formal qualifications as the least important. Representatives from recruitment agencies rated all four considerations as of fairly equal importance, with formal qualifications slightly higher.

- Responses from representatives of recruitment agencies differed according to location. Recruitment agencies in regional areas considered a driver's licence as the most important characteristic, whereas respondents from metropolitan locations valued personal attributes above all others.

- Respondents from training organisations indicated that the most commonly provided courses for people looking for entry level positions were Certificate II or III in Business Studies, Hospitality and Retail.

- Respondents from training organisations reported that approximately one in five jobseekers do not complete training courses. Reasons most commonly provided for an early exit were a lack of motivation or a poor attitude on the part of the jobseeker, transport difficulties, and/or family pressures. Financial pressures and learning difficulties associated with poor literacy and numeracy where also highlighted as significant barriers to course completion.

Findings related to community needs within the Sunshine Coast ESA are summarised below:

- Community Employment Hub managers on the Sunshine Coast identified a lack of access to transport, a lack of a driver's licence or access to a motor vehicle, housing insecurity and homelessness, mental health issues, drug and alcohol dependency and geographic isolation as key areas of concern amongst jobseekers.

- Community groups surveyed in the Sunshine Coast ESA ranked the lack of transport for accessing employment and services, housing insecurity and homelessness and unemployment as the most significant issues in the region.

- The high percentage of jobseekers without a driver's licence or no access to private transport is a significant barrier to employment and training on the Sunshine Coast, as identified by both local Hub managers and Sunshine Coast community service organisations.

- Unemployment was seen as a significant issue by almost one in two respondents to the Community Needs Survey. In the twelve months to September 2010 the unemployment rate grew from 6.1 per cent to 6.4 per cent, well above the national average, which was 5.1 per cent in September 2010.

- Between the 2001 and 2006 Censuses the fastest growing industries on the Sunshine Coast ESA were real estate, technical and administrative services; construction; and health and social care. Over this period, the industries where the most jobs were lost were rural production; arts and recreation; and retail trade.

- Research for this report has highlighted the importance of collaboration between community service organisations working to help people overcome issues that lead to disadvantage and social exclusion. On the Sunshine Coast, collaboration is especially important around issues of housing insecurity and homelessness, mental health, current legal issues, and cultural issues.

1 Introduction

Campbell Page provides employment, rehabilitation, training, and community services to a diverse range of people including those most disadvantaged. We are an Australian, secular, not-for-profit organisation operating from 110 locations throughout New South Wales, Victoria, Queensland, South Australia, Tasmania, the Northern Territory and the Australian Capital Territory.

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1.1 The Campbell Page *State of Our Community* research project

In 2009 Campbell Page began an ambitious and long-term research agenda focused on providing multiple stakeholders with reliable, evidence-based information to enhance understanding of the communities we work in. The first step of this research agenda was to provide community profile reports for each of our Employment Service Areas (ESAs)[1]. The subsequent production of 25 research reports honours this commitment, and reflects our desire to strengthen communities and provide quality services as a way of reducing disadvantage. In this way our research work corresponds with the Australian Government's Social Inclusion Agenda which seeks a more just society through the greater participation of disadvantaged people in learning, employment, and/or community activities.

The Campbell Page *State of Our Community* research project has three core goals:

1. to develop an understanding of key social issues affecting clients within our communities;

2. to examine how well these issues are addressed by government and community service providers within each region; and

3. to explore how well-equipped community organisations feel about their ability to meet community needs.

Results from this project have been published as 25 separate *State of Our Community* reports, one for each of the ESAs where we provide employment services. These reports are intended as a resource for community service organisations, NGOs, employers, governments and other stakeholder groups. Our aim is to engage key stakeholders in an ongoing discussion about how we can work together to reduce disadvantage and build more socially inclusive communities.

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[1] Employment Service Areas (ESAs) are areas defined by the Australian Government's Department of Education, Employment and Workplace Relations (DEEWR) for the purposes of providing new employment services under the Job Services Australia (JSA) program which commenced on 1 July 2010. There are 63 ESAs throughout Australia. Campbell Page provide employment services in 25 ESAs.

1.2 Report structure

This report is divided into five chapters. The first chapter introduces Campbell Page and our developing research agenda. This agenda seeks to build evidence which can inform our policy and practice, and engage key stakeholders in solution oriented action.

Chapter 2 outlines the research methodology.

Chapter 3 briefly outlines key national findings from the first round of primary data collection. Given the small sample sizes of some industry groups (specifically large employers, recruitment agencies, and training organisations) we report findings from the Industry Employment Outlook Survey at the national level only. This chapter also contains national results for surveys conducted with Campbell Page managers and representatives from community organisations across Australia.

Chapter 4 presents research findings for the Sunshine Coast ESA. This chapter commences with a geographic, demographic and economic overview of the Sunshine Coast ESA. This description, which draws on existing national data sets such as Census and Small Area Labour Market data, helps to contextualise survey findings. The findings of the Campbell Page Employment Hub Manager Survey and the Community Needs Survey undertaken with representatives from local community organisations are presented separately.

Chapter 5 contains a concluding discussion that highlights key findings for the Sunshine Coast ESA. This section also introduces the Campbell Page Research Agenda.

2 Research methodology

Each *State of Our Community* report contains a community profile for a specific Employment Service Area (ESA). To develop these profiles we analysed existing national datasets, and engaged in a process of primary data collection and analysis.

2.1 Data sources

The primary data was collected via telephone surveys with three stakeholder groups[2] within each ESA:

- management staff at Campbell Page employment offices (called Community Employment Hubs). This survey is called the 'Campbell Page Employment Hub Manager Survey';
- staff at other community service organisations. This survey is called the 'Community Needs Survey'; and
- staff from key industry groups including local employers, training organisations, and recruitment firms. This survey is called the 'Industry Employment Outlook Survey'.

The collected data was analysed thematically, to identify key issues. Given the small sample sizes, when data is disaggregated by ESA and survey type, we report main findings only. The reports are based on the findings from the three surveys and further qualitative research conducted into issues of significance for each ESA. Results from this additional qualitative research are reported as case studies.

The surveys were conducted nationally in regions where Campbell Page delivers employment services (New South Wales, Queensland, Victoria, ACT, Tasmania and South Australia). The bulk of each *State of Our Community* report (Chapter 4 of this report) is made up of local findings related to the ESA. The findings from the Industry Employment Outlook Survey are only available nationally and are briefly summarised in Chapter 3 of this report.

The Campbell Page Employment Hub Manager Survey was conducted by Campbell Page research staff and the Community Needs and Industry Employment Outlook surveys were conducted by an independent research company.

Other data sources include the National Regional Profile 2005-2009 (ABS, 2010); the Census of Population and Housing (ABS, 2006); and the Small Area Labour Market Data (DEEWR, 2010).

2.2 Survey responses

Across Australia, representatives from 145 employers, 24 labour hire and recruitment agencies and 32 training organisations participated in the Industry Employment Outlook Survey.

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[2] Campbell Page would like to acknowledge and thank all those who participated in surveys and/or interviews as part of this research project.

The Community Needs Survey had 434 respondents from community organisations nationwide. Of these, 22 respondents were from the Sunshine Coast ESA.

Sixty-four Campbell Page Employment Hub managers completed the Hub survey across Australia. Each of the four Hubs in the Sunshine Coast ESA was represented.

2.3 Data analysis

The collected data was analysed thematically to identify key issues. Given the small sample sizes, when data is disaggregated by ESA and survey type we report main findings only. No statistical analysis has been conducted due to the small sample sizes in each area.

2.4 Qualitative analysis

The qualitative research has been written up as case studies (Section 4.4) in order to bring out the complexity of the issues raised in the surveys and to highlight interrelationships between areas of need.

3 National findings

This chapter presents a summary of national findings from the primary data collected for the *State of Our Community* research project. Key findings are presented in relation to issues which create barriers to social inclusion as identified by Campbell Page Employment Hub Managers and by staff at community service organisations. Also summarised here are the findings from the Industry Employment Outlook Survey which was undertaken with key industry representatives. Due to small sample sizes, analysis of this data is only reported at the national level.

3.1 Employment outlook

The Industry Employment Outlook Survey was designed to collect information from employers, recruitment agencies and training organisations about recruitment strategies, training issues, and employment opportunities for jobseekers. The questions focussed on three areas: recruitment activity in the preceding three months; recruitment intent in the coming three months; and factors that influence candidate selection. The survey was conducted in September 2010. Representatives from 145 employers participated, 57 (39 per cent) of whom were located in regional areas. We also surveyed representatives from 24 recruitment agencies and 32 training organisations across Australia.

Of the employers surveyed, almost three quarters of respondents (101 employers or 72 per cent) said that they had hired at least one person for an entry level position (that is, those requiring low to moderate skill levels) in the three months prior to the survey. All respondents from recruitment agencies also indicated that they had placed people in entry level positions recently. The most common positions that low skilled jobseekers were placed or employed in were as labourers, as factory/process workers, and as kitchen or housekeeping staff. These results indicate that job placement activity at the low to moderate skill level has been active in the third quarter of 2010 amongst industry respondents.

Employers were also asked about their hiring intentions for entry level positions over the next three months. Of the 145 employers surveyed, 30 per cent said they intended to increase the total number of entry level positions in their organisation, 66 per cent anticipated no change, and four per cent said they expected a decrease.

During the survey we asked respondents from employers and recruitment agencies to rate the relative importance of four characteristics when choosing a candidate for an entry level position: formal qualifications (e.g. trade certificate, forklift licence), work experience, driver's license, and personal attributes. As shown in Table 3.1, responses differed between employers and recruitment agencies. Employers rated the personal attributes of a jobseeker as most important when selecting someone for a vacant entry level position. In contrast, respondents from recruitment agencies rated all characteristics of fairly equal importance, with formal qualifications slightly higher than others. Formal qualifications were rated of least importance among respondent employers for entry level jobs. The following table shows the results for both respondent groups.

Table 3.1: Employer and recruitment agency rating of entry level jobseeker characteristics

Characteristic	Employers average score	Recruitment agency average score
Formal qualifications	1.8	2.7
Experience	2.4	2.5
Drivers licence	2.0	2.4
Personal attributes	3.8	2.4
Note: Ten points in total available for allocation to the four characteristics combined; results show average score amongst respondents Employers: N = 145, Recruitment agencies: N = 24		

When this data was further analysed by respondent location it became evident that there are differences in the characteristics valued by metropolitan and regional based recruitment agencies. Recruitment agency respondents in regional areas considered a driver's license as the most important characteristic, whereas their metropolitan counterparts rated this as least important. Conversely, respondents from metropolitan agencies considered personal attributes as the most important factor, while regional agencies were more likely to regard it as the least important. These disparities will be explored in future research; however, the data indicates the importance of mobility for jobseekers in regional locations.

3.2 Training for jobseekers

We surveyed 32 training organisations across Australia to develop a better understanding about the types of courses they regularly provide to assist people to gain entry level positions. As shown in Table 3.2, the majority of respondents identified Certificate II or III in Business Studies as the most commonly provided courses, with courses in Hospitality and Retail (Certificate II and III) following.

Table 3.2: Most common types of training provided to jobseekers

Course type	Number of training organisations	Percentage of training organisations
Business (Certificate II, III)	19	59
Hospitality	11	34
Retail (Cert III)	8	25
Construction	5	16
Other training	13	41
Training organisations: N = 32, multiple response		

The survey also collected data on course completion rates and perceived barriers that may prevent jobseekers from completing a course. Respondents estimated that approximately one in five people that begin job training courses do not complete the course. The three most commonly reported barriers to course completion were a lack of motivation or a poor attitude on the part of the jobseeker, transport difficulties, and family pressures such as caring responsibilities. Financial pressures and learning difficulties associated with poor literacy and numeracy where also highlighted as significant barriers to course completion.

Respondents from regional areas were much more likely than those from metropolitan locations to indicate jobseekers' poor literacy and numeracy skills and/or learning difficulties as barriers to course completion. In contrast, respondents from metropolitan training organisations were more likely to indicate a lack of confidence and a lack of support from job services providers as barriers to jobseekers completing job-training courses.

3.3 Barriers to employment for Campbell Page jobseekers

Campbell Page Employment Hub managers were asked to identify the most common issues that their clients needed help with in their search for a job. Table 3.3 presents the national results. As shown, the four most commonly cited issues of concern across Australia were mental health, a lack of access to transport, housing insecurity and homelessness, and drug and alcohol dependency.

Table 3.3: Most serious jobseeker issues, Hub managers nationally

Issue	Number of respondents	Percentage of respondents
Mental health	61	95
Transport	55	86
Drug and alcohol	54	84
Housing / homelessness	54	84
Cultural	41	64
Training	37	58
Current legal issues / Ex-offenders	34	53
Geographic isolation	31	48
Family violence	29	45
Community violence	18	28
Campbell Page Hub managers N = 64, multiple response		

3.4 Community needs

Campbell Page Employment Hub managers felt that the serious barriers to workforce participation such as mental health issues, homelessness and drug and alcohol dependency should be addressed in an integrated manner with multiple support services. To this end, we conducted a Community Needs Survey of 434 representatives from a variety of community service organisations. Respondents were asked to identify key issues of concern within local communities; the extent to which they felt community problems were being addressed; and the extent to which they collaborated with other support services in meeting community needs.

Table 3.4 indicates what staff from community organisations nationally felt were the main issues facing their local communities. As shown, the issues identified as of most concern were housing insecurity and homelessness, unemployment, a lack of access to transport, drug and alcohol dependency and mental health. These are the same issues of concern identified by the Campbell Page Employment Hub managers.

Table 3.4: Most serious community issues, community organisations nationally

Issue	Number of respondents	Percentage of respondents
Housing / homelessness	221	51
Unemployment	126	29
Transport	122	28
Drug and alcohol	100	23
Mental health	91	21
Financial strain / poverty	61	14
General youth issues	56	13
General health issues	56	13
Lack of funding for community services	52	12
Cultural	39	9
Community violence	35	8
Family violence	30	7
Community organisations N = 434, multiple response		

Organisations were asked whether they worked collaboratively with other organisations, and, if they did, were asked to identify on which issues they would collaborate to help deliver services to their clients. Of the 434 organisations surveyed nationally, 84 per cent reported that they often collaborated with other organisations to help their clients, while a further 12 per cent reported they sometimes collaborated.

The issues that respondents most commonly collaborated with other organisations to resolve were housing insecurity and homelessness (79 per cent), mental health issues (77 per cent), drug and alcohol dependency (73 per cent), health service referrals (65 per cent), and family and domestic violence (61 per cent).

4 The QLD Sunshine Coast Employment Service Area

The Sunshine Coast Employment Service Area (ESA) is located on Queensland's east coast, from Caloundra north of Brisbane up the coast to Noosa's northern shores. It has a population of 312,804[3], and its major towns include Noosa, Maroochydore, Mooloolaba and Caloundra. The region is predominantly coastal and is a significant source of tourism activity. Other major industries include retail and construction.

The demographic description of the area presented below has been sourced from the Census of Population and Housing (ABS, 2006)[4]; the National Regional Profile 2005-2009 (ABS, 2010); and the Small Area Labour Market Data (DEEWR, 2010). These national datasets necessarily collect broad level data which often fail to capture the diversity within regional areas such as differences between closely located towns. This is one reason why we have supplemented existing data with primary data collection.

4.1 About the Sunshine Coast

The Sunshine Coast ESA comprises what was, until 2008, three Local Government Areas (LGAs): Maroochy (population 162,061), Caloundra (100,096), and Noosa

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[3] National Regional Profile 2005 – 2009, Australian Bureau of Statistics 2010.
[4] Unless otherwise indicated, statistical data in section 4.1 is from the 2006 Census.

(50,647)[5]. These council areas have now been amalgamated into a single Sunshine Coast Council. For comparison purposes, this report distinguishes between the three distinct areas.

Maroochy is located in the centre of the Sunshine Coast ESA, with the town of Maroochydore the commercial hub of the Sunshine Coast. Also prominent in the former Maroochy shire are the popular beachside suburbs of Mooloolaba, Alexandra Headland and Cotton Tree, with Mudjimba and Coolum to the north of the Maroochy River. As well it includes the former agricultural hubs of Nambour and Buderim, both of which remain busy townships housing many residents between the coast and the hinterland. Home to attractions such as Underwater World Marine Aquarium, the Buderim Ginger Factory and beautiful beaches, the Maroochy area is very popular with tourists. Its largest industry is retail, with Maroochydore's Sunshine Plaza the Sunshine Coast's biggest shopping centre. Other major industries include health and social care, accommodation and food, and education and training.

At the southern end of the Sunshine Coast, bordered by the Pumicestone Passage watercourse, is Caloundra. The former Caloundra shire incorporates well-known beachfront suburbs such as Kings, Dicky, Shelly and Moffat Beaches, while also stretching inland past the Glasshouse Mountains to the picturesque hinterland township of Maleny. Beerwah sits on the old Bruce Highway and is home to the Caloundra area's, and arguably Queensland's, most successful tourist attraction, Australia Zoo. The largest industries in what was formerly the Caloundra LGA include retail, health and social care, construction and manufacturing.

Noosa is one of Australia's most iconic seaside destinations, attracting a steady stream of local and international tourists. They come to enjoy Noosa's beaches and vast national park, as well as its restaurants, cafes, resorts and retailers, particularly those on its best-known beachside strip, Hastings Street. Renowned for being at the green, low-rise end of the development spectrum, UNESCO awarded Noosa biosphere status in 2007. Included in the biosphere, and formerly part of the Noosa shire, are the popular coastal villages of Sunshine Beach and Peregian Beach, and hinterland areas such as the township of Eumundi with its famed twice-weekly markets. Noosa's commercial activity is tailored to tourism and its major industries are retail, accommodation and food, health and social care and construction.

Sunshine Coast demographic profile

The population of the Sunshine Coast ESA is older than the Brisbane metropolitan average by 4 years, with an average age of 40.4 across the region. This reflects the fact that the area contains a larger proportion of people in older age groups (55+ years). Within the Sunshine Coast, 29.6 per cent of residents are over 55 years of age, whereas only 14 per cent of residents across the whole of Brisbane fall into this age group.

The average income of the region's residents is around $571 per week, which is $102 per week lower than for Brisbane. Variations within the region range from $581 in Maroochy, $570 in Noosa and $554 in Caloundra.

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[5] National Regional Profile 2005 – 2009, Australian Bureau of Statistics 2010.

The Sunshine Coast ESA contains a slightly higher proportion of low income persons (that is those earning less than $250 per week[6]) than In Brisbane as a whole. Around 28 per cent of adults in the region are classified as low income, compared with 26 per cent in Brisbane. Conversely, a lower proportion of residents within the area earn high weekly incomes. Only 13 per cent of the Sunshine Coast population receives a weekly income of greater than $1,000, whereas 20 per cent of the Brisbane population earns more than $1,000 per week.

On the Sunshine Coast 4.5 per cent of residents reported needing assistance due to severe disability (0.3 per cent higher than for Brisbane), with the highest rates in Caloundra (5.1 per cent).

Sunshine Coast is less culturally diverse than the state as a whole. Ninety-one per cent of the region's residents speak only English at home, which is eight per cent more than the Brisbane average. While those born overseas make up 18 per cent of the population compared to 14 per cent for Brisbane, over 75 per cent of these come from English-speaking countries. Western Europe is the largest source of people born in non-English-speaking countries, in particular Germany and the Netherlands, with these countries comprising 0.6 per cent and 0.5 per cent of the region's population respectively.

The Sunshine Coast also has a lower number of Indigenous residents than the Brisbane average, at 1.2 per cent of the population compared to 3.3 per cent. Fewer Indigenous residents live in Noosa than the rest of the region and the state overall, comprising just 0.9 per cent of Noosa's population.

Education is a strong determinant of income and social status. Around half (52 per cent) of the region's residents reported having a tertiary qualification (similar to Brisbane). The proportion of residents with a tertiary qualification at Certificate III or IV levels was three per cent higher than for Brisbane, while there were six per cent fewer residents with graduate and postgraduate degree qualifications.

Volunteering rates and length of residence in the region are both useful indicators of social cohesion, as both are likely to facilitate greater engagement with the broader community. On the Sunshine Coast, half of the residents (50 per cent) have lived in the region longer than five years, which was equivalent to the Brisbane average. The Sunshine Coast has slightly higher rates of volunteering than Brisbane overall; one in five adults (20 per cent) reported participating in volunteering activities. In Brisbane, the reported rate of volunteering was 18 per cent of the adult population.

The Sunshine Coast workforce

In 2006 the labour force in the Sunshine Coast ESA comprised 126,928 people, compared to a total population of 312,804. The total labour force participation on the Sunshine Coast was significantly lower than the state-wide figure (57 per cent in comparison to 66 per cent in Brisbane). This may reflect the larger proportion of older people within the region.

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[6] In this report, low income is defined as less than 30 per cent of average national earnings. For the 2006 census, this was $250 a week, which was roughly the level of the single pension at that time.

A smaller proportion of Sunshine Coast residents are employed full-time (58 per cent in comparison to 65 per cent in Brisbane), whereas a larger proportion are employed on a part-time basis (36 per cent in comparison to 29 per cent in Brisbane). In September 2010, DEEWR estimated the region's labour force at 163,090, an increase of 7,398 over the previous twelve months. During this same period DEEWR estimated that the number of unemployed people grew from 9,557 to 10,373 and the unemployment rate increased from 6.1 per cent to 6.4 per cent.[7]

As an indicator of the local demand for labour, the region has 119,625 employed residents but only 98,058 local jobs. This means that at least 21,567 residents (equivalent to 18 per cent of the working resident population) have to travel outside the region for work. The actual number is probably higher than this assuming some local jobs are filled by people who are not local residents.

Local industry on the Sunshine Coast

The largest industry types across the region are retail trade (15,496 jobs), health and social care (11,804 jobs), accommodation and food (10,187 jobs), and construction (8,908 jobs). The bulk (76 per cent) of the region's accommodation and food jobs are located within the Maroochy and Noosa regions. Maroochy also accounts for over 60 per cent of the region's education and training jobs. Another notable regional difference is the importance of construction to Caloundra and Noosa.

The Sunshine Coast's largest occupational groups are professionals (17 per cent), clerical / administrative workers (15 per cent), and technicians and trades workers (15 per cent). While this breakdown is reasonably consistent across the region, Caloundra has a higher proportion of technicians and trades workers and a lower proportion of professionals.

The real estate, technical and administrative services industry was the fastest growing industry between the 2001 and 2006 Censuses with 3,652 more jobs recorded. Significant growth also occurred in construction (3,575 more jobs), and health and social care (3,265 more). The only industries to record a decline in the number of people employed over this period were rural production with 506 fewer workers, arts and recreation (312 fewer workers) and retail trade (65 fewer). These industries also recorded the largest reductions in the proportion of the workforce they employ. Retail trade's share of the workforce dropped by 4.5 per cent, rural production by 1.4 per cent and arts and recreation by 0.9 per cent. Manufacturing also recorded a 0.9 per cent reduction in its share of the workforce despite employing an additional 803 workers between 2001 and 2006.

The fastest-growing occupations in the region were middle clerical/sales/service workers, with an additional 4,498 workers employed increasing their share of the overall workforce by 4.8 per cent. Other occupations on a significant rise were professionals, associate professionals, and tradespersons and related workers. The only occupations that recorded a significant decline in the number of workers were farm manager/farmers, which fell by 227 jobs.

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7 September 2010: Small Area Labour Market data smoothed estimates, Department of Education, Employment and Workplace Relations.

4.2 Campbell Page Employment Hub Manager Survey

This section presents findings from survey data collected from managing staff at Campbell Page Community Employment Hubs in the Sunshine Coast ESA.

