

Labour Force Characteristics

- An estimated workforce of 7,390 persons
- Strengths in the manufacturing, retail, accommodation and food services, health care and agriculture.
- Employment growth across all sectors and an available and skilled workforce.

| Labour Force Status, 2016 | |
|--|--------|
| Total Population aged 15 years and older | 13,250 |
| In the labour force | 7,390 |
| Employed | 6,915 |
| Unemployed | 475 |
| Not in the labour force | 5,860 |
| Participation Rate | 55.8 |
| Employment Rate | 52.2 |
| Unemployment Rate | 6.4 |

| Labour Force by Industry | | | |
|--|-------|-------|----------|
| | 2011 | 2016 | Growth % |
| Agriculture, forestry, fishing and hunting | 27 | 28 | 3.7% |
| Mining, quarrying, and oil and gas extraction | 0 | 0 | 0% |
| Utilities | 16 | 15 | -6.3% |
| Construction | 288 | 391 | 35.8% |
| Manufacturing | 2,688 | 2,511 | -6.6% |
| Wholesale trade | 215 | 234 | 8.8% |
| Retail trade | 827 | 891 | 7.7% |
| Transportation and warehousing | 120 | 227 | 89.2% |
| Information and cultural industries | 54 | 49 | -9.3% |
| Finance and insurance | 196 | 223 | 13.8% |
| Real estate and rental and leasing | 31 | 61 | 96.8% |
| Professional, scientific and technical services | 102 | 192 | 88.2% |
| Management of companies and enterprises | 30 | 28 | -6.7% |
| Administrative support, waste management, remediation services | 747 | 1084 | 45.1% |
| Educational services | 263 | 243 | -7.6% |
| Health care and social assistance | 1,219 | 1,547 | 26.9% |
| Arts, entertainment and recreation | 99 | 128 | 29.3% |
| Accommodation and food services | 762 | 822 | 7.9% |
| Other services (except public administration) | 297 | 467 | 57.2% |
| Public administration | 196 | 218 | 11.25% |

| Labour Force by Occupation (2011 & 2016 Census) | | | |
|---|-------|-------|----------|
| | 2011 | 2016 | Growth % |
| Total Labour Force 15 years and over by occupation | 7,180 | 7,390 | 2.9% |
| Occupation - Not Available | 180 | 170 | -5.6% |
| All Occupations | 7,000 | 7,225 | 3.2% |
| Management | 525 | 570 | 8.6% |
| Business, finance and administration | 940 | 850 | -9.6% |
| Natural and applied sciences and related | 225 | 280 | 24.4% |
| Health occupations | 450 | 430 | -4.4% |
| Social science, education, government service and religion. | 740 | 590 | -20.3% |
| Art, culture, recreation and sport | 100 | 130 | 30% |
| Sales and service | 1,610 | 1,725 | 7.1% |
| Trades, transport and equipment operators and related | 1,225 | 1,260 | 2.9% |
| Occupations unique to primary industry | 240 | 205 | -14.6% |
| Occupations unique to processing, manufacturing and utilities | 945 | 1,175 | 24.3% |