About the survey

Campbell Page Community Employment Hub managers were surveyed to identify the most common issues (besides unemployment) jobseekers needed assistance with, and the extent to which these issues were being addressed through locally available services. The survey also sought information on the skill requirements of employers in the area and the degree to which the skill-sets of the Hubs' jobseekers were matched to employers' needs. Finally, the managers were asked to comment on the training courses required to equip their jobseekers for local employment opportunities and the accessibility of these training courses.

Campbell Page jobseeker issues on the Sunshine Coast

Campbell Page has Community Employment Hubs on the Sunshine Coast in Caloundra, Maroochydore, Nambour and Noosaville. All of these Hubs provided responses to the survey. Caloundra and Maroochydore Hubs both identified youth as a significant part of their client group. Noosaville and Maroochydore nominated men aged 30-45 years-old men as a significant group within their client bases.

Across all Campbell Page Hubs on the Sunshine Coast, Hub managers identified access to transport, mental health issues, drug and alcohol dependency, housing insecurity and homelessness and geographic isolation as central issues. Hub managers closely associated geographic isolation with the issues of transport, unemployment, and mental health, while housing insecurity and homelessness was associated with drug and alcohol dependency and mental health issues.

According to the Australian Institute of Health and Welfare (2010), mental illness is an important health issue in Australia with an estimated 20 per cent of Australians experiencing symptoms of a mental disorder each year.

According to all Hubs in the Sunshine Coast ESA, the overwhelming community need that is currently not being met by existing services is that of transport. A serious lack of public transport and the high proportion of jobseekers without a driver's licence or access to a motor vehicle is a significant barrier for clients to overcome in their search for work. The manager of Nambour Hub said that while there was a train servicing the region, it was only of use to jobseekers willing to travel the 101 kilometres to Brisbane for work.

The manager of Noosaville Hub explained that the lack of transport also limits training opportunities for their jobseekers, as the majority of the Sunshine Coast's registered training providers are based in Maroochydore, a 30-minute car ride away. There are only two training providers in the Noosa area, with waiting periods longer than six months for some courses.

As Bowers and Mottram (2007) have pointed out, not having access to transport is a particular issue of social exclusion for people living in rural and regional centres and urban fringe areas. They argued that lack of access to transport can inhibit education, training and work opportunities. They also linked transport disadvantage to a wide range of adverse health outcomes including mental illness, suicide and general poor health.

Housing insecurity and homelessness is a major problem affecting a small proportion of the client base at Maroochydore, Nambour and Caloundra Hubs. The manager of Nambour Hub noted the closure of St Vincent De Paul's 23-bed Ozanam House men's shelter at the end of 2009 as exacerbating the issue in the short-term. The ageing shelter, which was closed because it was deemed no longer fit for its purpose, is to be replaced by 31 units offering three stages of accommodation and support with the aim of getting the homeless people back into society. In the meantime, however, demand for emergency accommodation is high and what is available is usually full.

According to the Maroochydore Hub manager it's not unusual for jobseekers to sleep in cars or in tents in caravan parks. Even with Campbell Page's help, many can't find alternative accommodation. The Hub also highlighted that because the cost of living has risen in previous years and the expense of the Sunshine Coast's private rental market can be prohibitive, share accommodation is often the only option. High rental prices are forcing many jobseekers to live in outlying areas where prices are cheaper but the transport issue is worse.

According to the AIHW report *Counting the homeless 2006: Queensland,* there were 1658 homeless people on the Sunshine Coast in August 2006 at a rate of 60 per 10,000 people. This rate compared to 56 per 10,000 people in the City of Brisbane and 69 per 10,000 people across Queensland as a whole. There was a marked difference in homelessness rates between the coastal urban areas of the Sunshine Coast (50 per 10,000 people) and the inland regional areas (93 per 10,000). Not counted in these numbers are the 729 marginal residents of caravan parks on the Sunshine Coast. Including these residents in the homelessness population sees the rate of homelessness on the Sunshine Coast rise from 60 to 86 per 10,000 residents.[8]

Industry skill requirements on the Sunshine Coast

Sunshine Coast Hub managers divided employers' skill requirements into two clear categories. In the first category were skills that were rare or non-existent among Campbell Page jobseekers. These skills were generally in areas requiring both qualifications and experience, particularly those of tradesmen. As well as fitter mechanics and refrigeration mechanics, Hub managers reported demand for tradesmen in the construction industry (plumbers, electricians and carpenters), automotive industry (mechanics, panel beaters and spray painters) and the light manufacturing industry (sheet metal workers, welders and boilermakers). Another skilled position for which jobseekers lacked either the qualifications or required experience was in the area of business administration (payroll, book keeping and office management).

In the second category of skills required by Sunshine Coast employers were those which Campbell Page's jobseekers either commonly had already or could acquire by

[8] Chamberlain C, MacKenzie D. 2009. Counting the homeless 2006: Queensland. Cat. no. HOU 205. Canberra: AIHW.

completing a short course. These skills were generally in the areas of hospitality, retail, factory work, warehousing and aged care.

The short courses most commonly required to qualify a Campbell Page jobseeker in the Sunshine Coast ESA for an existing job vacancy included Responsible Service of Alcohol, Responsible Conduct of Gambling, Occupational Health and Safety, First Aid, Barista, Forklift licence and MYOB. Certificate II and III courses in Hospitality and Retail were also commonly required.

Sunshine Coast ESA Hub managers reported a number of issues which often resulted in jobseekers not being trained in time to fill an existing vacancy, including limited access to government funding[9]; limited transport options; and a lack of sufficient group numbers.

Strategies in use by Campbell Page Hubs to make jobseekers more employable

Employment Hub managers in the Sunshine Coast ESA reported that their Hubs improved the employment prospects of their jobseekers in the following ways: by continually up-skilling their clients in high demand areas such as hospitality, retail, factory work, warehousing and aged care; by assisting jobseekers to obtain motor vehicle licences; and by providing supported job search programs in which Campbell Page staff work with jobseekers to tailor their job search activities to their desired industries and relevant skills.

4.3 Sunshine Coast community forums

In June 2010, Campbell Page hosted two community forums on the Sunshine Coast. An Indigenous community forum was held in Alexandra Headland on the 8th of June 2010, while a general community forum was held in Maroochydore on the 20th of June 2010.

These were the third and fourth in a series of Campbell Page community forums and findings informed the research methodology and development of our Community Needs Survey which is discussed in section 4.4 of this report.

Indigenous community forum

A total of 17 people participated in the Indigenous community forum with an additional six community members who were unable to attend on the day also providing input. The following Sunshine Coast organisations were represented: ATSIS; Murri Court; Refocus Corporation; North Coast Aboriginal Controlled Community Health, South East Queensland Traditional Owners Alliance; Community Solutions Beerwah; Queensland Health; Department of Communities; Department of Employment, Economic Development and Innovation; and Centrelink.

Forum attendees broke into small groups to identify areas of need amongst the Sunshine Coast Indigenous community. The following issues were identified: a lack crisis and short term accommodation; housing affordability; public transport

[9] Access to government funding to pay for courses was generally available for jobseekers identified by Centrelink as having severe barriers to employment (Stream 4), but was generally not available for all remaining jobseekers who don't qualify for this funding support.

availability and affordability; cultural awareness among government and NGO service providers; a lack of coordination between services; insufficient case management for indigenous people; insufficient support for young Indigenous offenders; low computer literacy as a significant barrier to accessing government services; and long waiting lists for Sunshine Coast alternative learning centres impacting Indigenous youth.

The location of many specialist services in Brisbane combined with the substantial cost of transport present a significant barrier to many Indigenous people on the Sunshine Coast. Forum attendees also pointed out that the high percentage of Indigenous community members without a driver's licence or access to a motor vehicle is a significant barrier to Indigenous people accessing these and other services.

By the end of the Indigenous community forum, the following key priorities were identified: access to housing; access to transport; access to alternative education options for Indigenous youth; and cultural awareness among government and NGO providers of mainstream services.

General community forum

The Sunshine Coast community forum was attended by 48 representatives from 42 Sunshine Coast organisations that included employers, industry associations, training organisations, educational institutions, Commonwealth and State Government agencies as well as providers of employment services and community services.

Workshop participants formed into a number of small groups which identified and prioritised the following issues: public transport; mental health; affordable housing and homelessness; drug and alcohol dependency; skills shortages; targeted training and lack of apprenticeships/traineeships; and unemployment for seasonal workers, youth and Indigenous people.

The forum highlighted the importance of collaboration to the community sector. Particularly important is the need for the various organisations to gain and maintain an understanding of the services offered by other organisations in the area. Given the importance of collaborative relationships to the delivery of quality community services, the short term and competitive nature of the tender processes used by all levels of government was identified as problematic.

4.4 Community Needs Survey

This section presents the findings of survey data collected from staff at community service organisations on the Sunshine Coast.

About the survey

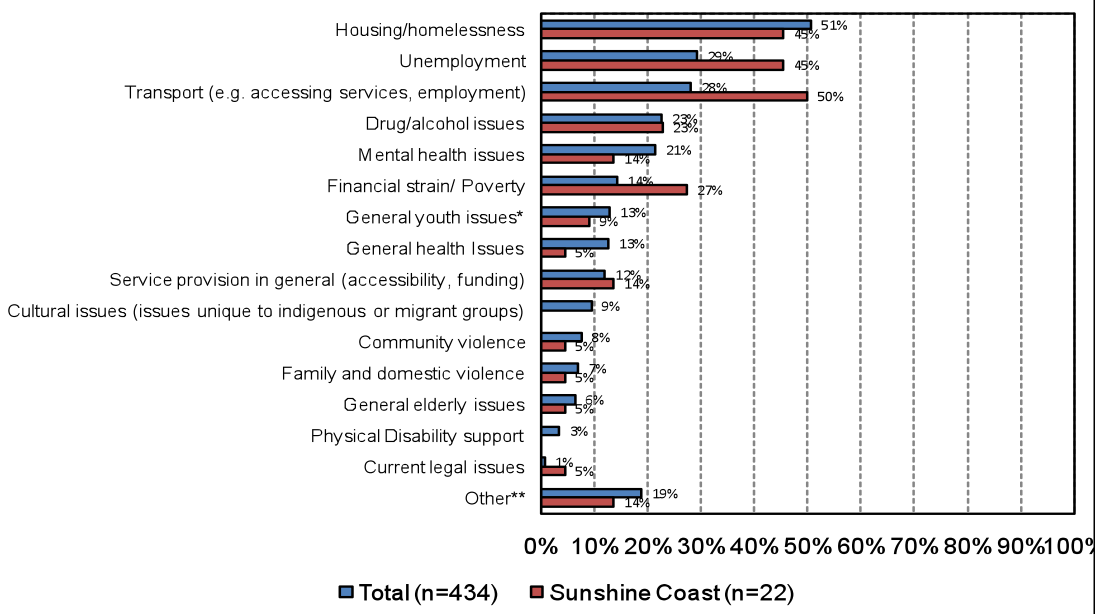
Staff from community service organisations within the Sunshine Coast ESA were surveyed to identify what they felt were the main issues of concern currently faced by members of their local community, how well these community workers felt their communities were equipped to deal with the issues, and whether these community groups collaborated with other organisations to deliver services to clients. In the Sunshine Coast ESA, 22 respondents from the same number of organisations participated in the survey. Two thirds of participating organisations had been operating on the Sunshine Coast for over ten years.

Community issues

The most serious issues facing the Sunshine Coast community as identified by staff at community organisations were a lack of transport to enable clients to access services and employment, housing insecurity and homelessness and unemployment. Half of the organisations surveyed nominated transport as a serious issue, and a slightly smaller proportion (45 per cent) nominated housing insecurity and homelessness and unemployment as equally serious.

Perception of the most serious issues or problems currently faced by the local community

(Percentage of respondents, multiple response)



Nationally, only 29 per cent of these respondents reported unemployment as serious, and 28 per cent of these respondents reported lack of transport as a serious issue. This suggests that these issues are relatively more serious on the Sunshine Coast according to local community organisations.

On the Sunshine Coast 27 per cent of respondent community service organisations identified financial strain and poverty as a serious community issue, almost twice the rate of all respondents nationally (14 per cent).

Drug and alcohol dependency was considered as serious a problem on the Sunshine Coast as it was by all community service organisations nationally (23 per cent for both). In its submission to the Senate Inquiry into Poverty, the Victorian Drug and Alcohol Association stated that problematic alcohol and drug use was "strongly associated with difficulties in gaining and retaining full employment" (VAADA, 2003). It argued that people with long-term alcohol and drug problems often experienced difficulty in entering or re-entering the employment market. They can also experience difficulties gaining an education, and this can further hamper their ability to secure adequately-paid employment.

Community capacity to deal with identified community issues

The Community Needs Survey asked respondents how well they thought their community was equipped to deal with each of the three issues they had identified as the most serious. Respondents were asked to choose between five options: fully equipped, mostly, partly, barely and not at all equipped.

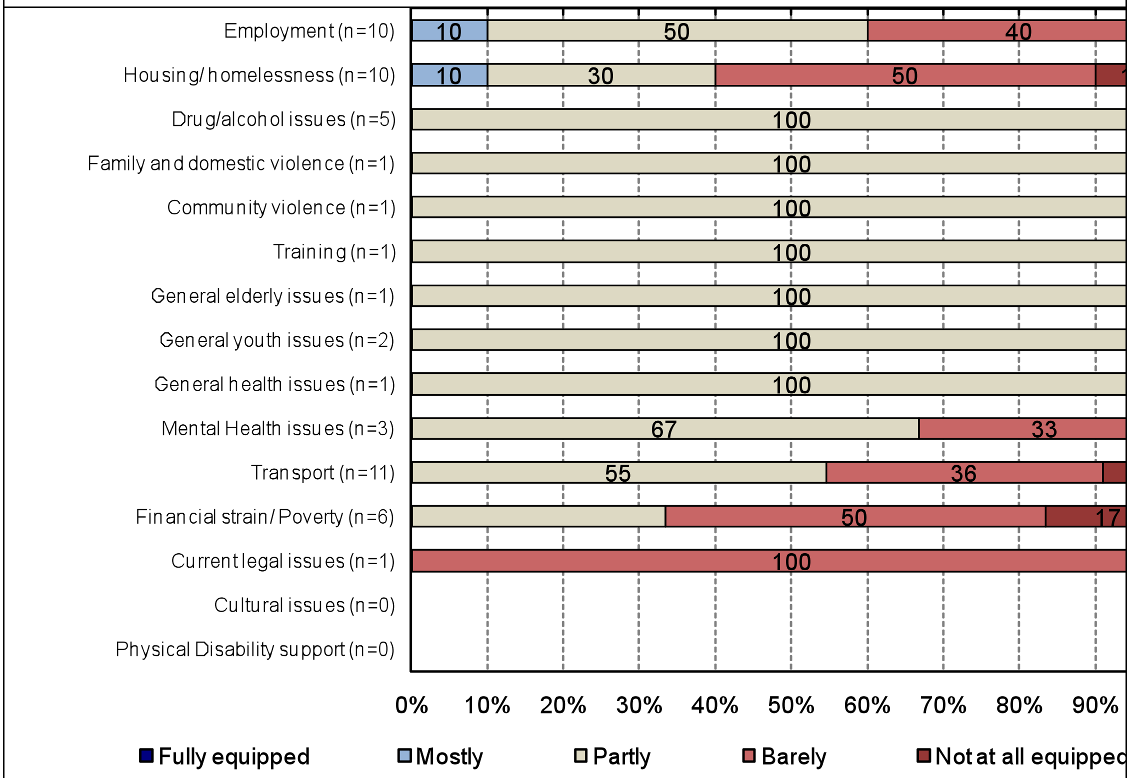
Five of the 11 respondents who identified lack of transport for accessing services and employment as a significant community issue believed the community was either barely or not at all equipped to deal with this issue. The remaining six respondents believed the community was only partly equipped.

Six of the ten respondents who identified housing insecurity and homelessness as a significant community issue believed the community was either barely or not at all equipped to deal with it. Three respondents thought the community was barely equipped and one thought it was mostly equipped.

Of the three most serious community problems identified, respondents from the Sunshine Coast organisations felt their community was best equipped to deal with the issue of unemployment, with 50 per cent of respondents seeing the community as partly equipped and 10 per cent as mostly equipped. The remaining 40 per cent thought the community was barely equipped to deal with the issue of unemployment.

Perception of the local community's capability to deal with the most serious issues or problems

(Percentage of respondents who indicated the issues as one of the three most serious issues faced by local community)



Community organisations' capacity to deal with identified community issues

Respondents were also asked to identify the amount of resources their community organisations devoted to addressing a range of community issues. Choices offered were: a large amount, a moderate amount, a small amount and none. For each issue where a respondent chose "a large amount", they were asked to say how well they believed their organisation was equipped to deal with that issue.

Housing insecurity and homelessness was identified as one of the most serious issues for the Sunshine Coast community. Of the eight respondents who said their organisation devoted a large amount of their resources to this issue, five felt they were fully equipped to deal with it. The remaining three respondent organisations were evenly split between considering themselves mostly, partly and barely equipped to handle it.

Ten of 22 survey respondents identified unemployment as a serious community issue. One of the five respondents who said their organisation devoted a large proportion of their resources to this issue said they were fully equipped to deal with it. Of the remaining respondents, three said their organisation was mostly equipped and the other partly.

Respondents from eight Sunshine Coast community organisations said they devoted a large amount of their resourcing to providing drug and alcohol support services. Six of these respondent organisations said they were either fully or mostly equipped to deal with this issue, while the remainder said they were only partly equipped.

Similarly, seven respondents said their organisation devoted a large amount of their resources to family and domestic violence support services, an issue considered serious by just five per cent of participants. All seven respondents working in this field believed their organisation was fully equipped to deal with this issue.

While half of the Sunshine Coast's 22 participating organisations identified transport for accessing services and employment as a significant community issue, no participating organisations indicated that they devoted a large amount of their resources to addressing this issue.

The role of collaboration in resolving community issues

Organisations were asked whether they worked collaboratively with other organisations, and if they did, on which issues they collaborated to help deliver services to their clients.

Of the organisations surveyed on the Sunshine Coast, a large proportion of respondents (77 per cent) reported that they often collaborated with other organisations to help their clients, while a smaller number (18 per cent) reported that they collaborated only sometimes. Very few respondents (five per cent of those surveyed) said that their organisation never collaborated with other community organisations to help provide the services their clients need.

The issues on which respondents most commonly collaborated with other Sunshine Coast organisations to resolve were housing insecurity and homelessness (76 per cent), mental health issues (76 per cent), current legal issues (71 per cent), cultural issues (71 per cent), drug and alcohol dependency (67 per cent) and unemployment (67 per cent).

4.5 Case studies

Some staff and clients of Campbell Page Community Employment Hubs and representatives from local community organisations were also interviewed to develop the following case studies. The two stories presented below highlight issues of importance for jobseekers and community service organisations within the Sunshine Coast ESA.

A drink and a tote in Caloundra

Diane left school in year nine. Living on tiny Russell Island in Brisbane's Moreton Bay, she soon filled her days "hanging out with friends drinking".

> *There was no work, it was horrible. To get to the mainland was $8 on the ferry, then you'd have to get a few buses. I would have ended up spending most of my pay on transport to and from work. It didn't seem worth it.*

When her boyfriend committed suicide, alcohol and pills became a daily occurrence for the then 16-year-old. In January 2009, Diane moved to Caloundra and found clarity in counselling.

> *It was like an overnight thing. I only went to the counsellor four times but it was all I needed. I knew I couldn't keep using my ex-boyfriend's suicide as an excuse to drink.*

It was a rocky road to her current job, with alcohol-fuelled setbacks, but Diane now has a job in hospitality and loves it.

> *It's awesome. I haven't had a drink now for nearly three months. I love customer service. I have routine now. I can walk to work. I feel so much better about myself.*

Diane's story is hopeful, but challenges remain. Alcohol and substance dependency is difficult to overcome, according to Neil Mellor, a lecturer in counselling and social work at the University of the Sunshine Coast.

> *It's a challenge that manifests itself in different ways. Because individuals need to be work-ready it's a challenge in terms of where the individual is in the recovery process. We're not talking about one category of people, it depends where someone is on the continuum.*

Neil, who has worked in human services organisations for nearly three decades, says there is a relatively high use of alcohol on the Sunshine Coast, and drink driving is a notable problem, particularly with limited public transport available. All this is being compounded by the affects of gambling in clubs, which are becoming larger.

> *It's changed the impact of alcohol and gambling use in the local community and changed the nature of clubs.*

The high incidence of problem gambling associated with drug and alcohol use has considerable implications for any jobseeker, including those on the Sunshine Coast.

> *Problem gamblers have a difficult time re-entering the workforce once their issue is disclosed. It involves money and there's more distrust from employers and the wider community.*

Plus, the Sunshine Coast is vulnerable in terms of employment, which in turn makes it more difficult for vulnerable jobseekers in the region, Neil says.

> *The Coast's regional economy is heavily reliant on the building and tourism industries. The building boom went flat very quickly, which led to severe stress on the region.*

Neil suggests a public-education approach informing people about safe levels of drinking; support for alcohol-free activities; employee-assistance programs to try and keep people in the workforce; and more support for those seeking to get back into the workforce.

No wheels on the Coast

Queensland's Sunshine Coast is a beautiful place, but it provides few public transport options to those in need. Just ask Barry.

Barry broke his back in a major car accident in 2005 and has been out of work since. A single dad, Barry used to work as a fencing and farming contractor but can no longer work in that field. He lives in Doonan, which is 15 minutes drive west of Noosa, and would now like to find work in mining or construction.

Barry has recently lost his licence for drink driving, or what he describes as "silly behaviour". This means he must rely on public transport to get around, which is limited. Without any bus service in Doonan, Barry is frustrated by the closure of his closest bus stop in the neighbouring suburb of Tinbeerwah.

It's a similar story for Steve, who's presently camping at John's Landing at Cooroibah. Steve has a driver's licence, but his car is not registered and he is struggling with the costs to make it roadworthy.

> *Whenever I get the money together, more bills come in. I hope I'll be able to afford to get it fixed soon. It will be a lot easier when I can drive.*

There are no buses where he is, only a Flexilink cab service, providing two outbound trips in the morning and two trips inbound in the afternoon. He has just completed a two-week security course "in town" and says they started and finished the training earlier each day so he could catch the Flexilink transport.

Campbell Page Noosa manager, Diane Mumme, says Steve is one of a significant number of jobseekers on the Sunshine Coast who live out of town.

> *Transport's a big issue for those who live out of town. In town, you know you're going to have to wait or catch two buses, but our main concern is for the clients who live out of town.*

Diane says more bus routes and more frequent buses are needed to change the situation across the Coast. She also suggests that allowing adults on school buses could be another solution.

Sunshine Coast Regional Council's transport portfolio chief, Vivien Griffin, acknowledges public transport is one the fast-growing region's biggest challenges.

> *I know public transport is one of the key issues at every community consultation we go to. I'm the first to admit it's a leading area of concern for residents. We are beginning to address the transport disadvantage in certain areas through hinterland Flexilinks and the council cab service once a week for the aged and disabled, taking them door-to-door from their homes to shopping centres.*

There are also plans in place to reopen the bus stop in Tinbeerwah and one in Doonan, which will make a big difference to jobseekers such as Barry. There is no fixed date for this, but council is in final negotiations with the State Government and other relevant parties. Hopefully it will be before Barry gets his driver's licence back.

5 Conclusion

As evidenced throughout this report, Campbell Page's *State of Our Community* research project is providing important new information about regional communities across Australia. The preliminary work undertaken to date highlights key issues of concern that impact on people's ability to gain and sustain employment, and explores the ability of communities to address these issues through integrated service delivery.

This chapter draws together key findings from data collected from managing staff at Campbell Page Employment Hubs; and from staff at community service organisations.

5.1 Key community issues

According to the managers of all Campbell Page Employment Hubs on the Sunshine Coast, the overwhelming community need that is currently not being met by existing services is that of transport. A serious lack of public transport and the high proportion of jobseekers without a driver's licence or access to a motor vehicle is a significant barrier for clients to overcome in their search for work.

The manager of Noosaville Hub explained that the lack of transport also limits training opportunities for their jobseekers, as the majority of the Sunshine Coast's registered training providers are based in Maroochydore, a 30-minute car ride away.

Housing insecurity and homelessness is a major problem affecting a small proportion of the Campbell Page client base on the Sunshine Coast. Hub managers reported difficulty finding emergency accommodation for clients, with the capacity of existing services struggling to meet high demand. Some jobseekers were forced to sleep in cars or in tents in caravan parks. Rising rental costs are forcing others to live in outlying areas where prices are cheaper but the transport issue is worse.

The three issues most commonly identified by representatives of community service organisations as 'most serious' were a lack of transport to enable clients to access services and employment (identified by half of Sunshine Coast respondents), housing insecurity and homelessness and unemployment (both identified by just under half of Sunshine Coast community service respondents).

One in two respondents from Sunshine Coast community service organisations identified the transport issue as serious; almost double the rate of respondents nationally.

On the Sunshine Coast respondent community service organisations identified financial strain and poverty as a serious community issue at double the rate of participating community organisations nationally.

On the whole, respondent staff from Sunshine Coast community service organisations were not optimistic about the community's capacity to deal with the serious problems identified, although they were more positive about their own organisations' capacities.

5.2 Availability of services

In general, survey respondents felt that services within the Sunshine Coast region were not adequate to meet the demand. This was particularly the case in relation to a lack of public transport, the provision of services to the unemployed and those struggling to find secure, affordable housing.

The vast majority of the community service respondents who identified housing insecurity and homelessness as a serious issue on the Sunshine Coast indicated that the community was not equipped to meet the needs of homeless people. They also largely felt that the community was, at best, only partly equipped to deal with issues around transport.

Campbell Page Hub managers identified that a lack of public transport is impacting the abilities of jobseekers to access employment and training opportunities. Housing affordability issues are forcing jobseekers to move to areas poorly serviced by public transport, further exacerbating this issue.

5.3 The importance of collaboration

The research highlighted the importance of collaboration between the different community service organisations working to help people overcome issues that lead to disadvantage and social exclusion. On the Sunshine Coast, collaboration is especially important around issues of housing insecurity and homelessness, mental health issues, current legal issues and cultural issues.

5.4 Further research

Research with multiple stakeholders on the Sunshine Coast area has highlighted the need for further research into housing insecurity and homelessness locally, taking into account issues of declining housing affordability and the reliance on caravan park accommodation as a housing option for the socially disadvantaged.

Further research into the adequacy of current, as well as planned future initiatives to address transport issues on the Sunshine Coast is also required.

The responses from community-service staff on the Sunshine Coast to questions about the community's capacity to deal with an issue were generally more negative than their responses to questions about their own organisation's capacity to deal with the same issue. This occurred across the whole range of significant issues, and this disparity in response also requires further research.

5.5 Introducing the Campbell Page Research Agenda

The *State of Our Community* research project has highlighted the need for further research into multiple content areas and with many stakeholder groups. To enable us to undertake this work in a strategic and comprehensive manner, we are currently developing a long-term research agenda that will outline core goals. These will include:

- identifying key research questions that will drive the organisation's research agenda including priority areas for action;

- identifying successful local services and/or initiatives that may benefit from increased funding;

- outlining a methodology that will engage communities and key stakeholders in identifying solutions to local problems; and

- determining a training program that will enhance the capacity of Campbell Page staff to engage in quality research practices that can provide timely and accurate information in a manner that respects the rights of all participants.

Campbell Page has begun this ambitious project. The Campbell Page Research Agenda will be publicly available via our website when complete.

6 References

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7 Appendices

7.1 Glossary of terms and abbreviations used in this report

ABS	Australian Bureau of Statistics
Client streams	DEEWR classifications of an individual client's level of capacity for employment (or "job readiness") under the Job Services Australia program: Stream 1 – Is ready for employment now Stream 2 – Has moderate barriers to employment Stream 3 – Has significant barriers to employment Stream 4 – Has severe barriers to employment
DEEWR	Department of Education, Employment and Workplace Relations
ESA	Employment Service Area—a DEEWR construct of a region for the purposes of delivering the Job Services Australia program under the DEEWR 2009–2012 Employment Services contract.
JSA	Job Services Australia—the Australian Government's national employment services system, managed by DEEWR. Job Services Australia is focused on meeting both job seeker and employer needs, and is the gateway for job seekers to access one-on-one assistance and tailored employment services.
LGA	Local Government Area
SEIFA	Socio-Economic Indexes for Areas—a construct of the Australian Bureau of Statistics from the 2006 Census of Population and Housing data. These indexes allow comparison of the social and economic conditions across Australia. SEIFA index values are derived from multiple-weighted variables, with the reference value for the whole of Australia set to 1,000. Lower values indicate lower socioeconomic status.

7.2 Social inclusion and disadvantage

The global context

The Australian Social Inclusion Agenda falls within a well-established international context. In *Analysing and Measuring Social Inclusion in a Global Context*[10], the United Nations states:

> negative social conditions, such as widening disparities and marginalization of certain groups and/or communities ... can increase social tensions and create groups that don't share in economic progress or access to wealth. These barriers can create critical, social and political tensions within communities in entrenching powerlessness in disadvantaged groups such as ethnic minorities.

In the European Union and the United Kingdom social inclusion agendas have been actively pursued since 1995.

In Australia

Since 2008 the Australian Government has actively worked towards a more socially inclusive society in which all Australians have the opportunity to participate fully in the life of our society[11]. The Australian Social Inclusion Board was established in 2008 to guide the Social Inclusion Agenda. The then Deputy Prime Minister, the Hon Julia Gillard MP, chaired the first Social Inclusion Ministers' meeting in Adelaide on 18 September 2009.

Social inclusion means that everybody has the resources, opportunities and capability to:

- learn by participating in education and training;
- work by participating in employment or voluntary work, including family and carer responsibilities;
- engage by connecting with people, using local services and participating in local civic, cultural and recreational activities; and
- have a voice in influencing decisions that affect them.

The Government's Social Inclusion Agenda seeks ways to overcome the processes leading to, and the consequences of, social exclusion.

In setting out the priorities for its Social Inclusion Agenda, the Government noted that Australians generally have a good standard of living compared to other countries. But there are still about five per cent of those aged 15 years and older who experience multiple disadvantages that are likely to affect their ability to learn, work, engage and have a voice. Disadvantage and social exclusion tends to be higher amongst certain groups of people and the Australian Government has identified priority areas around disadvantage: children at risk, jobless families, locations of greatest disadvantage, disability, mental health, homelessness and Indigenous Australians. These are detailed on the government's Social Inclusion website: www.socialinclusion.gov.au

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[10] *Analysing and Measuring Social Inclusion in a Global Context,* United Nations New York 2010. www.un.org/esa/socdev/publications/measuring-social-inclusion.pdf

[11] Australian Government website, www.socialinclusion.gov.au

7.3 Job Services Australia and Campbell Page client demographics

A fundamental requirement for social inclusion is the opportunity to participate in the workforce. This includes education and training.

In the Sunshine Coast Employment Services Area there are 12,851 people looking for work and registered as Job Services Australia (JSA) clients, 2,902 of whom are Campbell Page clients. The following tables provide information on both these groups.

Client populations by allowance

	JSA count of jobseekers	CP count of JSA jobseekers	CP percentage of jobseekers
Disability Support Pension	44	9	20%
Newstart Allowance	8,323	2,111	25%
Parenting Payment Partnered	130	26	20%
Parenting Payment Single	1,408	306	22%
Youth Allowance	1,427	378	26%
Other	1,518	72	5%
Total	12,851	2,902	23%

Client populations by age group

	JSA count of jobseekers	CP count of JSA jobseekers	CP percentage of jobseekers
Under 20	1,467	312	21%
20 to 24	1,918	445	23%
25 to 34	2,409	541	22%
35 to 44	2,702	606	22%
45 to 54	2,371	570	24%
55 and over	1,983	428	22%
Total	12,850	2,902	23%

Client populations by length of unemployment

	JSA count of jobseekers	CP count of JSA jobseekers	CP percentage of jobseekers
Less than 6 months	4,328	935	22%
6 months to less than 12 months	2,630	640	24%
12 months to less than 24 months	3,115	702	23%
24 months to less than 36 months	1,144	260	23%
36 months or greater	1,634	365	22%
Total	12,851	2,902	23%

7.4 Analysis of Census, National Regional Profile and Small Area Labour Market Data for the Sunshine Coast Employment Service Area

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The residents of Sunshine Coast

Population and growth

At 30 June, 2008, Sunshine Coast had an estimated resident population of 312,804, with an average age around 40.4 years and a gender ratio of 1.04 females per male.

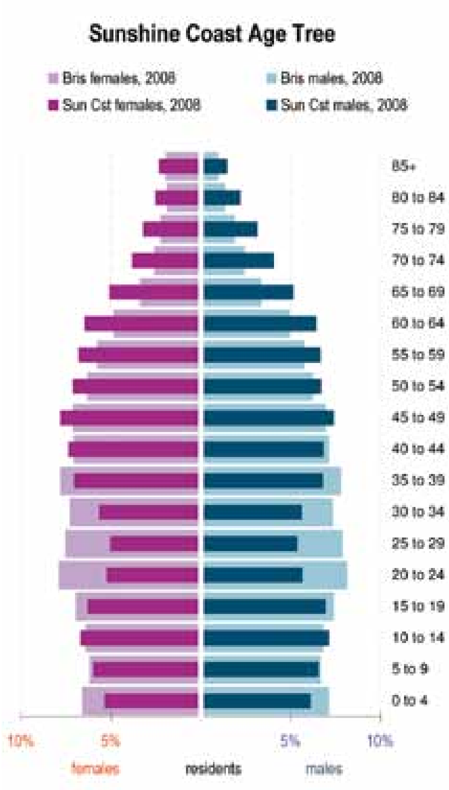
The age tree graph shows the age-sex profile in Sunshine Coast, with the darker bars representing the proportion of men and women in each age group in 2008. The lighter background bars show the proportions in Brisbane for comparison.

The average age in Sunshine Coast was 4.0 years older than in Brisbane. There were larger proportions in Sunshine Coast aged 65 to 69 years, 60 to 64 years and 70 to 74 years, and smaller proportions aged 20 to 24 years, 25 to 29 years and 30 to 34 years.

Over 2004 to 2008, the population rose by 34,974, an annual rate of 3.0%.

The age groups whose numbers increased fastest over 2004 to 2008 were:

- 85+ years (up 8.3% a year)
- 60 to 64 years (up 6.2% a year)
- 20 to 24 years (up 4.9% a year).



Estimated population	Sunshine Coast in 2008				% of residents of each age in 2008			Change 2004 – 2008		
	males	females	residents	gender ratio	Sun Cst	Bris	difference	no. in 2004	change	% pa
0 to 4 years	9,326	8,514	17,840	1.10 M:F	5.7%	6.9%	1.2% less	16,037	1,803	up 2.7%
5 to 9 years	10,052	9,540	19,592	1.05 M:F	6.3%	6.4%	0.2% less	18,317	1,275	up 1.7%
10 to 14 years	10,965	10,675	21,640	1.03 M:F	6.9%	6.6%	0.3% more	20,114	1,526	up 1.6%
15 to 19 years	10,637	10,066	20,703	1.06 M:F	6.6%	7.2%	0.6% less	18,111	2,592	up 3.4%
20 to 24 years	8,681	8,341	17,022	1.04 M:F	5.4%	8.0%	**2.6% less**	14,078	2,944	**up 4.9%**
25 to 29 years	8,226	8,028	16,254	1.02 M:F	5.2%	7.7%	**2.5% less**	13,848	2,406	up 4.1%
30 to 34 years	8,603	9,001	17,604	1.05 F:M	5.6%	7.3%	**1.7% less**	17,665	(61)	**dn 0.1%**
35 to 39 years	10,402	11,217	21,619	1.08 F:M	6.9%	7.8%	0.9% less	18,635	2,984	up 3.6%
40 to 44 years	10,457	11,730	22,187	**1.12 F:M**	7.1%	7.1%	0.0% less	21,799	388	up 0.4%
45 to 49 years	11,350	12,470	23,820	1.10 F:M	7.6%	7.0%	0.6% more	20,794	3,026	up 3.5%
50 to 54 years	10,271	11,338	21,609	1.10 F:M	6.9%	6.3%	0.6% more	19,350	2,259	up 2.8%
55 to 59 years	10,189	10,855	21,044	1.07 F:M	6.7%	5.8%	1.0% more	18,976	2,068	up 2.6%
60 to 64 years	9,854	10,291	20,145	1.04 F:M	6.4%	4.9%	**1.6% more**	15,837	4,308	**up 6.2%**
65 to 69 years	7,893	8,115	16,008	1.03 F:M	5.1%	3.4%	**1.8% more**	13,288	2,720	up 4.8%
70 to 74 years	6,201	6,137	12,338	1.01 M:F	3.9%	2.5%	**1.4% more**	10,956	1,382	up 3.0%
75 to 79 years	4,829	5,147	9,976	1.07 F:M	3.2%	2.1%	1.1% more	9,385	591	up 1.5%
80 to 84 years	3,365	4,045	7,410	**1.20 F:M**	2.4%	1.6%	0.7% more	6,284	1,126	up 4.2%
85+ years	2,264	3,729	5,993	**1.65 F:M**	1.9%	1.5%	0.4% more	4,356	1,637	**up 8.3%**
Total	**153,565**	**159,239**	**312,804**	1.04 F:M	100%	100%		**277,830**	34,974	up 3.0%
average age:	**39.6 yrs**	**41.1 yrs**	**40.4 yrs**		**40.4 yrs**	**36.4 yrs**	**4.0 more**	**39.8 yrs**	**0.5 more**	

Source: ABS National Regional Profile Table 2.

Table notes: *In this and later tables, the gender ratio is either the number of males divided by the number of females if more males (shown in blue as* ***1.25 M:F****), OR the number of females divided by the number of males if more females, shown in red as* ***1.25 F:M****). In columns, extreme high or low results are printed in bold. Differences between areas are by subtraction, so 6% v 2% is '4% more'.*

Life stages

When planning for communities and their services, understanding changes in the numbers of people in key life stages is important. Four broad age groups—children, youth, adults and retirees—can each be divided into two life-stages, giving eight in all. They are pre-school and primary children, secondary and tertiary-age young people, birthing and prime-age adults, and retiring and the oldest people.

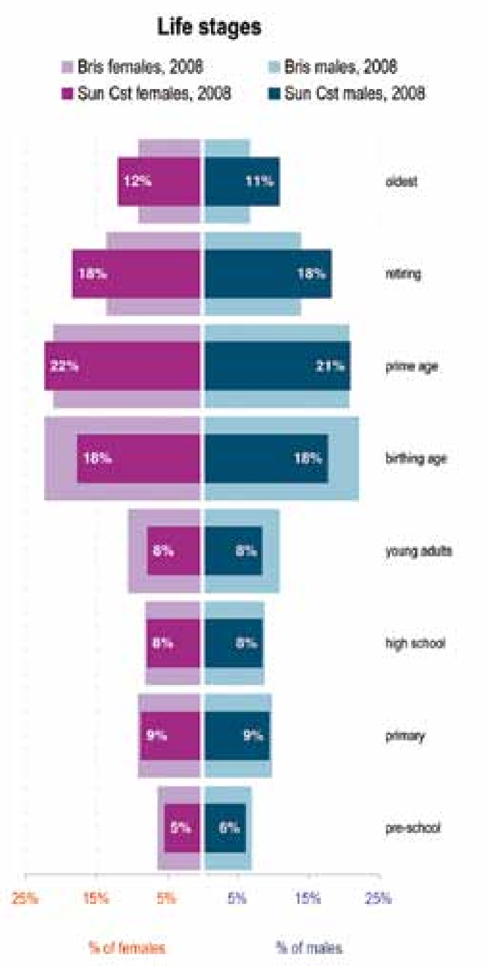
Compared with Brisbane, Sunshine Coast's life stages that were proportionally larger in 2008 were the retiring (55–69 years), which had 4.3% more of the population, and oldest (70+ years), with 3.8% more.

Sunshine Coast had 5.1% fewer people in the birthing age (25–39 years) stage of life, and 2.8% fewer in the young adult (18–24 years) stage.

Over 2001 to 2008, the retiring (55–69 years) age group grew most, as a proportion of Sunshine Coast's residents, gaining another 2.5% of the population, with the young adult (18–24 years) group also growing, up by 1.1%. Offsetting this were declines in the relative size of other life stages, such as the primary school (5–11 years) group, down by 1.1%, and the birthing age (25–39 years) group down by 0.9%.

For most communities with reasonably large populations, the gender ratio is under 1.05 (i.e. the number of males and females is within about 5% of each other). For Sunshine Coast in 2008, the gender ratio was 1.04 females per male, reaching 1.14 females per male among those aged 70 or more.

In younger life stages, the gender ratio ranged from 1.10 males per female among those in the pre-school (0–4 years) stage to 1.11 females per male in the prime age (40–54 years) stage.



Life stages	Sun Cst 2008 residents	Sun Cst 2008 percent	% in Bris	Sun Cst's difference from Bris	Sunshine Coast, 2008 males	Sunshine Coast, 2008 females	Sunshine Coast, 2008 gender ratio	Sun Cst in Census 2006	Sun Cst in Census 2001	change 2001–2008
pre-school (0–4 years)	17,840	5.7%	6.9%	1.2% less	6.1%	5.3%	1.10 M:F	5.8%	6.0%	0.3% less
primary school (5–11 years)	28,248	9.0%	9.1%	0.0% less	9.4%	8.7%	1.05 M:F	9.4%	10.1%	1.1% less
high school (12–17 years)	25,406	8.1%	8.3%	0.2% less	8.4%	7.8%	1.04 M:F	8.6%	8.9%	0.7% less
young adult (18–24 years)	25,303	8.1%	10.9%	2.8% less	8.4%	7.8%	1.05 M:F	7.3%	6.9%	1.1% more
birthing age (25–39 years)	55,477	17.7%	22.8%	5.1% less	17.7%	17.7%	1.04 F:M	17.2%	18.6%	0.9% less
prime age (40–54 years)	67,616	21.6%	20.4%	1.2% more	20.9%	22.3%	1.11 F:M	22.2%	22.3%	0.7% less
retiring (55–69 years)	57,197	18.3%	14.0%	4.3% more	18.2%	18.4%	1.05 F:M	17.9%	15.8%	2.5% more
oldest (70+ years)	35,717	11.4%	7.6%	3.8% more	10.8%	12.0%	1.14 F:M	11.6%	11.2%	0.2% more
residents	**312,804**	100%	100%		100%	100%	1.04 F:M	**100%**	**100%**	

Source: The data for 2008 is the Estimated Resident Population (ERP) from ABS National Regional Profile Table 2; 2001 and 2006 data is from Census profiles (BCP 2006 Table B04 and URP 2001 Table U04). The male:female ratio is the ratio of their numbers, not their proportions.

Generations

People are grouped into generations according to when they were born. Generations tend to have different aspirations and values, influenced by major events in their different lifetimes. The relative sizes and changes in the generations in a community affect its overall culture. With no incoming population, older generations with higher mortality rates will decline proportionally; younger generations will become a larger proportion of the population and have more influence on community culture. Significant changes in the proportions of Gen X, Gen Y or Baby-boomers indicate migration into and out of the area.

Statistically, generations are counted as 15 years long (three Censuses). The first 'named' generation, the Baby-boomers, was born between 1946 and 1961, followed by Generation X, born 1961 to 1976, and Generation Y, born 1976 to 1991. Before these were the 'Wartime' generation (1931-1946) and the 'Veterans' (pre-1931). The most recent generation, Generation Z was born between 1991 and 2006, so a third had not been born at the 2001 Census.

Since 2001, Sunshine Coast has been undergoing noticeable generational change with Generation Z and Generation X increasing their share of the population, mostly at the cost of the Veterans, and to a lesser extent, Generation Y.

The size of the Veterans generation, aged over 79 in 2010, is shrinking as age takes its toll. In Sunshine Coast, their proportion of the population fell by 5% to 6% over 2001–2008. There were 1.27 females per male.

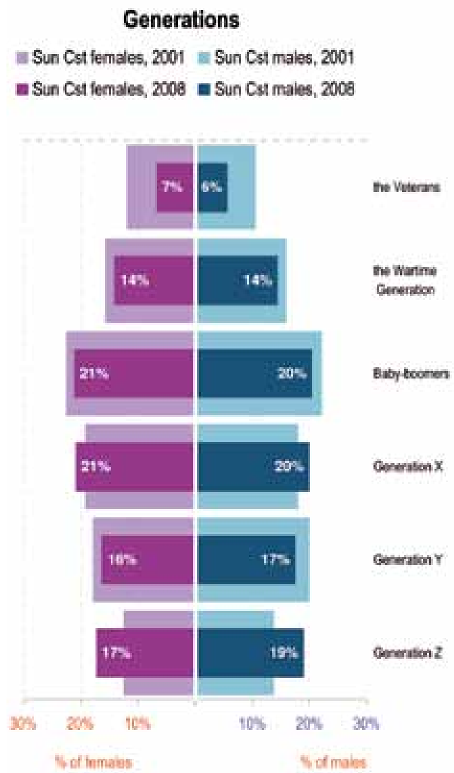
The Wartime generation, aged 64 to 78 in 2010, grew up through World War 2 then raised their baby-boom children. Their population share decreased by 2% from 2001 to 2008 to 14%. The gender ratio was 1.02 females per male.

Baby-boomers, aged 49 to 63 in 2010, were the largest generation in Sunshine Coast with 65,003 residents, 21% of the population. Their share of the population decreased by 1.6% over 2001–2008. There were 1.08 females per male.

Generation X, aged 34–48 in 2010, was the second largest generation. Their population share increased by 1.8% since 2001 to 20%, while their gender ratio was reasonably balanced, with 1.09 females per male.

The youngest full generation in 2001, Gen Y, were aged 19 to 33 by 2010, and numbered 52,739 in 2008. Their share of the population had fallen by 2.0% since 2001 to 17% in 2008, which was 6.1% smaller than in Brisbane. This generation had 1.03 males per female.

Over 2001–2008, the number in Generation Z rose strongly as the last of this generation were born. Their proportion of the population rose by 5.0% since 2001 to 18%, and was 1% smaller than Brisbane.

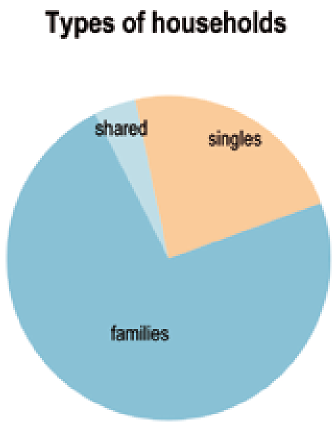


Generations	Sun Cst 2008 residents	Sun Cst 2008 percent	% in Bris, 2008	Sun Cst's difference	Sun Cst ERP, 2008 males	Sun Cst ERP, 2008 females	Sun Cst ERP, 2008 ratio	Sun Cst in Census 2006	Sun Cst in Census 2001	change 2001-2008
Veterans (pre '31)	19,389	6%	4%	1.9% more	6%	7%	1.27 F:M	8%	11%	5.0% less
Wartime ('31-46')	44,423	14%	10%	4.6% more	14%	14%	1.02 F:M	15%	16%	1.6% less
Baby-boomers ('46-'61)	65,003	21%	18%	2.6% more	20%	21%	1.08 F:M	22%	22%	1.6% less
Generation X ('61-'76)	63,896	20%	22%	1.7% less	20%	21%	1.09 F:M	20%	19%	1.8% more
Generation Y ('76-'91)	52,739	17%	23%	6.1% less	17%	16%	1.03 M:F	16%	19%	2.0% less
Generation Z ('91-'06)	56,649	18%	19%	0.5% less	19%	17%	1.05 M:F	20%	13%	5.0% more
residents	302,100	97%	96%		96%	97%	1.04 F:M	100%	100%	

Source: The data labelled ERP is of the Estimated Resident Population from ABS National Regional Profile Table 2 for 2008; other data is the resident population from Census profiles (BCP 2006 Table B04 and URP 2001 Table U04). The male:female ratio is the ratio of their numbers, not their proportions. The 2008 population excludes those aged under 2, who are in the next (unnamed) generation, so does not add to 100% of the population.

Households

Households are the fundamental unit of a community, with three broad types - family, single person, and shared households. The Australian trend is towards more single person households, but locally the types of households are often a reflection of the sizes of dwellings available.

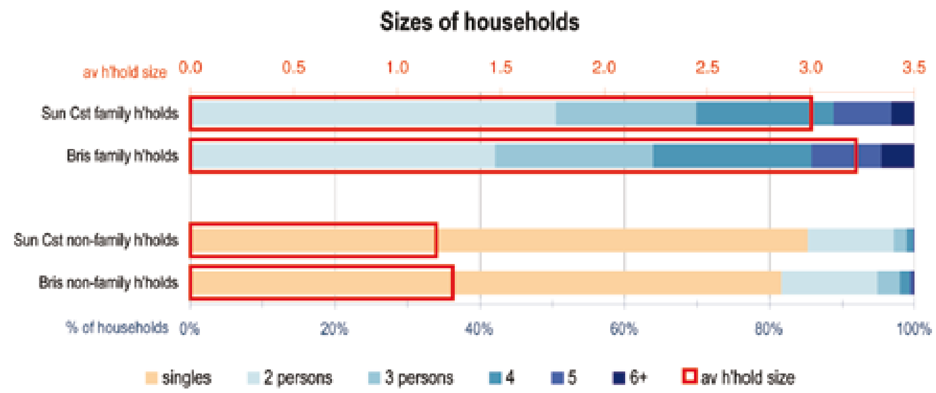


In 2006, Sunshine Coast's residents lived in 103,670 households, of which 73% were family households, 23% were single persons and 4% were shared households. Across Brisbane, 73% of households held families, with 22% being singles.

In the Census, people reported the number of residents who usually lived in their household, even if some were away on Census night. Across Sunshine Coast, they reported an average of 2.5 residents per household, including single person households. Family households averaged 3.0 residents, smaller than Brisbane's 3.2.

Of the 75,854 family households, 50% had two members (who would be mainly couples), while 19% had three members and 30% had four or more members. By way of comparison, Brisbane's family households had 42% with two members (8% fewer), 22% with three (2% more), and 36% with four or more members (6% more).

Of the other, non-family households in Sunshine Coast, 23,725 or 85% reported just one usual resident (82% in Brisbane). The rest were shared or group housing, with eight in every ten of these having two 'flat-mates' and one in every ten having three members.



Usual sizes of households	Number of households (dwellings) of each usual size								av. household size (persons/dwelling)	
	singles	2 persons	3 persons	4 persons	5 persons	6 or more	total dwellings	est. total residents	Sun Cst	Bris
family households		38,305	14,701	14,395	6,067	2,386	75,854	227,716	3.00	3.22
non-family households	23,725	3,308	494	234	45	10	27,816	33,064	1.19	1.27
all occupied dwellings 2006	**23,725**	**41,613**	**15,195**	**14,629**	**6,112**	**2,396**	**103,670**	**260,780**	**2.52**	**2.69**
% of Sun Cst family h'holds		50%	19%	19%	8%	3%	100%	av. in 6+ person dwgs:	8.0 persons	
% of Bris family h'holds		42%	22%	22%	10%	5%	100%			
% of Sun Cst non-family h'holds	85%	12%	2%	1%	0%	0%	100%			
% of Bris non-family h'holds	82%	13%	3%	1%	0%	0%	100%			

The total of residents is from multiplying the number of households by their sizes, assuming 8 persons per household for those with '6 or more'. This assumption can be varied. The population so calculated will not exactly equal the Census count due to data complexities. Source: ABS Census 2006 Table B31.

Community cultures

Birthplaces

In 2006, 76% of Sunshine Coast's residents were born in Australia and 18% were born overseas (in 34 of the 35 places listed in the Census table), with 6% not saying. The proportion born in Australia was 4% more than Brisbane, and 2% lower than in 2001.

The main overseas birthplaces, and the number and proportion of residents born there, were:

- United Kingdom – 19,778 or 7.2%
- New Zealand – 12,272 or 4.4%
- Germany – 2,135 or 0.8%
- South Africa – 1,531 or 0.6%
- the Netherlands – 1,493 or 0.5%
- the USA – 1,144 or 0.4%

The birthplace that increased most as a proportion of the population over the previous five years was United Kingdom, up 0.3%, with New Zealand up 0.2%, then South Africa up 0.1%.

The birthplace which was significantly more common in Sunshine Coast than in Brisbane was United Kingdom with 1.8% more of the population. New Zealand was also larger (0.3% more), as was Germany (0.3% more) and the Netherlands (0.1% more).

In Sunshine Coast, birthplaces whose males most outnumbered females included Italy with 1.6 males per female and India with 1.3 males per female, while there were 4.8 females per male born in the Philippines and 1.4 females per male born in Papua New Guinea.

Main birthplaces of residents	Sun Cst 2006				Sunshine Coast 2006				
	people	percent	% in Bris	Sun Cst's difference	males	females	ratio	Sun Cst in 2001	change from 2001
Australia	**208,844**	**75.6%**	**72.0%**	**3.6% more**	**101,614**	**107,230**	**1.1 F:M**	**77.7%**	dn 2.1%
United Kingdom	19,778	7.2%	5.4%	**1.8% more**	9,793	9,985	1.0 F:M	6.9%	up 0.3%
New Zealand	12,272	4.4%	4.1%	0.3% more	5,853	6,419	1.1 F:M	4.3%	up 0.2%
Germany	2,135	0.8%	0.5%	0.3% more	1,008	1,127	1.1 F:M	0.8%	dn 0.1%
South Africa	1,531	0.6%	0.7%	0.2% less	778	753	1.0 M:F	0.4%	up 0.1%
the Netherlands	1,493	0.5%	0.4%	0.1% more	773	720	1.1 M:F	0.6%	dn 0.1%
the USA	1,144	0.4%	0.3%	0.1% more	568	576	1.0 F:M	0.4%	up 0.1%
the Philippines	680	0.2%	0.6%	0.3% less	117	563	**4.8 F:M**	0.2%	up 0.0%
Canada	658	0.2%	0.2%	0.0% more	328	330	1.0 F:M	0.2%	up 0.0%
Papua New Guinea	644	0.2%	0.4%	0.1% less	263	381	1.4 F:M	0.2%	up 0.0%
Italy	533	0.2%	0.4%	0.2% less	325	208	**1.6 M:F**	0.2%	dn 0.0%
all smaller birthplaces	9,116	3.3%	8.7%	5.4% less	4,293	4,823	1.1 F:M	3.0%	up 0.3%
not stated	17,440	6.3%	6.3%	0.1% more	8,836	8,604	1.0 M:F	5.1%	**up 1.2%**
overseas born	**49,984**	**18.1%**	21.7%	35 places	**24,099**	**25,885**	1.07 F:M	17.2%	**up 0.8%**

Not all birthplaces can be shown in this table due to space constrictions, smaller birthplaces are in an appendix. 'All smaller birthplaces' are those not shown in the table. Source: ABS Census 2006 Table B12; 2001 Table U16.

Languages

In 2006, 91% of Sunshine Coast's residents spoke English at home, which was 1% fewer than in 2001, and 8% higher than in Brisbane. While 5% did not say what they spoke, 3% spoke another language at home (7% lower than in Brisbane), speaking 32 of the 35 most common languages reported in the Census.

The main non-English languages spoken in Sunshine Coast homes, and the number and proportion of residents speaking them, were:

- German – 1,760 or 0.6%
- Italian – 871 or 0.3%
- Dutch – 789 or 0.3%
- French – 720 or 0.3%
- Spanish – 421 or 0.2%

No recorded foreign language was spoken significantly more than in 2001.

The language spoken proportionally more in Sunshine Coast than in Brisbane was German (spoken by 0.3% more of the population).

In Sunshine Coast, there were fewer male speakers of most languages than females, except for very small language groups.

Main languages spoken at home	Sun Cst 2006 people	Sun Cst 2006 percent	% in Bris	Sun Cst's difference	Sunshine Coast 2006 males	Sunshine Coast 2006 females	Sunshine Coast 2006 ratio	Sun Cst in 2001	change from 2001
English only	252,764	91.5%	83.9%	7.6% more	122,987	129,777	1.1 F:M	92.6%	dn 1.1%
another language	9,456	3.4%	10.7%	7.3% less	4,290	5,166	1.2 F:M	3.3%	up 0.1%
not stated	14,047	5.1%	5.4%	0.3% less	7,272	6,775	1.1 M:F	4.1%	up 0.9%
residents	**276,267**	100%	100%	32 langs.	**134,549**	**141,718**	**1.1 F:M**	100%	
German	1,760	0.6%	0.3%	**0.3% more**	804	956	1.2 F:M	0.7%	dn 0.0%
Italian	871	0.3%	0.6%	0.3% less	433	438	1.0 F:M	0.3%	dn 0.0%
Dutch	789	0.3%	0.2%	**0.1% more**	353	436	1.2 F:M	n.a.	
French	720	0.3%	0.2%	**0.0% more**	343	377	1.1 F:M	0.2%	up 0.0%
Spanish	421	0.2%	0.4%	0.3% less	202	219	1.1 F:M	0.1%	up 0.0%
Japanese	308	0.1%	0.2%	0.1% less	119	189	1.6 F:M	0.1%	up 0.0%
Cantonese	294	0.1%	0.9%	**0.8% less**	132	162	1.2 F:M	0.1%	dn 0.0%
Greek	210	0.1%	0.5%	0.4% less	103	107	1.0 F:M	0.1%	dn 0.0%
Mandarin	199	0.1%	1.1%	**1.1% less**	87	112	1.3 F:M	0.0%	up 0.0%
Tagalog (Filipino)	176	0.1%	0.2%	0.2% less	32	144	**4.5 F:M**	0.1%	dn 0.0%
all smaller languages	3,705	1.3%	6.0%	**4.7% less**	1,679	2,026	1.2 F:M	1.4%	dn 0.0%
Total	**9,456**	**3.4%**	**10.7%**	7.3% less	**4,290**	**5,166**	**1.2 F:M**		**up 3.4%**

Not all languages can be shown in this table due to space constrictions, smaller languages are in an appendix. 'All smaller languages' are those not shown in the table. Source: ABS Census 2006 Table B13; 2001 Table U17.

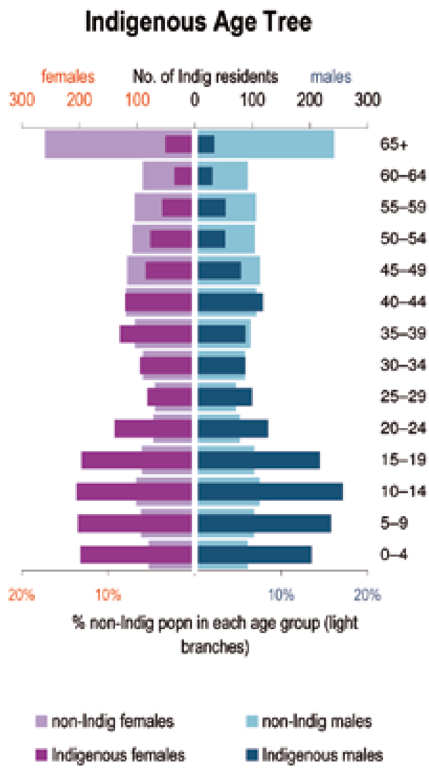
Indigenous residents

In 2006, Sunshine Coast had 3,350 Indigenous residents, with 2,939 identifying as Aboriginal; 241 identifying as Torres Strait Islanders (TSI); and 170 identifying as both. Indigenous people were 1.2% of Sunshine Coast's residents; they were 1.7% of Brisbane residents.

The median (mid-point) age of local Indigenous people was 15–19 and the average was about 24 years. By comparison, non-Indigenous residents had an average age of about 39 and a median age of 40–44.

The age structure of an Indigenous community is usually quite different from the non-indigenous residents, due to larger families and higher mortality rates. Young people form a larger share of the Indigenous population, so the Indigenous Age Tree has longer lower branches and shorter upper branches than for non-indigenous people.

For example, 10–14 year-olds made up 14% of Indigenous residents but just 7% of non-indigenous residents. Another 13% of Indigenous residents were 5–9 years old (against 6%), and 12% were 0–4 year-olds (6%). However, there were far fewer Indigenous people aged 65 or older (3% v. 17%).



In 2001, the median age of Sunshine Coast's Indigenous people was 15–19 and the average was about 22 years, so the average age in 2006 was up about 2.0 years.

An increase in the proportion of Indigenous people in older age groups could indicate that life expectancy is increasing locally. In Sunshine Coast, the age groups that grew most over 2001 to 2006 were 55–59, 45–49, and 15–19; offsetting these were falling proportions aged 5–9, 10–14, and 0–4.

Indigenous people	Sun Cst, 2006				Sunshine Coast 2006				
	number	% residents	% in Bris	Sun Cst's difference	males	females	ratio	Sun Cst in 2001	change from 2001
Aboriginal	2,939	1.1%	1.5%	0.4% less	1,463	1,476	1.01 F:M	2,344	up 595
Torres Strait Islander (TSI)	241	0.1%	0.1%	0.1% less	130	111	1.17 M:F	214	up 27
Aboriginal and TSI	170	0.1%	0.1%	0.0% less	84	86	1.02 F:M	181	dn 11
Indigenous	**3,350**	**1.2%**	**1.7%**	**0.5% less**	**1,677**	**1,673**	**1.00 M:F**	**2,739**	**up 611**
non-Indigenous	272,918	98.8%	98.3%	0.5% more	132,871	140,047	1.05 F:M	233,771	up 39,147
residents	**276,268**	100%	100%		**134,548**	**141,720**	**1.05 F:M**	236,510	

Ages of Indigenous people	Sunshine Coast 2006				Sun Cst Indigenous, 2006				% Indig in Sun Cst, 2001	change in share, 2001–06
	Indigenous	% of Indig.	% non-Indig	Indig. diff.	males	females	ratio	Bris in 2006		
0–4	400	12%	6%	**6% more**	202	198	1.0 M:F	13%	13%	dn 1.5%
5–9	439	**13%**	6%	**7% more**	236	203	1.2 M:F	13%	15%	dn 1.6%
10–14	461	**14%**	7%	**7% more**	256	205	**1.2 M:F**	13%	15%	dn 1.5%
15–19	413	**12%**	6%	6% more	217	196	1.1 M:F	11%	11%	**up 1.0%**
20–24	266	8%	5%	3% more	127	139	1.1 F:M	9%	7%	up 0.7%
25–29	181	5%	5%	1% more	99	82	**1.2 M:F**	7%	6%	dn 0.9%
30–34	182	5%	6%	0% less	87	95	1.1 F:M	7%	6%	dn 1.0%
35–39	217	6%	7%	0% less	87	130	**1.5 F:M**	7%	7%	dn 0.4%
40–44	239	7%	8%	0% less	118	121	1.0 F:M	6%	6%	up 0.8%
45–49	165	5%	8%	3% less	80	85	1.1 F:M	4%	4%	**up 1.4%**
50–54	129	4%	7%	3% less	52	77	1.5 F:M	4%	3%	up 0.6%
55–59	109	3%	7%	**4% less**	53	56	1.1 F:M	3%	2%	**up 1.4%**
60–64	65	2%	6%	**4% less**	30	35	1.2 F:M	2%	2%	up 0.3%
65+	85	3%	17%	**14% less**	34	51	**1.5 F:M**	2%	2%	up 0.5%
residents	**3,351**	100%	100%		**1,678**	**1,673**	1.0 M:F	100%	**100%**	
average age		24.4 yrs	39.1 yrs	-14.7 yrs	23.2 yrs	25.5 yrs		23.9 yrs	22.4 yrs	**up 2.0 yrs**

Source: ABS Census 2006 Table B;07 2001 Table U05.

Religious beliefs

The range of religious beliefs held within a community is a good indicator of cultural diversity, although nearly everywhere in Australia the majority is Christian. Sunshine Coast is no exception, with 63% of residents being Christian in 2006 (3% fewer than in Brisbane). Another 23% had no religion and 12% did not state their religion on the Census form.

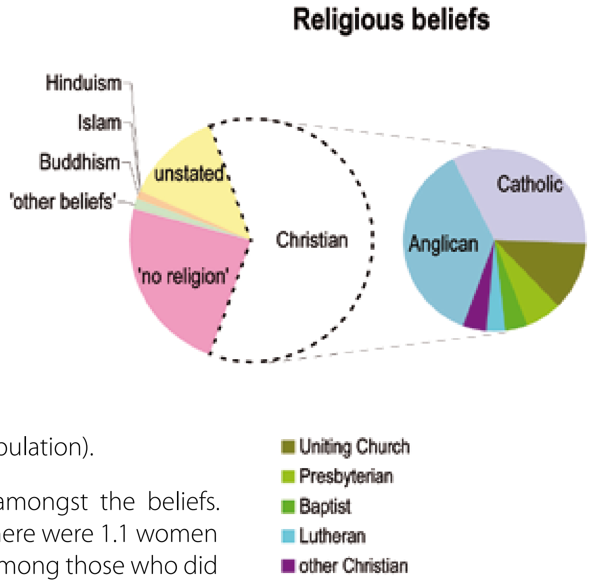
The main non-Christian beliefs in Sunshine Coast in 2006, and the number and proportion of residents with these, were:

- Buddhism – 2,413 or 0.9%
- Islam – 305 or 0.1%
- Hinduism – 277 or 0.1%
- Judaism – 239 or 0.1%

The fastest growing belief system over 2001 to 2006 was 'no religion' with 4.1% more of the population, followed by 'other beliefs' with 0.8% more.

There were falls in the proportion who believed in Christianity (down by 3.7% of the population).

The ratio of male to female believers varied amongst the beliefs. Among Christians generally in Sunshine Coast, there were 1.1 women per man, while there were 1.1 men per woman among those who did not have a religion. The gender ratio ranged from 1.8 men per woman among followers of Aboriginal faiths to 1.3 women per man among followers of Buddhism.



Religious beliefs	Sun Cst 2006 people	Sun Cst 2006 percent	% in Bris	Sun Cst's difference	Sunshine Coast 2006 males	Sunshine Coast 2006 females	Sunshine Coast 2006 ratio	2001 % Sun Cst	change from 2001
Christianity	173,393	63%	65%	3% less	80,959	92,434	1.1 F:M	66%	dn 4%
'no religion'	62,651	23%	19%	4% more	33,047	29,604	1.1 M:F	19%	up 4%
Buddhism	2,413	1%	2%	1% less	1,029	1,384	1.3 F:M	1%	up 0%
Islam	305	0%	1%	1% less	181	124	1.5 M:F	0%	up 0%
Hinduism	277	0%	1%	1% less	146	131	1.1 M:F	0%	up 0%
Judaism	239	0%	0%	0% less	106	133	1.3 F:M	0%	up 0%
Aboriginal faiths	14	0%	0%	0% less	9	5	1.8 M:F	0%	dn 0%
'other beliefs'	3,504	1%	1%	0% more	1,825	1,679	1.1 M:F	0%	up 1%
unstated beliefs	33,472	12%	11%	1% more	17,247	16,225	1.1 M:F	13%	dn 1%
total residents	**276,268**	100%	100%		**134,549**	**141,719**	1.1 F:M	100%	
Christians							=		
Anglican	59,560	22%	19%	3% more	27,851	31,709	1.1 F:M	23%	dn 2%
Catholic	53,288	19%	25%	5% less	25,107	28,181	1.1 F:M	19%	up 0%
Uniting Church	19,610	7%	7%	0% more	8,778	10,832	1.2 F:M	8%	dn 1%
Presbyterian	10,467	4%	3%	0% more	5,119	5,348	1.0 F:M	4%	dn 1%
Baptist	6,129	2%	2%	0% less	2,880	3,249	1.1 F:M	2%	dn 0%
Lutheran	5,353	2%	2%	0% more	2,491	2,862	1.1 F:M	2%	dn 0%
Pentecostal	4,929	2%	2%	0% more	2,254	2,675	1.2 F:M	2%	dn 0%
Jehovah's Witnesses	2,222	1%	1%	0% more	965	1,257	1.3 F:M	1%	dn 0%
Salvation Army	933	0%	0%	0% less	403	530	1.3 F:M	0%	dn 0%
Eastern Orthodox	867	0%	1%	1% less	446	421	1.1 M:F		up 0%
Seventh-day Adventist	766	0%	0%	0% less	340	426	1.3 F:M	0%	dn 0%
Latter Day Saints	762	0%	1%	0% less	360	402	1.1 F:M	0%	dn 0%
Churches of Christ	671	0%	0%	0% more	304	367	1.2 F:M	0%	dn 0%
other Protestant	611	0%	0%	0% less	266	345	1.3 F:M	0%	dn 0%
Brethren	380	0%	0%	0% less	184	196	1.1 F:M	0%	up 0%
Oriental Orthodox	18	0%	0%	0% less	15	3	5.0 M:F	0%	dn 0%
Assyrian Apostolic	6	0%	0%	0% more	3	3	=		n.a.
other Christian	6,821	2%	2%	0% more	3,193	3,628	1.1 F:M	2%	up 0%
all other Christian	18,986	7%	8%	1% less	8,733	10,253	1.2 F:M	7%	up 0%
total Christians	**173,393**	**63%**	**65%**	3% less	**80,959**	**92,434**	**1.1 F:M**	**66%**	**dn 4%**

Source: ABS Census 2006 Table B13.

Community resources

Stability

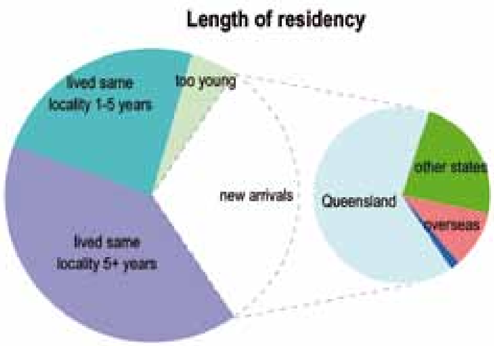
The time that residents have lived in a community affects the extent to which they develop relationships and networks with other residents, and build social capital. The longer that more residents have lived in a place, the stronger their community networks are likely to be. The Census provides valuable indicators of community stability by asking people where they lived one and five years ago.

In 2006, 40% of Sunshine Coast's residents had lived in the same house for at least 5 years (44% in Brisbane), suggesting that stability here was lower than across Brisbane. Another 34% of residents had been in their home for 1 to 5 years (31% for Brisbane).

Possibly a better indicator of community stability is the proportion of residents who have stayed in the same locality, not just the same house, as this counts those who stayed in the area even if they changed their dwelling. The locality measured by the Census is the Statistical Local Area, which is a small Local Government Area, or several suburbs of a large Council area (to town size).

Altogether, 50% of Sunshine Coast's residents had lived here for more than 5 years, which was similar to the average across Brisbane. Between 2001 to 2006, the proportion who had lived here over 5 years rose by 0.9%.

New residents, who had lived in this locality for at least a year, made up 14% of residents; the average across Brisbane was 15%. The proportion of newcomers fell by 0.6% since 2001.



Residential stability	Sun Cst 2006 people	Sun Cst 2006 percent	% in Bris	Sun Cst's difference	Sunshine Coast 2006 males	Sunshine Coast 2006 females	ratio	Sun Cst in 2001	proportion change from 2001
lived same home 5+ years	109,424	40%	44%	4% less	39%	40%	1.0 F:M	39%	up 0.6%
lived same home 1-5 years	94,141	34%	31%	3% more	34%	34%	1.0 F:M	31%	up 2.8%
lived same home <1 year	55,102	20%	19%	1% more	20%	20%	1.0 F:M	21%	dn 1.1%
not stated / too young	17,601	6%	7%	1% less	7%	6%	1.2 M:F	9%	dn 2.2%
residents	**276,268**	100%	100%		100%	100%		100%	
lived same locality 5+ years	137,145	50%	50%	0% less	49%	50%	1.0 F:M	49%	up 0.9%
lived same locality 1-5 years	81,808	30%	28%	2% more	29%	30%	1.0 F:M	28%	up 1.9%
lived same locality <1 year	39,714	14%	15%	1% less	14%	14%	1.0 F:M	15%	dn 0.6%
too young	17,601	6%	7%	1% less	7%	6%	1.2 M:F	9%	dn 2.2%

New residents	Sunshine Coast 2006 people	%	% in Bris	Sun Cst's difference	Sunshine Coast 2006 males	females	ratio	Sun Cst in 2001	% change from 2001
Came last year from ...									
Queensland	28,930	10.5%	11.6%	1.2% less	10.3%	10.6%	1.0 F:M	11.1%	dn 0.6%
other states	6,569	2.4%	1.7%	0.6% more	2.4%	2.4%	1.0 M:F	2.7%	dn 0.4%
overseas	3,656	1.3%	1.8%	0.5% less	1.3%	1.3%	1.0 F:M	1.0%	up 0.3%
unstated	559	0.2%	0.2%	0.0% more	0.2%	0.2%	1.3 M:F	0.2%	up 0.0%
new residents last year	**39,714**	**14.4%**	**15.3%**	**1.0% less**	**14.3%**	**14.5%**	**1.0 F:M**	**15.0%**	**dn 0.6%**
Came in last 5 years, from ...									
Queensland	68,608	24.8%	26.0%	1.2% less	24.4%	25.3%	1.0 F:M	25.1%	dn 0.3%
other states	25,025	9.1%	5.6%	3.5% more	9.0%	9.1%	1.0 F:M	8.8%	up 0.3%
overseas	11,220	4.1%	5.1%	1.1% less	4.0%	4.1%	1.0 F:M	3.1%	up 1.0%
unstated origins	1,761	0.6%	0.6%	0.1% more	0.7%	0.6%	1.1 M:F	0.5%	up 0.1%
newish residents, last 5 years	**106,614**	**38.6%**	**37.3%**	**1.3% more**	**38.1%**	**39.1%**	**1.0 F:M**	**37.5%**	**up 1.1%**

Source: ABS Census 2006 Table B37, B38; 2001 Table U05.

Voluntary work

For the first time, the 2006 Census asked people (if aged 15+) whether they did any voluntary work for a group or organisation in the past year. In Sunshine Coast, 45,218 residents, or 20%, said that they did volunteer; 157,576 said that they did not (71%), and 19,552 or 9% did not answer. The proportion who volunteered was 3% above Brisbane's average volunteering rate of 18%. Put another way, the rate of volunteering was 1.2 times the average across Brisbane.

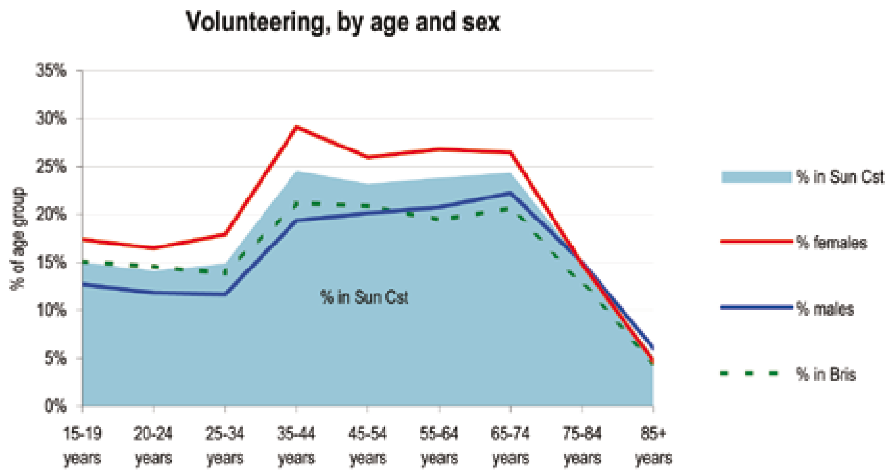
Volunteering tends to be highest amongst middle-aged people, and seems to only decline with incapacity as old age sets in. In Sunshine Coast, the rate of volunteering was highest amongst those aged 35-44 years where 25% volunteered, and next highest in the 65-74 years and 55-64 years age groups, with 24% volunteering in both.

In terms of numbers, the largest age groups for volunteers were 35-44 years with 9,655 volunteers, 45-54 years with 9,384 and 55-64 years with 8,525.

Women tend to volunteer more than men at most ages. While this could be because women have more time due to lower labour force participation, women tend to spend more time doing housework and child care than men. Women's greater commitment of time to community organisations may indicate stronger community spirit or greater value placed on community services.

In 2006, there were 26,596 women and 18,622 men volunteering in Sunshine Coast. Some 23% of women and 17% of men were volunteers, meaning that women were 32% more likely to volunteer.

The gender difference in volunteering was highest amongst those aged 25-34 years, when women were 1.5 times more likely to volunteer than men (18% to 12%). Among those aged 35-44 years, they were also 1.5 times more likely to volunteer (29% to 19%). Local men's best volunteer performance relative to women was when aged 85+ years when they were 1.3 times more likely to volunteer (6% to 5%).



Volunteering, by age	Sun Cst 2006 number volunteers	Sun Cst 2006 % of age group	% in Bris	Sun Cst's difference	Volunteers in Sunshine Coast 2006 males	females	% males	% females	ratio M% : F%
15-19 years	2,703	15%	15%	0% less	1,180	1,523	13%	17%	1.4 F:M
20-24 years	1,966	14%	15%	0% less	830	1,136	12%	16%	1.4 F:M
25-34 years	4,336	15%	14%	1% more	1,649	2,687	12%	18%	**1.5 F:M**
35-44 years	9,655	**25%**	21%	3% more	3,523	6,132	19%	29%	**1.5 F:M**
45-54 years	9,384	23%	21%	2% more	3,887	5,497	20%	26%	1.3 F:M
55-64 years	8,525	24%	19%	**4% more**	3,631	4,894	21%	27%	1.3 F:M
65-74 years	6,010	**24%**	21%	**4% more**	2,703	3,307	22%	26%	1.2 F:M
75-84 years	2,375	15%	13%	2% more	1,106	1,269	15%	15%	**1.0 M:F**
85+ years	264	5%	5%	1% more	113	151	6%	5%	**1.3 M:F**
residents aged 15+	**45,218**	**20%**	**18%**	**3% more**	**18,622**	**26,596**	**17%**	**23%**	**1.3 F:M**

Source: ABS Census 2006 Table B18.

Qualifications

Education is a strong determinant of income and social status. A useful indicator of a community's capacities is the proportion of adults (aged 15+) with post-school qualifications. In Sunshine Coast in the 2006 Census, 52% of residents aged 15+ said they had a tertiary qualification, while 48% said they did not. The proportion without qualifications was similar to Brisbane.

The most common highest qualification was a certificate III or IV, held by 17% of adults (aged 15+). Another 9% held a bachelor degree and 8% held a diploma; 13% gave no details on their qualification.

The proportion of people without qualifications tends to increase with age, as older people generally had less education. Here, 39% of 25 to 34 year-olds had no post-school qualification but 48% of 55 to 64 year-olds had none. Among these younger residents, 22% had a certificate III or IV and 14% had a bachelor degree, while among the older, the proportions with these qualifications were 17% and 9%.

Only 3% of residents had the highest level of qualification, postgraduate, which was 2% lower than in Brisbane, with the highest proportions in the 45-54 age group, 4%, and the 35-44 age group, 4%.

Another 9% had a bachelor degree, 4% lower than in Brisbane, including 14% of those aged 25-34 and 12% of those aged 35-44.

Qualifications of	% of Sunshine Coast adults in age group with each qualification level								in Brisbane	
resident adults, by	15-24	25-34	35-44	45-54	55-64	65-74	75+	adults	adults	Sun Cst diff.
postgraduate degree	0%	2%	4%	4%	4%	2%	1%	**3%**	4%	2% less
bachelor degree	3%	14%	12%	11%	9%	6%	4%	**9%**	13%	4% less
diploma	3%	8%	10%	10%	9%	8%	5%	**8%**	7%	1% more
certificate III or IV	11%	22%	21%	20%	17%	15%	10%	**17%**	14%	3% more
certificate I or II	4%	4%	3%	3%	3%	2%	1%	**3%**	3%	0% more
unknown	11%	9%	10%	10%	11%	16%	27%	**13%**	12%	1% more
none	67%	39%	40%	42%	48%	51%	51%	**48%**	47%	0% more
total	**31,945**	**29,135**	**39,286**	**40,489**	**35,775**	**24,668**	**21,045**	**222,343**		

Source: 2006 Census Table W18; 2001 Census Table W07.

Income

In mid-2006, the average income from all sources of adults (aged 15+) in Sunshine Coast was around $571 a week, which was $103 lower than the $673 average for Brisbane. The average income of local women was $458 and the average of local men was $693 (51% more than women's). Half of all adults got less than the median income of $424 a week ($516 across Brisbane).

From 2001 to 2006, while average weekly earnings rose 24% across Australia, the average income in Sunshine Coast rose by 9% more (up 33%), suggesting that local wages growth was high.

Male average incomes went from $508 in 2001 to $693 in 2006, up by 36%; women's from $355 in 2001 to $458 in 2006, up by 29%.

In 2006, 28% of adults in Sunshine Coast received low-incomes, defined as less than 30% of average earnings, or $250 a week (roughly the single pension). Across Brisbane, 25% received low incomes.

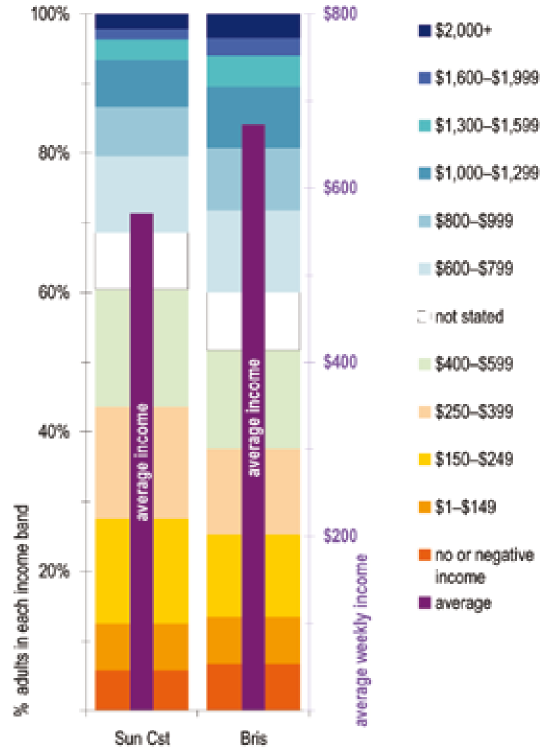
Another 33% had middle-incomes, up to 70% of average earnings ($250 to $600 pw) and 25% had high-incomes, from 70% to 155% of the average ($600-$1299 pw). Some 7% were in the highest income group, getting over $1,300 a week.

Sunshine Coast had 7% more in the middle income band than Brisbane, and 5% fewer in the high income band.

Almost without exception, there are more men than women in the higher income bands, and more women than men in the lower. In Sunshine Coast, the sex ratio ranges from 3.2 men per woman earning $2,000+ to 1.9 women per man earning $1–$149.

The total value of personal incomes in Sunshine Coast in 2006 was about $6,058 million.

Incomes of people aged 15+ yrs



Incomes of people aged 15+ yrs	Sun Cst 2006 no. aged 15+ yrs	Sun Cst 2006 % aged 15+ yrs	% in Bris	Sun Cst's difference	Sunshine Coast 2006 males 15+ yrs	Sunshine Coast 2006 females 15+ yrs	ratio	% of age 15+ yrs, Sun Cst, 2001	Sun Cst's change from 2001
no or negative income	12,872	6%	7%	1% less	5,180	7,692	1.5 F:M	5%	up 0.6%
$1–$149	14,890	7%	7%	0% less	5,081	9,809	1.9 F:M	11%	dn 4.0%
$150–$249	33,429	15%	12%	3% more	13,283	20,146	1.5 F:M	21%	dn 6.0%
$250–$399	35,684	16%	12%	4% more	13,370	22,314	1.7 F:M	19%	dn 3.4%
$400–$599	37,517	17%	14%	3% more	16,577	20,940	1.3 F:M	17%	dn 0.2%
$600–$799	24,451	11%	12%	1% less	13,762	10,689	1.3 M:F	9%	up 2.3%
$800–$999	15,666	7%	9%	2% less	9,873	5,793	1.7 M:F	5%	up 2.5%
$1,000–$1,299	14,964	7%	9%	2% less	9,813	5,151	1.9 M:F	3%	up 4.2%
$1,300–$1,599	6,539	3%	5%	2% less	4,632	1,907	2.4 M:F	2%	up 1.1%
$1,600–$1,999	3,292	1%	3%	1% less	2,511	781	3.2 M:F	1%	up 0.8%
$2,000+	4,840	2%	3%	1% less	3,696	1,144	3.2 M:F	1%	up 1.3%
not stated	18,199	8%	8%	0% less	9,064	9,135	1.0 F:M	7%	up 1.0%
total	**222,343**	100%	100%	S.Dev. 2.0%	**106,842**	**115,501**	**1.1 F:M**	100%	S.Dev. 3.0%
average weekly income		**$571**	**$673**	**18% less**	**$693**	**$458**	**1.5 M:F**	**$429**	**up 33%**

The average weekly income is calculated by multiplying the mid-point of each income range by the number of people in that range, using $3,000 for the $2000+ range, and dividing by the number who stated their income. The 2001 average is calculated in the same way; the 2001 percentages are by apportioning the numbers from the 2001 income ranges to the

From August 2001 to August 2006, the average Australian adult total earnings increased from $673 to $837, by 24%. Men's earnings rose 25% from $801 to $1003, while women's rose 22% from $535 to $654.

Community needs

Dwelling tenures

The Census asks whether each occupied dwelling is owned, being bought (under a mortgage) or rented (under various landlords). The balance between these three forms of housing tenure gives some indications about the permanency, age and wealth of a community.

Overall, 36% of Sunshine Coast's occupied dwellings were fully owned, which was 6% higher than Brisbane. Generally, more fully-owned dwellings indicates an older, longer-settled population.

Another 32% of Sunshine Coast's dwellings were being purchased, 5% less than Brisbane, possibly indicating fewer incoming residents.

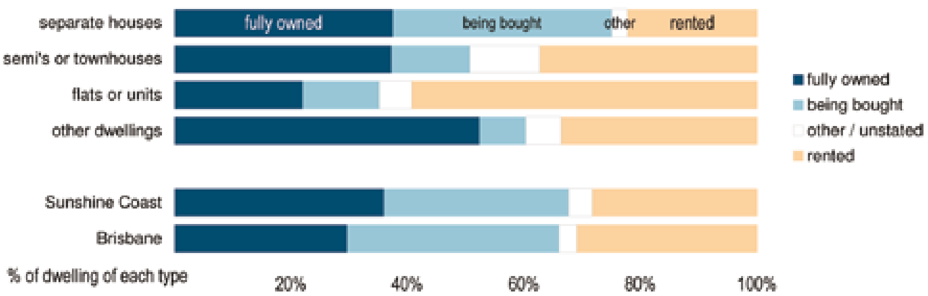
Most of the remaining dwellings were rented (28%), which was 3% lower than for Brisbane. Rental tenure is most common among lower income people, and also suits those who are transient.

Tenures tend to vary with dwelling types, with people more likely to rent flats or units but to own houses. In Sunshine Coast, 59% of the flats or units were rented as were 37% of the semi's or townhouses. Conversely, while 37% of houses were fully owned, only 22% of the flats or units were.

Even though mortgages could be over 20 years old, a high proportion of dwellings being bought can indicate a youthful or growing population. In Sunshine Coast, 38% of separate houses were being purchased, as were 13% of the semi's or townhouses.

Of the 28% of occupied dwellings that were rented, 16% were managed by real estate agents and 8% by individuals (eg small investors); 2% had other private landlords. Another 2% of dwellings were public housing, 2,357 occupied homes in all. Of these, 886 were separate houses, 501 were semi's or townhouses, and 967 were flats or units.

Tenures of Sunshine Coast dwellings



Tenures of Sun Cst dwellings	% of dwelling type in each tenure				% of dwellings under different landlords					
	fully owned	being bought	rented	other / unstated	estate agent	owner investor	public housing	co-op / other	% rented in Bris	Sun Cst diff. from Bris
separate houses	37%	38%	22%	3%	13%	7%	1%	1%	23%	1% less
semi's or townhouses	37%	13%	37%	12%	22%	8%	5%	2%	56%	19% less
flats or units	22%	13%	59%	6%	34%	14%	8%	2%	68%	9% less
other dwellings	52%	8%	34%	6%	2%	7%	0%	21%	37%	3% less
Sunshine Coast	**36%**	**32%**	**28%**	**4%**	**16%**	**8%**	**2%**	**1%**	**31%**	**3% less**
Brisbane	30%	36%	31%	3%	17%	8%	4%	2%		
Dwelling numbers										
separate houses	29,548	29,686	17,523	2,126	10,205	5,384	886	562		
semis or townhouses	3,997	1,438	3,999	1,287	2,362	881	501	187		
flats or units	2,637	1,585	7,110	662	4,108	1,628	967	271		
other dwellings	1,064	160	684	124	49	150	3	424		
not stated	12	8	12	11	9	3	-	-		
Total	**37,258**	**32,877**	**29,328**	**4,210**	**16,733**	**8,046**	**2,357**	**1,444**		

Source: ABS Census 2006 Table B32.

Need for disability assistance

The 2006 Census asked for the first time whether people needed assistance in their daily life with self-care, movement or communication, and the reasons for needing help. People who did need assistance due to a disability or health condition lasting over six months or old age are defined as having a chronic (long lasting) and severe disability.

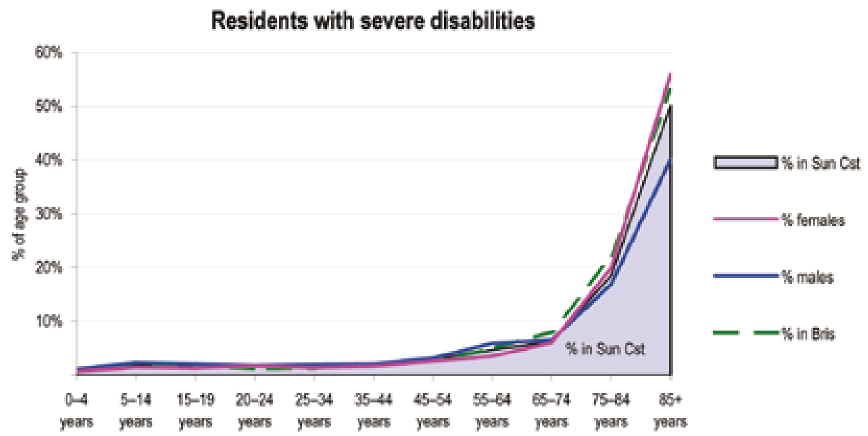
In Sunshine Coast, 4.5% of the population had such a disability, which was 0.5% higher than Brisbane.

The chart below shows, with the shaded area, how the proportion of people with a chronic, severe disability rises slowly from around 1% of infants to about half of the oldest people. In Sunshine Coast, the disability rate peaked among those aged 85+ years when 50% had a severe disability. Disability was next highest among residents aged 75–84 years, of whom 19% had a severe disability.

Differences in average disability rates between places are strongly affected by the communities' age structures. Because disability increases significantly with old age, an older population will generally have a higher average disability rate. Disability rates here were not significantly higher than in Brisbane among any age groups. They were lowest relative to Brisbane among those aged 75–84 years with 3% fewer having a severe disability.

Males tend to have higher disability rates from birth than females, and this trend continues through adulthood due to their having more disabling accidents. With ageing, women's disability rates tend to rise faster, until they can eventually exceed men's rates. Here overall, 4.4% of males and 4.6% of females reported a severe or profound disability requiring assistance, meaning the rate of female disability was 3% higher than for males.

In Sunshine Coast, the gender imbalance in disability rates across age groups is most biased towards women in the 85+ years age group, who are 39% more likely to need assistance than men their age; those aged 75–84 years are 18% more likely. Conversely, males aged 0–4 years are 72% more likely than females their age to have a disability; those aged 55–64 years are 67% more likely.



Residents with severe disabilities	Sun Cst, 2006 number	Sun Cst, 2006 % age gp	% in Bris	Sun Cst's difference	Sunshine Coast, 2006 males	females	% males	% females	ratio of disability rates
0–4 years	134	0.9%	1.0%	0.1% less	87	47	1.1%	0.7%	1.72 M:F
5–14 years	692	1.9%	2.3%	0.4% less	434	258	2.4%	1.5%	1.61 M:F
15–19 years	297	1.7%	1.7%	0.1% more	186	111	2.1%	1.3%	1.59 M:F
20–24 years	227	1.7%	1.3%	0.5% more	117	110	1.8%	1.7%	1.06 M:F
25–34 years	462	1.7%	1.3%	0.4% more	268	194	2.0%	1.4%	1.49 M:F
35–44 years	696	1.9%	1.8%	0.1% more	360	336	2.1%	1.7%	1.25 M:F
45–54 years	1,111	2.9%	2.7%	0.2% more	583	528	3.2%	2.6%	1.23 M:F
55–64 years	1,604	4.7%	4.9%	0.2% less	984	620	5.9%	3.5%	1.67 M:F
65–74 years	1,473	6.3%	8.0%	1.8% less	755	718	6.5%	6.0%	1.09 M:F
75–84 years	2,744	18.5%	21.9%	3.3% less	1,165	1,579	16.9%	20.0%	1.18 F:M
85+ years	2,291	50.1%	53.0%	2.9% less	674	1,617	40.1%	55.9%	1.39 F:M
residents	11,731	5%	4%	0.5% more	5,613	6,118	4.4%	4.6%	1.03 F:M

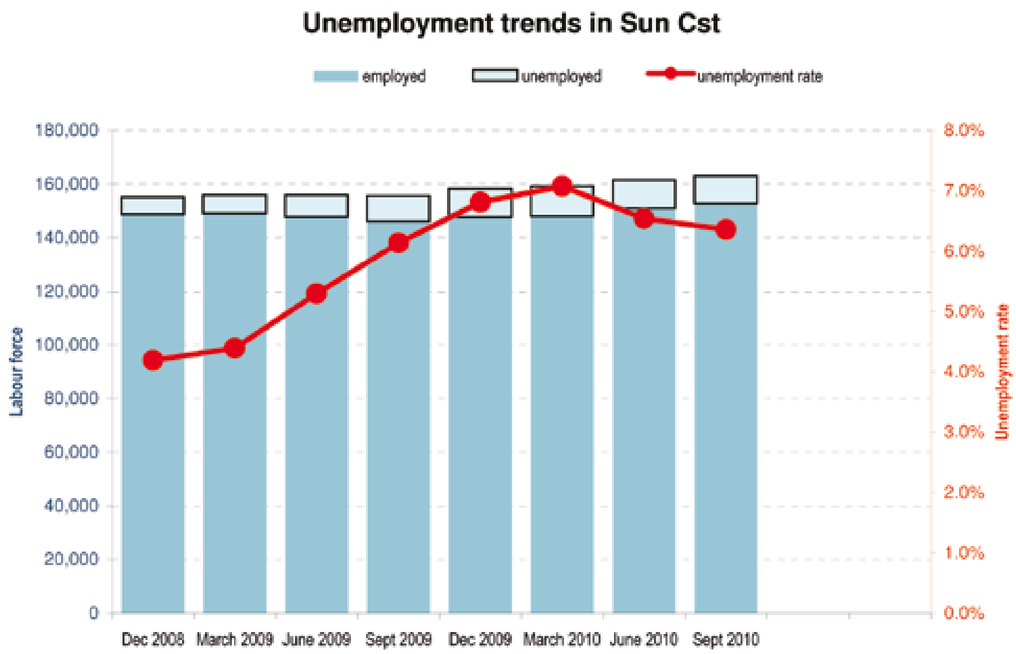
Source: ABS Census 2006 Table B17.

Employment of residents

In the 2006 Census, 126,928 residents of the Sunshine Coast ESA reported they were in the labour force, out of 222,343 residents aged 15+. This means the labour force participation rate was 57%. There were 119,625 employed residents (54% of the adults), while 7,303 residents were unemployed and looking for work, giving an unemployment rate of 5.8%. Allowing for those not completing the Census, and allocating the unstated responses proportionally, suggests there would have been around 133,274 residents in the labour force in August 2006.

The Department of Education, Employment and Workplace Relations (DEEWR) estimates that in September 2010 the labour force was 163,090. The labour force had increased by 7,398 over the previous twelve months. During this period, the annualised labour force growth rate ranged from 6.9% p.a. in the December 2009 quarter to +3.7% p.a. in the September 2010 quarter.

Sunshine Coast's unemployment was estimated at 10,373 in September 2010, a rate of 6.4%. The estimated number of unemployed residents had increased by 816 over the previous twelve months, while the unemployment rate increased from 6.1% to 6.4%.



Unemployment trends in Sun Cst	Dec 2008	March 2009	June 2009	Sept 2009	Dec 2009	March 2010	June 2010	Sept 2010
employed	148,712	149,065	147,670	146,135	147,595	148,036	151,015	152,717
unemployed	6,506	6,849	8,266	9,557	10,789	11,277	10,571	10,373
labour force	155,218	155,914	155,936	155,692	158,384	159,313	161,586	163,090
unemployment rate	4.2%	4.4%	5.3%	6.1%	6.8%	7.1%	6.5%	6.4%
labour force growth p.a.		1.8%	0.1%	-0.6%	6.9%	2.3%	5.7%	3.7%

Source: Small Area Labour Market data smoothed estimates, Department of Education, Employment and Workplace Relations, DEEWR.

The economy of the Sunshine Coast

In the Census, completed by about 96% of Australians, people provide information on where they work, as well as where they live. From their responses, the ABS publishes sets of tables on the workforce of each locality in Australia – those who had jobs there. These tables, called the Working Population Profile, provide a great deal of information about local economies, for they reveal features and changes among local industries in 2001 and 2006.

These statistics are supplemented here by more recent data from the Australian Taxation Office, published by the ABS in its National Regional Profile data series. This gives information up to 2008.

In Sunshine Coast in 2006, the Census counted 98,058 employed workers in the local workforce. This is the number of filled jobs there were here. Allowing for people not completing the Census, there were probably around 102,961 jobs (or people working) in Sunshine Coast in mid-2006.

The types of industries

Industries are classified into 19 main groups. In Sunshine Coast, the largest industries by employment in 2006, with their size and share of the workforce, were:

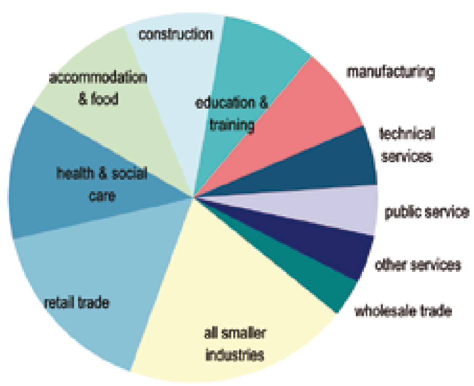
- retail trade, with 15,496 jobs (16%)
- health & social care, with 11,804 jobs (12%)
- accommodation & food, with 10,187 jobs (10%)
- construction, with 8,908 jobs (9%)
- education & training, with 8,051 jobs (8%)

The next largest industries were

- manufacturing, with 7,340 jobs (7%)
- technical services, with 5,230 jobs (5%)
- public service, with 4,230 jobs (4%)
- other services, with 4,165 jobs (4%)
- wholesale trade, with 3,320 jobs (3%)

Compared with Brisbane, the industry that was proportionally larger in Sunshine Coast was accommodation & food with 4% more of the workforce. Other locally-significant industries were retail trade with 4% more of the workforce, and construction with 3% more; rural production had 2% more.

Main Industries in Sunshine Coast

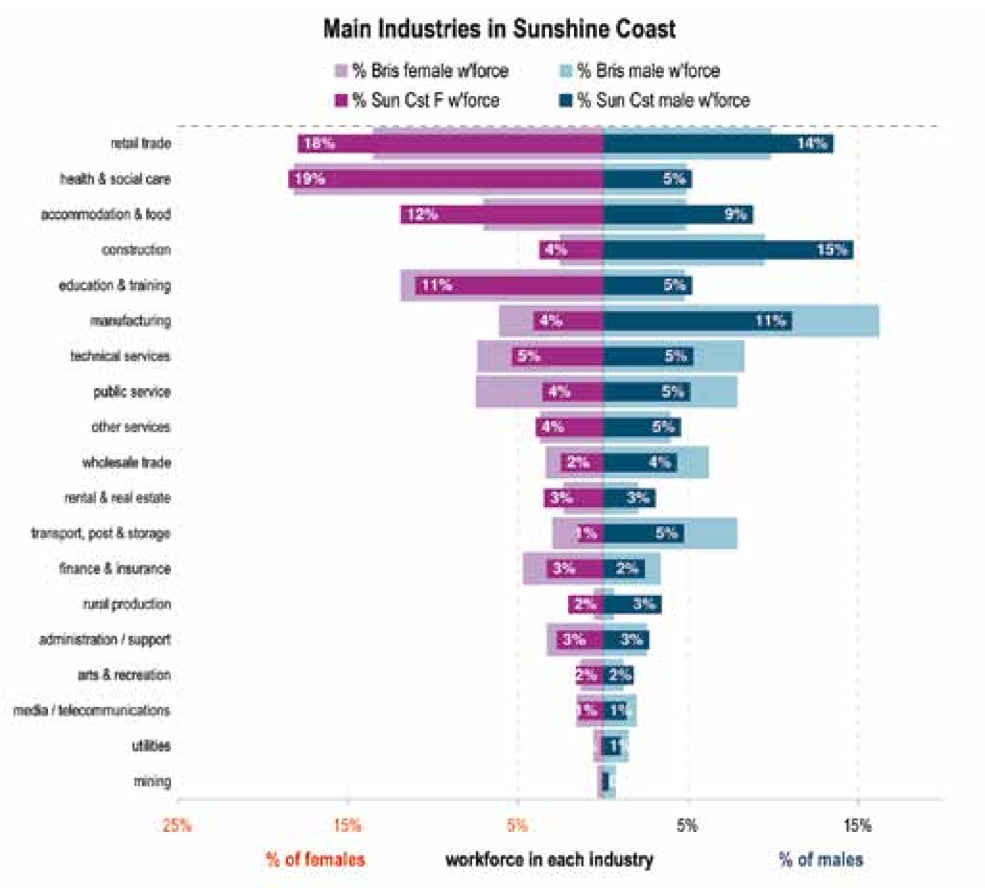


The industries that were noticeably smaller compared to Brisbane were manufacturing with 4% less of the workforce; public service, 3% less; and technical services, 3% less.

Most industries are very gender-biased and have a preponderance of either male or female workers. In Sunshine Coast, the most male-dominated of the larger industries were construction with 3.7 men per woman; transport, post & storage with 3.0; and manufacturing with 2.6.

The most female-dominated of the larger industries in Sunshine Coast were health & social care with 3.8 women per man; education & training with 2.2; and finance & insurance with 1.4.

The graph and table show the number of men and women employed in each industry sector in Sunshine Coast in August 2006, compared with proportions in Brisbane. The table shows the gender ratio in each industry sector.



Main Industries in Sunshine Coast	abbrev	Employment in industries, Sun Cst, 2006 workers	males	females	gender ratio	% Sun Cst workforce	% Bris workforce	Sun Cst diff. from Bris	% Sun Cst male w'force	% Sun Cst female w'force
retail trade	Ret	15,496	6,446	9,050	1.4 F:M	16%	12%	**4% more**	14%	18%
health & social care	H&S	11,804	2,472	9,332	**3.8 F:M**	12%	11%	1% more	5%	19%
accommodation & food	A&F	10,187	4,192	5,995	1.4 F:M	10%	6%	**4% more**	9%	12%
construction	Con	8,908	7,012	1,896	**3.7 M:F**	9%	6%	**3% more**	15%	4%
education & training	Edu	8,051	2,485	5,566	**2.2 F:M**	8%	8%	0% less	5%	11%
manufacturing	Man	7,340	5,287	2,053	2.6 M:F	7%	11%	**4% less**	11%	4%
technical services	Tec	5,230	2,526	2,704	1.1 F:M	5%	8%	**3% less**	5%	5%
public service	PS	4,230	2,435	1,795	1.4 M:F	4%	8%	**3% less**	5%	4%
other services	Oth	4,165	2,168	1,997	1.1 M:F	4%	4%	0% more	5%	4%
wholesale trade	WS	3,320	2,067	1,253	1.6 M:F	3%	5%	1% less	4%	2%
rental & real estate	RRE	3,210	1,466	1,744	1.2 F:M	3%	2%	1% more	3%	3%
transport, post & storage	Tran	3,010	2,265	745	3.0 M:F	3%	6%	2% less	5%	1%
finance & insurance	F&I	2,822	1,156	1,666	1.4 F:M	3%	4%	1% less	2%	3%
rural production	Agr	2,667	1,632	1,035	1.6 M:F	3%	1%	2% more	3%	2%
administration / support	Adm	2,651	1,281	1,370	1.1 F:M	3%	3%	0% less	3%	3%
arts & recreation	A&R	1,656	846	810	1.0 M:F	2%	1%	0% more	2%	2%
media / telecommunications	Info	1,384	653	731	1.1 F:M	1%	2%	0% less	1%	1%
utilities	Util	560	485	75	**6.5 M:F**	1%	1%	0% less	1%	0%
mining	Min	179	136	43	3.2 M:F	0%	1%	0% less	0%	0%
not known		1,189	667	522	1.3 M:F	1%	1%	0% less	1%	1%
all smaller industries (not top 10)		19,328	10,587	8,741	1.2 M:F	20%	21%	1% less	22%	17%
All industries		**98,059**	**47,677**	**50,382**	1.1 F:M	100%	100%		100%	100%

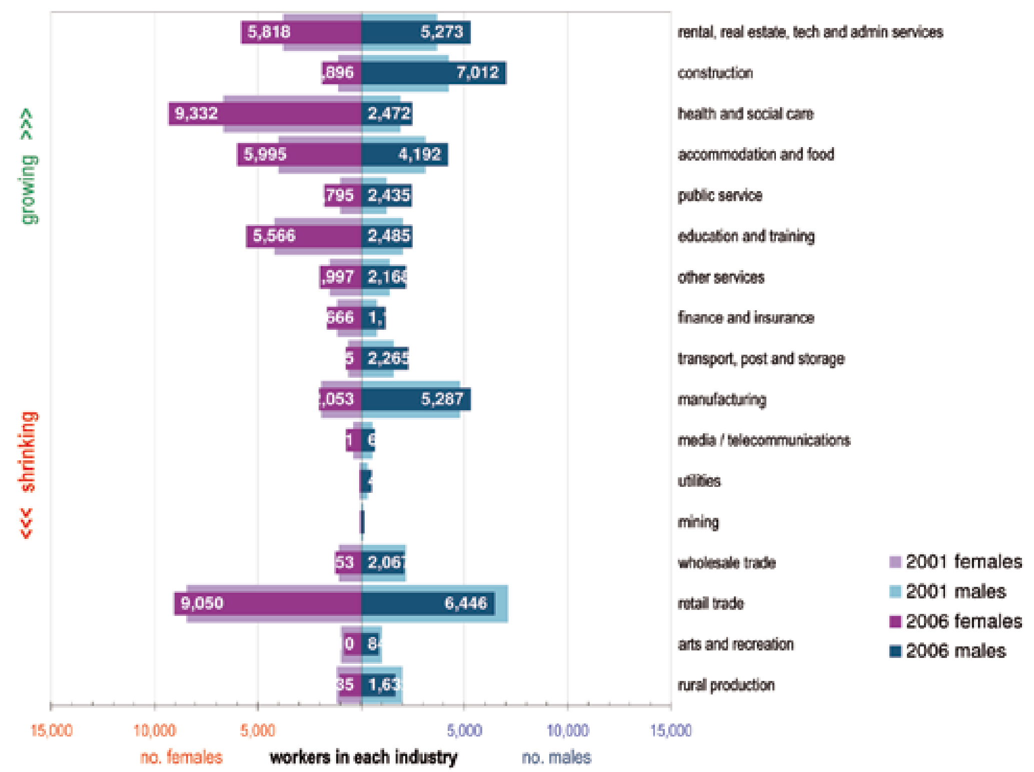
Source: ABS Census 2006 Table W11.

The changing sizes of industries

Over the five years 2001 to 2006, the industry which grew most in employment terms in Sunshine Coast was rental, real estate, tech and admin services with 3,652 more workers (1,590 more men and 2,062 more women), which was a 1.6% larger share of the workforce than in 2001. This was followed by construction with 3,575 more workers (a 2.1% larger share), and health and social care with 3,265 more workers (a 0.9% larger share).

Over this period, the industries where the most jobs were lost in Sunshine Coast were rural production with 506 fewer workers (359 fewer men and 147 fewer women, equivalent to 1.4% of the workforce), arts and recreation with 312 fewer workers (0.9% of the workforce) and retail trade with 65 fewer (4.5%).

Workforce size, by industry, 2006 and 2001

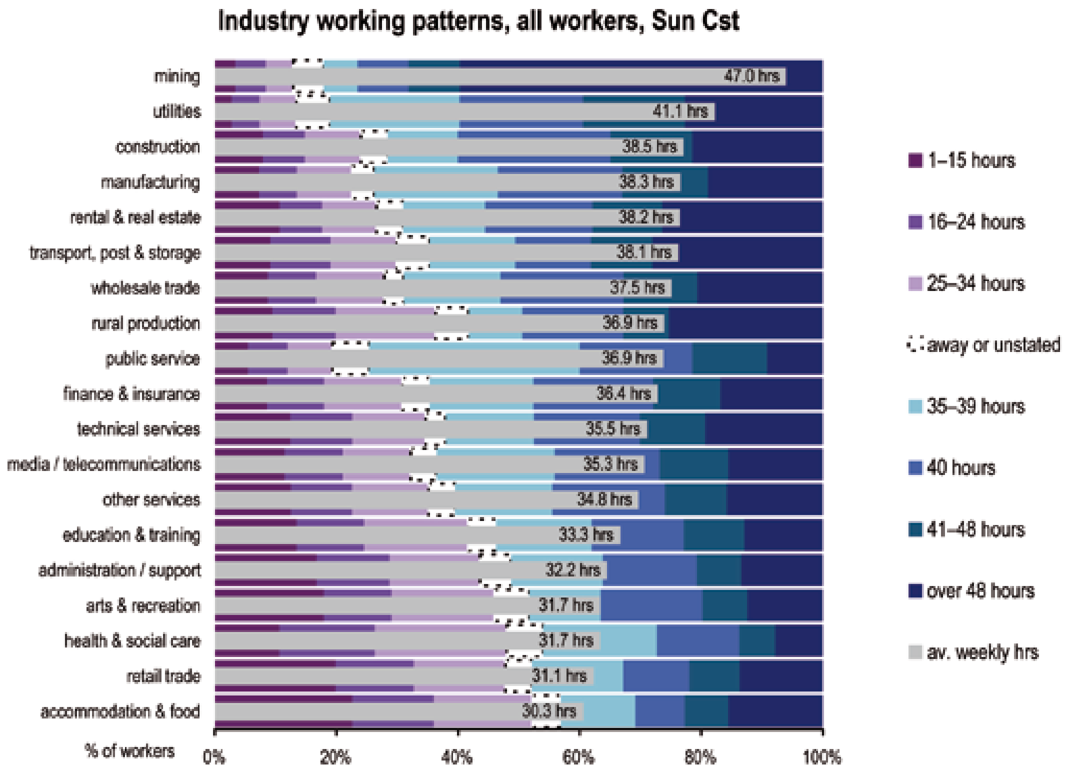


Industry changes in Sun Cst 2001–06, in growth order	workers in 2001			change in workers 2001–2006			changed share of workers 01–06		
	adults	males	females	adults	males	females	adults	males	females
rental, real estate, tech and admin services	7,439	3,683	3,756	**3,652**	1,590	2,062	**up 1.6%**	up 1.4%	**up 1.8%**
construction	5,333	4,230	1,103	**3,575**	2,782	793	**up 2.1%**	**up 3.6%**	up 0.9%
health and social care	8,539	1,883	6,656	**3,265**	589	2,676	up 0.9%	up 0.2%	up 1.2%
accommodation and food	7,127	3,118	4,009	**3,060**	1,074	1,986	up 1.1%	up 0.6%	**up 1.5%**
public service	2,230	1,219	1,011	**2,000**	1,216	784	up 1.4%	**up 1.9%**	up 0.9%
education and training	6,197	2,012	4,185	**1,854**	473	1,381	up 0.1%	dn 0.1%	up 0.2%
other services	2,897	1,381	1,516	**1,268**	787	481	up 0.5%	up 0.9%	up 0.0%
finance and insurance	1,940	765	1,175	**882**	391	491	up 0.3%	up 0.4%	up 0.3%
transport, post and storage	2,179	1,553	626	**831**	712	119	up 0.2%	up 0.7%	dn 0.1%
manufacturing	6,715	4,783	1,932	**625**	504	121	dn 1.3%	dn 1.5%	dn 0.9%
media / telecommunications	890	527	363	**494**	126	368	up 0.2%	dn 0.0%	up 0.5%
utilities	360	300	60	**200**	185	15	up 0.1%	up 0.2%	dn 0.0%
mining	95	82	13	**84**	54	30	up 0.1%	up 0.1%	up 0.1%
wholesale trade	3,246	2,167	1,079	**74**	-100	174	dn 0.9%	dn 1.3%	dn 0.3%
retail trade	15,561	7,110	8,451	**-65**	-664	599	**dn 4.5%**	**dn 5.1%**	**dn 4.0%**
arts and recreation	1,968	999	969	**-312**	-153	-159	dn 0.9%	dn 0.8%	dn 0.9%
rural production	3,173	1,991	1,182	**-506**	-359	-147	dn 1.4%	dn 1.8%	dn 1.0%
not known	711	321	390	**478**	346	132	up 0.3%	up 0.6%	up 0.0%
All industries	**76,600**	**38,124**	**38,476**	**21,459**	**9,553**	**11,906**	S.Dev: 1.5%	S.Dev: 1.8%	S.Dev: 1.3%

Note that classification changes between 2001 and 2006 make these comparisons imprecise, particularly for the aggregate 'rental, real estate, technical & admin services' which approximates the 2001 'property and business services'. Source: WPP 2006 Table W11; WPP 2001 Table W10.

Working patterns across industries

This chart shows the pattern of working hours for all workers in each industry sector in Sunshine Coast in 2006, with the average written and marked on each bar. Industries with more part-time workers have longer purple-shaded sections to the left; those with more full-time workers have longer blue sections to the right.



Industry working patterns, all workers, Sun Cst	% of all workers working each hours, per industry									
	none, away from work	1–15 hours	16–24 hours	25–34 hours	35–39 hours	40 hours	41–48 hours	over 48 hours	unstated hours	av. weekly hrs
mining	**5%**	**3%**	**5%**	**4%**	**6%**	**8%**	8%	**60%**	**0%**	**47 hrs**
utilities	**4%**	**3%**	**5%**	**6%**	21%	**20%**	**17%**	23%	1%	**41 hrs**
construction	2%	8%	**7%**	**9%**	12%	**25%**	**13%**	21%	2%	**39 hrs**
manufacturing	**2%**	**7%**	**6%**	**9%**	20%	**20%**	**14%**	19%	1%	38 hrs
rental & real estate	3%	11%	**7%**	**9%**	13%	18%	11%	26%	2%	38 hrs
transport, post & storage	4%	9%	10%	11%	14%	12%	10%	**28%**	2%	38 hrs
wholesale trade	**2%**	9%	8%	11%	16%	**20%**	12%	21%	1%	38 hrs
rural production	3%	9%	10%	16%	**9%**	17%	7%	25%	2%	37 hrs
public service	**5%**	**5%**	**7%**	**7%**	**35%**	19%	12%	9%	1%	37 hrs
finance & insurance	4%	9%	9%	13%	17%	20%	11%	17%	1%	36 hrs
technical services	2%	12%	10%	12%	15%	17%	11%	19%	1%	36 hrs
media / telecommunications	3%	11%	10%	11%	20%	17%	11%	16%	1%	35 hrs
other services	3%	12%	10%	13%	16%	19%	10%	16%	2%	35 hrs
education & training	4%	13%	11%	17%	16%	15%	10%	13%	1%	33 hrs
administration / support	3%	17%	12%	15%	15%	15%	7%	13%	2%	32 hrs
arts & recreation	4%	18%	11%	17%	12%	17%	7%	12%	2%	32 hrs
health & social care	**4%**	11%	**16%**	**22%**	19%	14%	**6%**	8%	2%	32 hrs
retail trade	3%	**20%**	13%	15%	15%	**11%**	8%	14%	1%	31 hrs
accommodation & food	3%	**23%**	13%	16%	12%	**8%**	7%	16%	2%	**30 hrs**
not known	**4%**	18%	12%	12%	**10%**	15%	7%	17%	**5%**	32 hrs
All industries	**3%**	**13%**	**11%**	**14%**	**16%**	**16%**	**10%**	**16%**	**2%**	**34 hrs**
st dev'n	1%	5%	3%	4%	6%	4%	3%	11%	1%	4 hrs

The table shows the percentage of workers in each industry working the hours shown for the column, in the week prior to the Census, August 2006. Unusually large or small proportions in a column are in bold and shaded green if high or orange if low. The 'average hours' is calculated by multiplying the mid-point of each range in table above by the % in the range, ignoring 'none or unstated', and using 55 hours as the average for those working 48+ hours. Source WPP 2006 Table W11.

Number of businesses

Actively trading businesses are recorded in the Australian Business Register (ABR), maintained by the Australian Taxation Office. The ABS uses this information to construct its Business Register (ABSBR) as a source of data on business activity at the local level. This Register includes all registered active businesses, whether employing staff or not, but excludes non-trading entities such as clubs, charities, government agencies, and inactive businesses.

In Sunshine Coast, 31,770 businesses were recorded in June 2007, with 18,984 or 60% being non-employing (e.g. sole trader, holding company) while 8,121 or 26% employed under 5 people and 4,665 or 15% employed 5 or more.

The number of businesses fluctuates as enterprises come and go. From June 2004 to June 2007, the following changes occurred among businesses in Sunshine Coast:

- the number of businesses grew by 3,102 or 10% from 28,668 to 31,770
- the number of non-employing businesses grew by 72
- the number of businesses employing less than five workers grew by 2,514 or 31%
- the number of businesses employing 5 or more grew by 516 or 11%

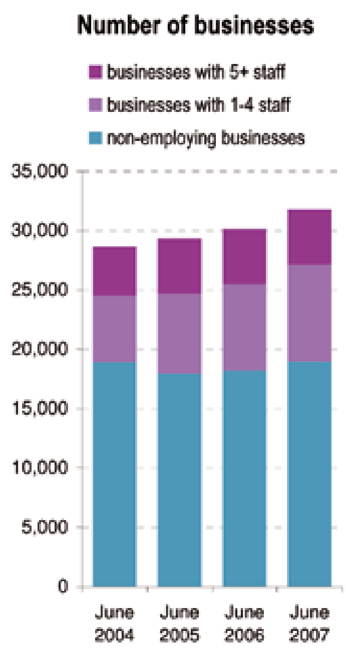
The 2006 Census counted 25,388 owner-managers in Sunshine Coast's workforce, so there was an average of 1.3 registered businesses per owner-manager. There are generally more small businesses than owner-managers, since some owner-managers will have several businesses, and some employed people might run a small business on the side.

Businesses in Sunshine Coast	June 2004	June 2005	June 2006	June 2007
non-employing businesses	18,912	17,952	18,234	18,984
businesses with 1-4 staff	5,607	6,729	7,248	8,121
businesses with 5+ staff	4,149	4,656	4,650	4,665
Total businesses	**28,668**	**29,337**	**30,132**	**31,770**

Source: National Regional Profile Table 1; data is @ 30 June of year.

Change in business numbers, Sun Cst	2003-2004	2004-2005	2005-2006	2006-2007	2003-2007
non-employing businesses					
number @ start year	19,215	18,912	17,952	18,234	19,140
entries	4,053	3,762	3,750	4,416	15,981
exits	(4,356)	(4,755)	(3,381)	(3,591)	(16,083)
changed from employing	n.a.	33	(87)		(54)
number @ end year	**18,912**	**17,952**	**18,234**	**18,984**	**18,984**
employing businesses					
number @ start year	8,220	9,771	11,451	12,069	8,235
entries	1,695	1,890	1,731	1,926	7,242
exits	(159)	(276)	(1,284)	(1,209)	(2,928)
changed from non-employing		66	171		237
number @ end year	**9,756**	**11,385**	**11,898**	**12,786**	**12,786**

Source: National Regional Profile Table 1.

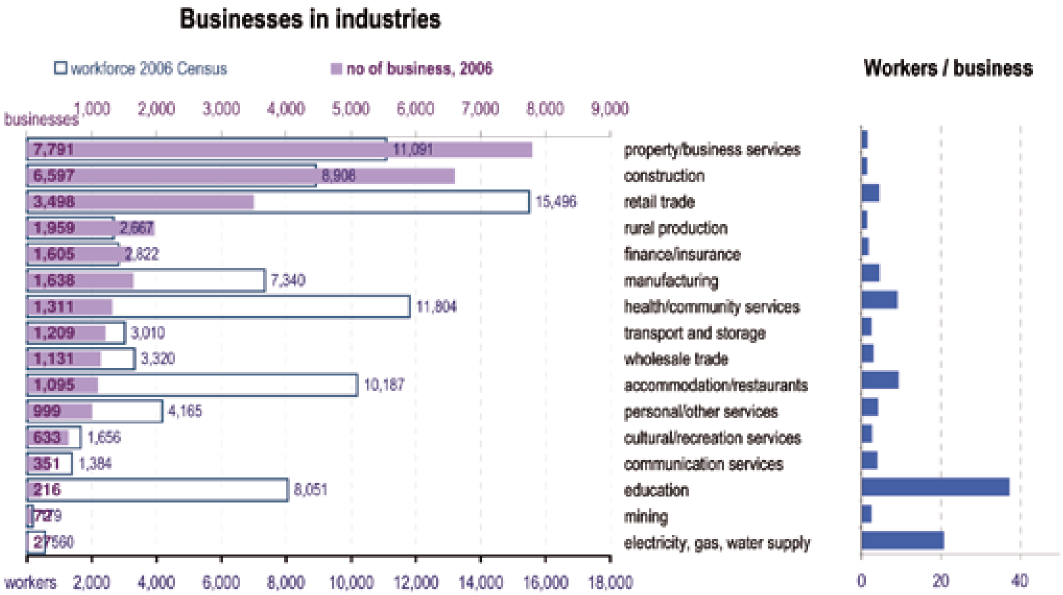


Businesses in industries

Australian Tax Office data shows the number of active businesses in Sunshine Coast according to their industry. These are shown below, listed in order from the industry with the largest number of businesses in Sunshine Coast (property/business services, with 8,196 businesses), down to the smallest (electricity, gas, water supply, with 24 businesses).

An indication of the average sizes of businesses in each industry is given by dividing the workforce of each industry by the number of businesses. This is only an approximation, but a useful guide. The business numbers from the ATO use the old (2001) industry classification; the worker numbers are from 2006 Census, which uses a slightly different classification. Also, not all workers are in private firms.

The left graph shows the number of businesses and workers in each industry. The right graph shows the rough average size of businesses in each industry.



The table below shows the number of businesses registered in Sunshine Coast from 2004 to 2007, and the change over those four years. The biggest absolute increases were in property/business services with 1,125 more businesses, construction with 846 more, and finance/insurance with 315 more. There were 42 fewer businesses in manufacturing; 81 fewer in rural production and 96 fewer in transport and storage.

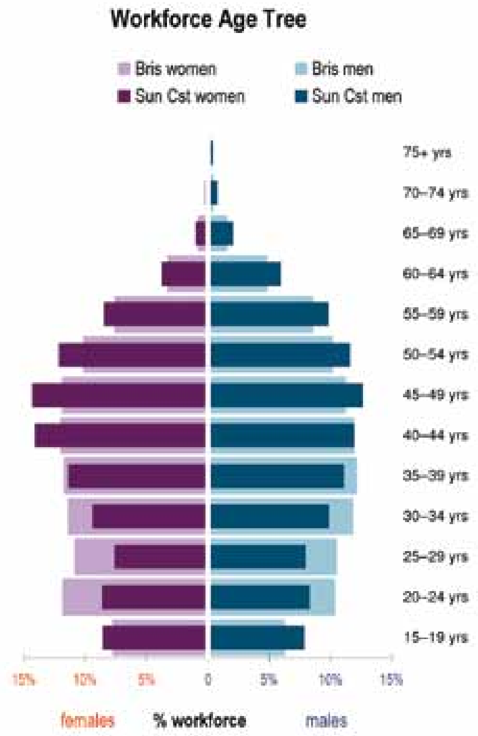
Businesses in industries	number of active businesses				change 2004–2007		workforce 2006 Census	average workers / business
	June 2004	June 2005	June 2006	June 2007	number	% of 2004		
property/business services	7,071	7,407	7,791	8,196	1,125	up 16%	11,091	1
construction	6,171	6,363	6,597	7,017	846	up 14%	8,908	1
retail trade	3,540	3,504	3,498	3,657	117	up 3%	15,496	4
rural production	1,953	1,929	1,959	2,034	81	up 4%	2,667	1
finance/insurance	1,476	1,512	1,605	1,791	315	up 21%	2,822	2
manufacturing	1,671	1,668	1,638	1,629	(42)	dn 3%	7,340	4
health/community services	1,161	1,263	1,311	1,398	237	up 20%	11,804	9
transport and storage	1,173	1,188	1,209	1,269	96	up 8%	3,010	2
wholesale trade	1,059	1,128	1,131	1,152	93	up 9%	3,320	3
accommodation/restaurants	1,071	1,035	1,095	1,134	63	up 6%	10,187	9
personal/other services	1,005	1,053	999	1,089	84	up 8%	4,165	4
cultural/recreation services	660	636	633	708	48	up 7%	1,656	3
communication services	357	354	351	351	(6)	dn 2%	1,384	4
education	216	216	216	249	33	up 15%	8,051	37
mining	63	57	72	72	9	up 14%	179	2
electricity, gas, water supply	21	24	27	24	3	up 14%	560	21
Total businesses	**28,668**	**29,337**	**30,132**	**31,770**	**3,102**	**up 11%**	**98,059**	**3**

Source: Australian Taxation Office, from the ABS National Regional Profile Table 1; 2006 Census Table W11.

Sunshine Coast's workforce

Workforce age-sex profile

The 2006 Census gives the most detailed picture of Sunshine Coast's workforce, with 98,058 adults aged 15+ saying they worked here. About 96% of people complete the Census, so the workforce may have been about 4% larger than counted, or around 101,980.



The age profile of Sunshine Coast's workforce is illustrated in the Workforce Age Tree, compared with Brisbane. The darker branches show the proportion of Sunshine Coast's workforce in each age group (males right, females left) against the lighter background age profile of the Brisbane workforce.

The common workforce age profile is apple-shaped, widest around the mid-40s when workforce participation is high and mortality is low. The largest age groups in Sunshine Coast's workforce in 2006 were 45–49 yrs, 40–44 yrs and 50–54 yrs. The average age of workers was 40.4 years (41.0 for men and 39.8 for women).

Relative to the Brisbane workforce, Sunshine Coast's workforce was one year and 7 months older. Age groups that were proportionally larger included 45–49 yrs, 50–54 yrs and 15–19 yrs; those that were smaller included 25–29 yrs, 20–24 yrs and 30–34 yrs.

In generational terms, Sunshine Coast's workforce consisted of 34% Baby-boomers, 34% Generation X and 24% Generation Y, with 7% from the Wartime generation (aged 60–74), and just 0.3% who were Veterans.

Ages of workers, 2006	workers in Sun Cst			% of Sun Cst workers			% of Bris workforce	difference from Bris	Gender ratio	
	males	females	adults	% males	% females	% workers			Sun Cst	Bris
15–19 years	3,736	4,324	8,060	8%	9%	**8%**	7%	1% more	1.2 F:M	**1.2 F:M**
20–24 years	3,950	4,363	8,313	8%	9%	**8%**	11%	3% less	1.1 F:M	**1.1 F:M**
25–29 years	3,782	3,837	7,619	8%	8%	**8%**	11%	3% less	1.0 F:M	1.0 M:F
Generation Y	**11,468**	**12,524**	**23,992**	**24%**	**25%**	**24%**	**29%**	**4% less**	**1.1 F:M**	
30–34 years	4,699	4,748	9,447	10%	9%	**10%**	12%	2% less	1.0 F:M	1.1 M:F
35–39 years	5,281	5,739	11,020	11%	11%	**11%**	12%	1% less	1.1 F:M	1.1 M:F
40–44 years	5,680	7,110	12,790	12%	14%	**13%**	12%	1% more	**1.3 F:M**	1.1 M:F
Generation X	**15,660**	**17,597**	**33,257**	**33%**	**35%**	**34%**	**36%**	**2% less**	**1.1 F:M**	
45–49 years	6,020	7,222	13,242	13%	14%	**14%**	12%	2% more	**1.2 F:M**	1.0 M:F
50–54 years	5,509	6,121	11,630	12%	12%	**12%**	10%	2% more	1.1 F:M	1.1 M:F
55–59 years	4,682	4,264	8,946	10%	8%	**9%**	8%	1% more	1.1 M:F	1.2 M:F
Baby-boomers	**16,211**	**17,607**	**33,818**	**34%**	**35%**	**34%**	**30%**	**5% more**	**1.1 F:M**	
60–64 years	2,816	1,897	4,713	6%	4%	**5%**	4%	1% more	1.5 M:F	1.6 M:F
65–69 years	970	513	1,483	2%	1%	**2%**	1%	0% more	**1.9 M:F**	2.0 M:F
70–74 years	351	137	488	1%	0%	**0%**	0%	0% more	**2.6 M:F**	**2.1 M:F**
Wartime	**4,137**	**2,547**	**6,684**	**9%**	**5%**	**7%**	**6%**	**1% more**	**1.6 M:F**	
Veterans: 75+	200	107	307	0%	0%	**0%**	0%	0% more	1.9 M:F	**2.1 M:F**
all workers	**47,676**	**50,382**	**98,058**	100%	100%	100%	100%		**1.1 F:M**	**1.1 M:F**
average age	41.0 yrs	39.8 yrs	40.4 yrs				38.8 yrs	1.6 yrs		

Gender ratio: Male majority shown in blue as M:F = [no. males] ÷ [no. females]; Female majority shown in red as F:M = [no. females] ÷ [no. males]. Extreme results are in bold; 'M' = all males; 'F' = all females. Source: ABS Working Population Profile (WPP) 2006, Table W01.

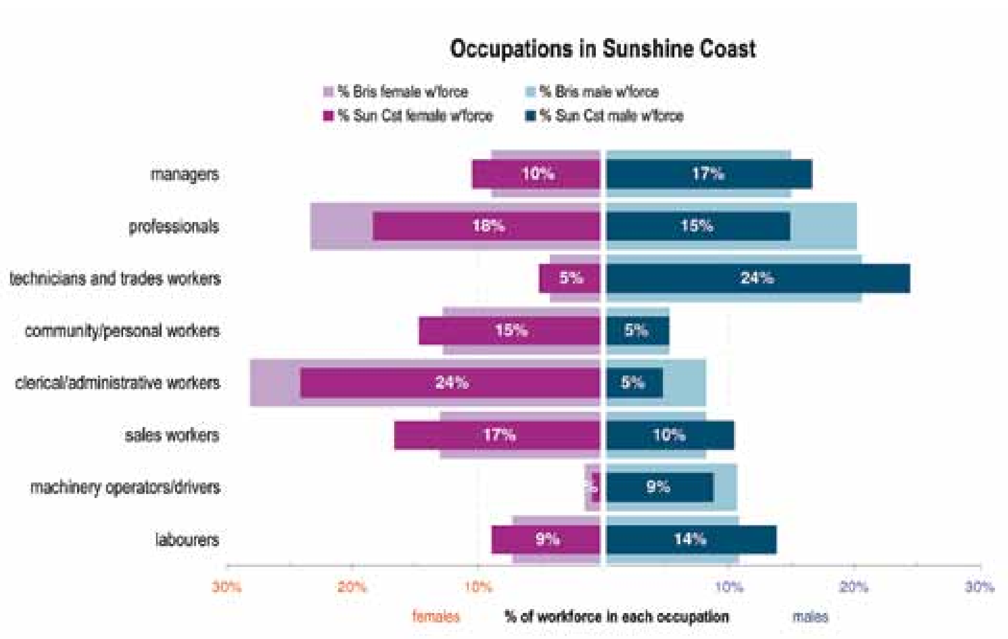
Occupations in the workforce

The chart below shows the proportions of the male and female workforce in each of the eight broad occupational groups, with Sunshine Coast in dark bars against the background of Brisbane. Where the darker bar is longer than the background, that occupation is proportionally larger in Sunshine Coast than in Brisbane.

The largest occupational group in Sunshine Coast's workforce in 2006 was professionals with 16,335 counted in the 2006 Census, 17% of the local workforce. The next largest occupation groups were clerical/administrative workers (14,407 workers or 15%), technicians and trades workers (14,239 or 15%), and sales workers (13,363 workers or 14%).

The occupations that were more common here than in Brisbane included sales workers with 3% more of the workforce and labourers with 2% more. Offsetting this, there were fewer working as professionals with 5% less of the workforce, or as clerical/administrative workers with 3% less.

Many occupations are very gender-biased. In Sunshine Coast, the most male-dominated occupations were machinery operators/drivers with 9.0 men per woman, technicians and trades workers with 4.5 men per woman, and managers with 1.5 men per woman. The most female-dominated were clerical/administrative workers with 5.4 women per man, community/personal workers with 3.0 women per man, and sales workers with 1.7 women per man.



Occupations in Sunshine Coast	Workers / jobs in Sunshine Coast				% workforce				
	number	males	females	gender ratio	Sun Cst	Bris	difference	% Sun Cst males	% Sun Cst females
managers	13,202	7,926	5,276	1.5 M:F	13%	12%	1% more	**17%**	10%
professionals	16,335	7,080	9,255	1.3 F:M	**17%**	**22%**	**5% less**	15%	**18%**
technicians and trades workers	14,239	11,651	2,588	4.5 M:F	15%	13%	2% more	**24%**	5%
community/personal workers	9,908	2,490	7,418	3.0 F:M	10%	9%	1% more	5%	15%
clerical/administrative workers	14,407	2,244	12,163	**5.4 F:M**	**15%**	**18%**	**3% less**	5%	**24%**
sales workers	13,363	4,968	8,395	1.7 F:M	14%	11%	**3% more**	10%	17%
machinery operators/drivers	4,637	4,174	463	**9.0 M:F**	5%	6%	2% less	9%	1%
labourers	11,039	6,566	4,473	1.5 M:F	11%	9%	**2% more**	14%	9%
inadequately described / not stated	928	576	352	1.6 M:F	1%	1%	0% more	1%	1%
total workforce	**98,058**	**47,675**	**50,383**	**1.1 F:M**	100%	100%		100%	100%

Larger results are in bold. Source: WPP 2006 Table W13.

Specific occupations

The table below shows the relative size of more specific occupations in Sunshine Coast's workforce, listed in descending order of size from the largest, Sales assistants and salespersons, who constitute 90 in every 1000 workers (61 in every 1000 males and 118 in every 1000 female workers). Then come Hospitality, retail & service managers with 63 per 1000 workers, Specialist managers and so on.

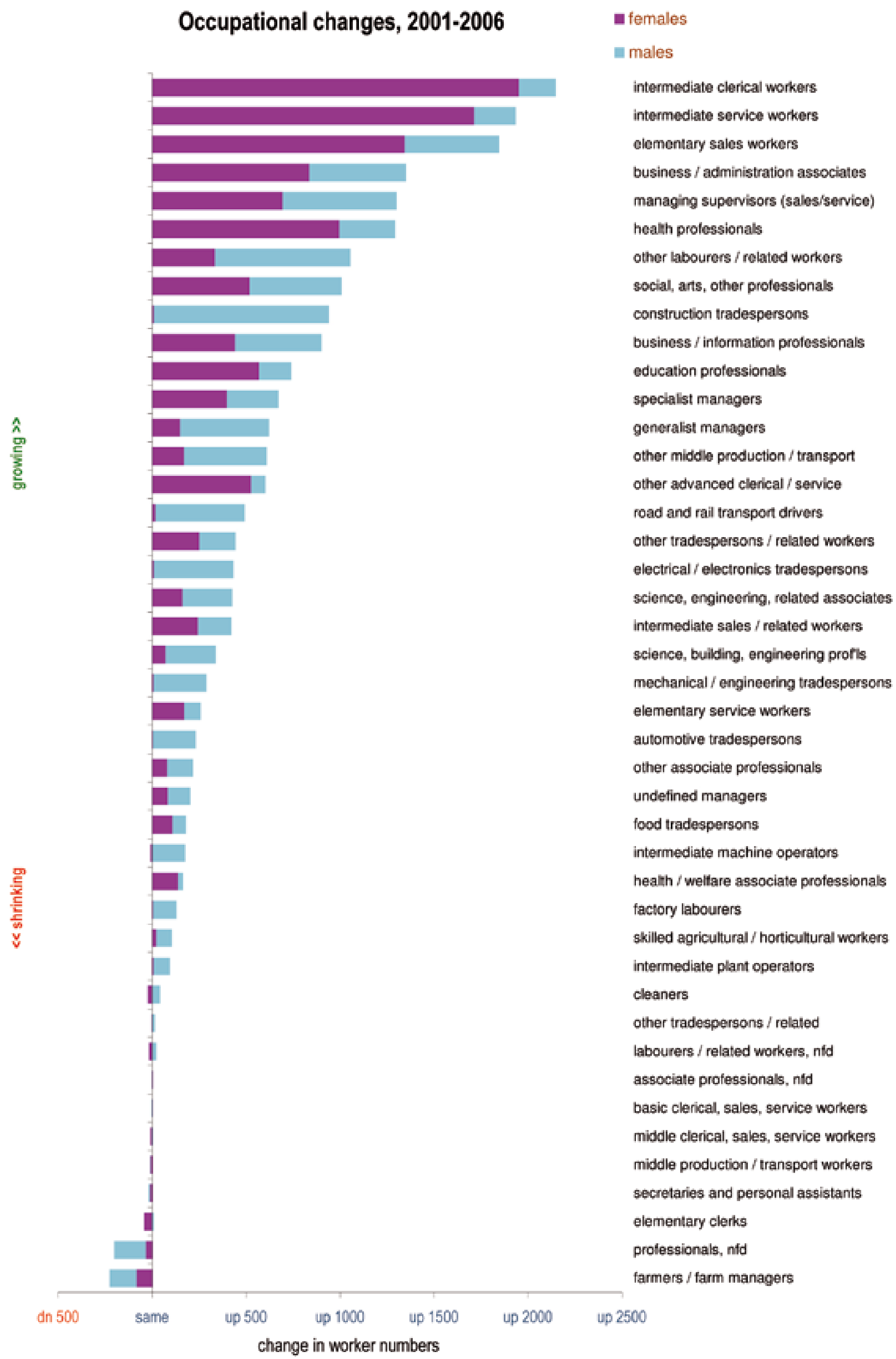
The columns of the table show the number of men and women working in Sunshine Coast in each occupation, and the gender ratio. The proportion of Sunshine Coast workers per 1,000 in each occupation is shown, compared with Brisbane, and the difference per 1000 workers is calculated by subtraction. The last two columns show the proportion of men and women in each occupation, per 1000 workers.

Specific occupations in Sunshine Coast	Workers in Sunshine Coast					Bris workers		rate /1000, Sun Cst	
	total	men	women	gender ratio	per 1000 workers	per 1000 workers	Sun Cst diff.	men	women
Sales assistants and salespersons	8,836	2,896	5,940	2 F:M	90	65	25 more	61	118
Hospitality, retail & service managers	6,135	3,130	3,005	1 M:F	63	41	22 more	66	60
Specialist managers	4,518	2,994	1,524	2 M:F	46	62	16 fewer	63	30
Education professionals	4,402	1,417	2,985	2 F:M	45	42	3 more	30	59
Health professionals	4,354	1,225	3,129	3 F:M	44	41	3 more	26	62
Carers and aides	4,006	415	3,591	9 F:M	41	35	5 more	9	71
Numerical clerks	3,412	427	2,985	7 F:M	35	36	1 fewer	9	59
Business / staff / marketing professionals	3,256	1,723	1,533	1 M:F	33	57	24 fewer	36	30
Sales representatives and agents	2,896	1,643	1,253	1 M:F	30	24	6 more	34	25
Construction trades workers	2,823	2,749	74	37 M:F	29	17	12 more	58	1
Cleaners and laundry workers	2,780	966	1,814	2 F:M	28	19	10 more	20	36
General clerical workers	2,775	264	2,511	10 F:M	28	35	7 fewer	6	50
Hospitality workers	2,688	656	2,032	3 F:M	27	19	9 more	14	40
Automotive / engineering trades	2,649	2,610	39	67 M:F	27	33	6 fewer	55	1
Road and rail drivers	2,410	2,285	125	18 M:F	25	24	1 more	48	2
Other labourers	2,233	1,577	656	2 M:F	23	19	4 more	33	13
Inquiry clerks and receptionists	2,214	143	2,071	14 F:M	23	26	3 fewer	3	41
Office managers and program administrators	2,137	361	1,776	5 F:M	22	27	6 fewer	8	35
Food trades workers	2,005	1,397	608	2 M:F	20	12	9 more	29	12
Design / engineering/ science professionals	1,968	1,374	594	2 M:F	20	33	13 fewer	29	12
Sales support workers	1,608	422	1,186	3 F:M	16	16	0 more	9	24
Farm, forestry and garden workers	1,582	1,024	558	2 M:F	16	5	11 more	21	11
Personal assistants and secretaries	1,553	21	1,532	73 F:M	16	16	0 more	0	30
Food preparation assistants	1,535	677	858	1 F:M	16	13	2 more	14	17
Electronic/ telecom workers	1,482	1,442	40	36 M:F	15	16	1 fewer	30	1
Engineering / science technicians	1,470	1,030	440	2 M:F	15	22	7 fewer	22	9
Other clerical and administrative workers	1,419	580	839	1 F:M	14	27	12 fewer	12	17
Sports / personal service workers	1,406	473	933	2 F:M	14	12	2 more	10	19
Skilled animal / horticultural workers	1,399	988	411	2 M:F	14	7	8 more	21	8
Construction and mining labourers	1,359	1,331	28	48 M:F	14	9	5 more	28	1
Factory process workers	1,316	785	531	1 M:F	13	25	11 fewer	16	11
Farmers and farm managers	1,200	828	372	2 M:F	12	2	10 more	17	7
Health and welfare support workers	1,029	316	713	2 F:M	10	8	2 more	7	14
Machine and stationary plant operators	961	724	237	3 M:F	10	14	4 fewer	15	5
Legal and social professionals	945	474	471	1 M:F	10	15	6 fewer	10	9
Clerical and office support workers	876	445	431	1 M:F	9	11	2 fewer	9	9
Arts and media professionals	876	461	415	1 M:F	9	6	3 more	10	8
Protective service workers	767	624	143	4 M:F	8	14	6 fewer	13	3
Chief executives and legislators	750	589	161	=	8	10	3 fewer	12	3
Mobile plant operators	696	675	21	32 M:F	7	9	2 fewer	14	0
Storepersons	505	431	74	6 M:F	5	15	10 fewer	9	1
Information Technology professionals	433	364	69	5 M:F	4	19	14 fewer	8	1
Workers included	**93,664**	**44,956**	**48,708**	**1.1 F:M**	**955**	**958**	**S.Dev: 10**	**943**	**967**

Source: WPP 2006 Table W13.

Occupational changes, 2001 to 2006

The graph below and table overleaf show the changes in occupations from 2001 to 2006 using the occupational classification that applied in 2001, so the data is comparable. Occupations are shown in order of total growth, and each bar shows the change in the number of male and female workers. ('nfd' occupations are not fully defined).



Occupational changes, 2001-2006	Sun Cst w'force, 2001			Sun Cst w'force, 2006			change, 2001 to 2006			
	males	females	workers	males	females	workers	males	females	workers	% wf 2006
middle clerical, sales, service workers	3,173	9,810	12,983	3,771	13,710	17,481	598	3,900	**4,498**	4.6% more
professionals	5,016	6,559	11,575	6,531	9,124	15,655	1,515	2,565	**4,080**	4.2% more
associate professionals	5,930	5,525	11,455	7,475	7,437	14,912	1,545	1,912	**3,457**	3.5% more
tradespersons and related workers	7,892	1,273	9,165	10,117	1,682	11,799	2,225	409	**2,634**	2.7% more
basic clerical, sales, service workers	3,060	6,661	9,721	3,652	8,133	11,785	592	1,472	**2,064**	2.1% more
middle production / transport workers	4,173	785	4,958	5,346	963	6,309	1,173	178	**1,351**	1.4% more
managers and administrators	4,045	1,682	5,727	4,767	2,228	6,995	722	546	**1,268**	1.3% more
labourers and related workers	4,188	3,049	7,237	5,101	3,347	8,448	913	298	**1,211**	1.2% more
advanced clerical and service workers	277	2,921	3,198	340	3,409	3,749	63	488	**551**	0.6% more
inadequately described	381	223	604	575	352	927	194	129	**323**	0.3% more
Total	**38,135**	**38,488**	**76,623**	**47,675**	**50,385**	**98,060**	**9,540**	**11,897**	**21,437**	**21.9% more**
Specific occupational changes										
intermediate clerical workers	944	4,687	5,631	1,140	6,639	7,779	196	1,952	**2,148**	2.2% more
intermediate service workers	1,165	4,692	5,857	1,386	6,406	7,792	221	1,714	**1,935**	2.0% more
elementary sales workers	2,308	5,644	7,952	2,809	6,989	9,798	501	1,345	**1,846**	1.9% more
business / administration associates	1,581	2,311	3,892	2,095	3,149	5,244	514	838	**1,352**	1.4% more
managing supervisors (sales/service)	2,969	2,400	5,369	3,576	3,094	6,670	607	694	**1,301**	1.3% more
health professionals	906	2,191	3,097	1,203	3,188	4,391	297	997	**1,294**	1.3% more
other labourers / related workers	2,565	1,196	3,761	3,286	1,530	4,816	721	334	**1,055**	1.1% more
social, arts, other professionals	989	930	1,919	1,478	1,450	2,928	489	520	**1,009**	1.0% more
construction tradespersons	1,804	72	1,876	2,735	82	2,817	931	10	**941**	1.0% more
business / information professionals	1,023	810	1,833	1,485	1,251	2,736	462	441	**903**	0.9% more
education professionals	1,263	2,422	3,685	1,434	2,990	4,424	171	568	**739**	0.8% more
specialist managers	1,322	757	2,079	1,598	1,153	2,751	276	396	**672**	0.7% more
generalist managers	1,495	343	1,838	1,968	491	2,459	473	148	**621**	0.6% more
other middle production / transport	1,064	385	1,449	1,502	555	2,057	438	170	**608**	0.6% more
other advanced clerical / service	248	1,345	1,593	322	1,873	2,195	74	528	**602**	0.6% more
road and rail transport drivers	1,961	136	2,097	2,437	154	2,591	476	18	**494**	0.5% more
other tradespersons / related workers	1,334	716	2,050	1,527	967	2,494	193	251	**444**	0.5% more
electrical / electronics tradespersons	1,012	29	1,041	1,435	39	1,474	423	10	**433**	0.4% more
science, engineering, related associates	654	208	862	921	368	1,289	267	160	**427**	0.4% more
intermediate sales / related workers	1,060	412	1,472	1,238	656	1,894	178	244	**422**	0.4% more
science, building, engineering prof'ls	628	113	741	894	185	1,079	266	72	**338**	0.3% more
mechanical / engineering tradespersons	880	11	891	1,161	19	1,180	281	8	**289**	0.3% more
elementary service workers	474	558	1,032	561	729	1,290	87	171	**258**	0.3% more
automotive tradespersons	1,181	21	1,202	1,410	24	1,434	229	3	**232**	0.2% more
other associate professionals	476	214	690	611	295	906	135	81	**216**	0.2% more
undefined managers	265	128	393	383	212	595	118	84	**202**	0.2% more
food tradespersons	754	289	1,043	826	397	1,223	72	108	**180**	0.2% more
intermediate machine operators	221	221	442	397	212	609	176	-9	**167**	0.2% more
health / welfare associate professionals	238	378	616	263	516	779	25	138	**163**	0.2% more
factory labourers	630	472	1,102	756	476	1,232	126	4	**130**	0.1% more
skilled agricultural / horticultural workers	851	128	979	932	151	1,083	81	23	**104**	0.1% more
intermediate plant operators	894	30	924	981	38	1,019	87	8	**95**	0.1% more
cleaners	821	1,345	2,166	864	1,321	2,185	43	-24	**19**	0.0% more
other tradespersons / related	76	7	83	91	3	94	15	-4	**11**	0.0% more
labourers / related workers, nfd	172	36	208	195	20	215	23	-16	**7**	0.0% more
associate professionals, nfd	12	14	26	9	15	24	-3	1	**-2**	0.0% less
basic clerical, sales, service workers	9	18	27	4	17	21	-5	-1	**-6**	0.0% less
middle clerical, sales, service workers	4	19	23	7	9	16	3	-10	**-7**	0.0% less
middle production / transport workers	33	13	46	29	4	33	-4	-9	**-13**	0.0% less
secretaries and personal assistants	26	1,548	1,574	18	1,536	1,554	-8	-12	**-20**	0.0% less
elementary clerks	269	441	710	278	398	676	9	-43	**-34**	0.0% less
professionals, nfd	207	93	300	37	60	97	-170	-33	**-203**	0.2% less
farmers / farm managers	963	454	1,417	818	372	1,190	-145	-82	**-227**	0.2% less
inadequately described	320	173	493	512	288	800	192	115	**307**	0.3% more
not stated	61	50	111	63	64	127	2	14	**16**	0.0% more
Total	**38,132**	**38,460**	**76,592**	**47,675**	**50,385**	**98,060**	**9,543**	**11,925**	**21,468**	**21.9% more**

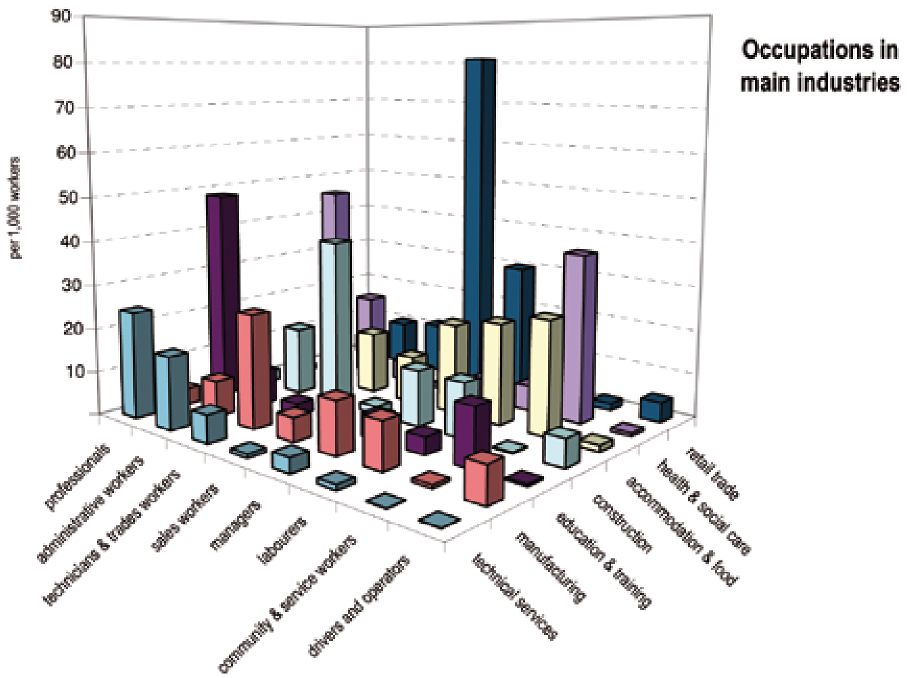
Source: ABS Working Population Profile 2001 Table W13; ABS Tablebuilder for 2006 data.

Occupations across industries

The graph below shows, by the height of the blocks, the number of workers per 1,000 in the main occupations in the main industries. The tallest column, for example, represents the largest occupation–industry combination, sales workers in retail trade with 81 in every 1000 workers.

Other large concentrations of occupations in industries were:

- professionals in education & training (48 of every 1000 workers)
- professionals in health & social care (46 per 1000)
- technicians & trades workers in construction (38 per 1000)
- community & service workers in health & social care (38 per 1000)
- managers in retail trade (30 per 1000).



Rate /1,000 workers, industry x occup'n	professionals	administrative workers	technicians & trades workers	sales workers	managers	labourers	community & service workers	drivers and operators	Not stated	Total
retail trade	5	10	12	**81**	**30**	**14**	2	5	1	**158**
health & social care	**46**	**19**	4	1	5	6	**38**	1	1	**120**
accommodation & food	1	6	**14**	11	**21**	**23**	**26**	1	1	**104**
construction	2	**16**	**38**	2	**13**	**13**	0	6	1	**91**
education & training	**48**	8	3	0	5	4	**13**	1	0	**82**
manufacturing	4	8	**26**	5	12	10	1	8	1	**75**
technical services	**24**	**17**	6	1	3	1	0	0	1	**53**
public service	8	**12**	4	0	3	4	8	2	1	**43**
other services	3	5	**21**	1	3	4	5	1	0	**43**
wholesale trade	1	6	3	7	8	5	0	4	0	**34**
rental & real estate	2	6	1	**18**	3	1	0	1	1	**33**
transport, post & storage	1	8	1	2	3	1	1	**14**	0	**31**
finance & insurance	8	**13**	0	2	4	0	0	0	1	**29**
rural production	1	1	1	0	12	11	0	1	0	**27**
administration / support	3	4	2	1	3	11	3	1	0	**27**
arts & recreation	4	2	3	1	2	1	3	1	0	**17**
media / telecommunications	5	3	2	2	2	1	0	0	0	**14**
utilities	0	1	2	0	0	1	-	1	0	**6**
mining	0	0	0	0	0	0	0	1	0	**2**
unclear	2	3	2	1	2	1	0	1	1	**12**
All industries	**167**	**147**	**145**	**136**	**135**	**113**	**101**	**47**	**9**	**1,000**

The most common occupations among the industries are in bold and shaded (top 10 darkest). Source: 2006 Census Table W12.

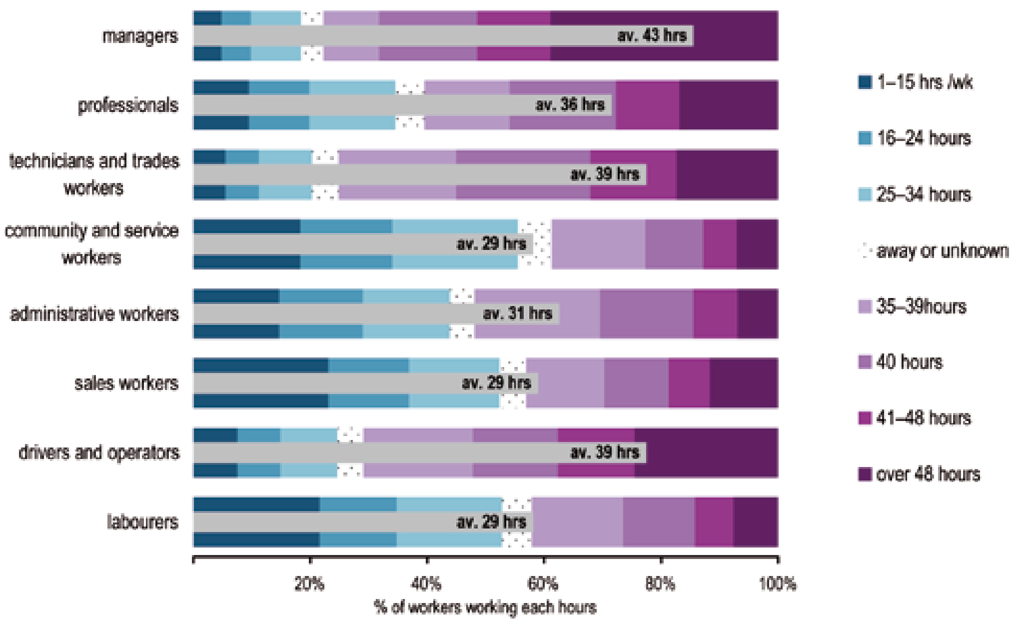
Working hours across occupations

Working hours varied considerably among occupational groups, ranging from managers who averaged 42.8 hours a week to community and service workers who averaged 29.0 hours. This is shown in the graph, where each occupation is represented by a bar. The shaded segments on the bars represent the proportion working in each hourly range, with the shorter working week being in blue colours to the left. The grey box within each bar shows the average number of hours per week, which is written on the box.

The occupations where more people worked over 48 hours a week (shown by the dark right ends of the bars) were managers (39% of whom worked over 48 hours), drivers and operators (24%) and technicians and trades workers (17%).

Occupations where part-time work was more common (shown by the blue left ends of the bars) included sales workers (where 23% worked under 16 hours or two days a week), labourers (22%) and community and service workers (18%).

Working hours by occupation, Sunshine Coast



Working hours by occupation, Sun Cst	% of workforce of Sunshine Coast working these hours									
	none, away work	1–15 hrs /wk	16–24 hours	25–34 hours	35–39hours	40 hours	41–48 hours	over 48 hours	unstated hours	average pw, all workers
managers	**3%**	**5%**	**5%**	**9%**	**9%**	17%	13%	**39%**	**1%**	**42.8 hrs**
professionals	**4%**	9%	10%	15%	15%	18%	11%	17%	1%	35.7 hrs
technicians and trades workers	3%	**5%**	**6%**	**9%**	**20%**	**23%**	**15%**	17%	2%	38.7 hrs
community and service workers	**4%**	18%	**16%**	**22%**	16%	**10%**	**6%**	7%	**2%**	29.0 hrs
administrative workers	3%	15%	14%	15%	**21%**	16%	8%	7%	**1%**	31.3 hrs
sales workers	3%	**23%**	14%	15%	13%	**11%**	7%	12%	2%	29.4 hrs
drivers and operators	3%	8%	7%	10%	19%	15%	**13%**	24%	2%	38.7 hrs
labourers	3%	**22%**	13%	18%	16%	12%	7%	8%	**2%**	29.0 hrs
not clear	**6%**	18%	8%	10%	13%	16%	**6%**	18%	**5%**	33.3 hrs
all occupations	3%	13%	11%	14%	16%	16%	10%	16%	2%	**34.3 hrs**
stnd dev'n	0%	7%	4%	5%	4%	4%	3%	11%	0%	5.4 hrs

Working hours where the percentage of workers is unusually high are in bold and shaded green; where results are low, they are shaded lighter orange. Source: WPP 2006 Table W17.

Labour demand and supply

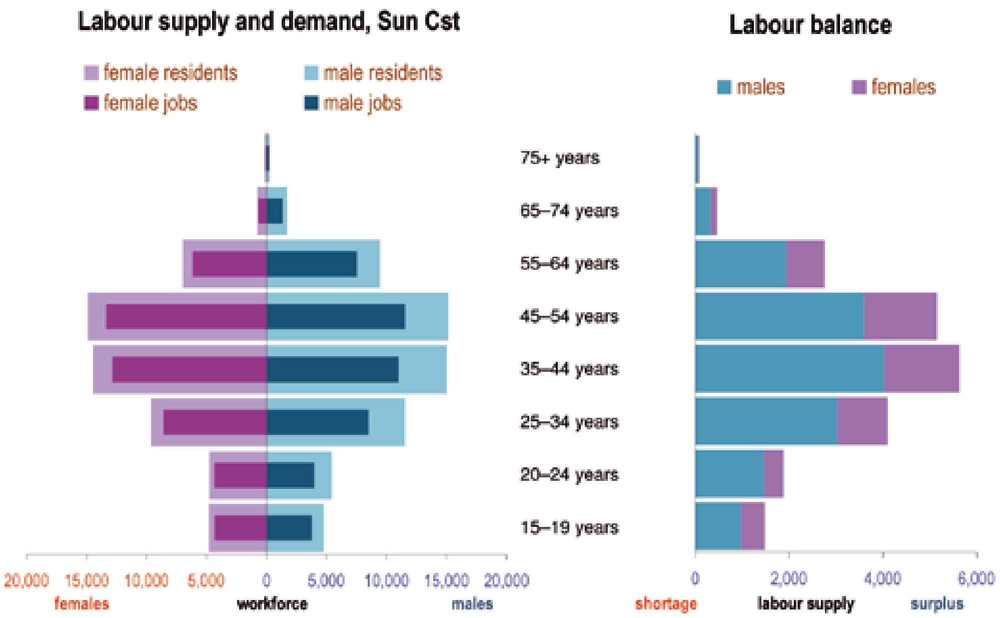
Labour balance by age

The balance between local labour supply (working residents) and demand (local jobs) is a useful indicator of where job opportunities might lie. A surplus labour supply means that some residents have to work outside the locality; a labour deficit means that workers come into the area to fill local jobs.

In Sunshine Coast in 2006, there were 119,625 working residents and 98,058 local workers (jobs). While many residents worked within Sunshine Coast, the difference means that Sunshine Coast has a net surplus of 21,567 workers, equivalent to 18% of the working resident population.

Sunshine Coast's labour supply and demand is illustrated in the left graph, by the age of workers. The narrow solid bars represent the number of local workers (jobs); the wider background bars represent the working residents. If the darker 'jobs' bar is shorter than the lighter 'workers' bar, there is a labour surplus – labour supply from working residents exceeds labour demand from local jobs. A longer dark bar means a labour deficit, with more local jobs than working residents.

The net labour balance is illustrated in the right graph for people of different ages. Here, bars to the right mean a labour surplus, bars to the left mean a jobs surplus. The longest bar to the right, for example, shows there was a labour surplus of 5,630 among those aged 35–44 years, with 4,026 too many males and 1,604 too many females for the number of local jobs. Here, no bar extends to the left because there was a labour surplus across all age groups.



Ages of workers & employed residents	Sun Cst employed residents			Sun Cst workforce			labour surplus / (shortage)			working residents as % workforce
	males	females	workers	males	females	workers	males	females	workers	
15–19 years	4,709	4,835	9,544	3,736	4,324	8,060	973	511	1,484	118%
20–24 years	5,422	4,772	10,194	3,950	4,363	8,313	1,472	409	1,881	123%
25–34 years	11,524	9,648	21,172	8,481	8,585	17,066	3,043	1,063	4,106	124%
35–44 years	14,987	14,453	29,440	10,961	12,849	23,810	4,026	1,604	5,630	124%
45–54 years	15,136	14,893	30,029	11,529	13,343	24,872	3,607	1,550	5,157	121%
55–64 years	9,441	6,974	16,415	7,498	6,161	13,659	1,943	813	2,756	120%
65–74 years	1,662	769	2,431	1,321	650	1,971	341	119	460	123%
75+ years	259	141	400	200	107	307	59	34	93	130%
all workers	**63,140**	**56,485**	**119,625**	**47,676**	**50,382**	**98,058**	**15,464**	**6,103**	**21,567**	**122%**

Source: WPP 2006 Table 01; BCP 2006 Table B41.

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Our Services & Programs

Northern Territory

- Australian Apprenticeship Access Program

Queensland

- Job Services Australia
- Disability Employment Services
- Australian Apprenticeship Access Program
- Youth Connections
- Community Support Service
- With potential expansion into Labour Hire in 2010–2011

NSW & ACT

- Job Services Australia
- Disability Employment Services
- Comcare
- Australian Apprenticeship Access Program
- Group Training in the Trade Pre-Vocational Program
- RecruitFLEX
- Youth Connections
- Community Support Service
- Volunteer Home Visiting Service
- Links to Learning
- Drug & Alcohol
- Aboriginal Reconnect Service
- Pre-School
- Youth Centres
- Youth Refuge
- Eurobodalla Aboriginal Youth Project

South Australia

- Job Services Australia
- Disability Employment Services
- WorkCover
- Australian Apprenticeship Access Program
- Innovative Community Action Networks
- With potential expansion into Labour Hire in 2010–2011

Tasmania

- Job Services Australia
- Learning & Training
- RecruitFLEX
- Indigenous Employment Programs
- Community Services

Victoria

- Job Services Australia
- Disability Employment Services
- Comcare
- Australian Apprenticeship Access Program
- With potential expansion into Labour Hire in 2010–2011

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