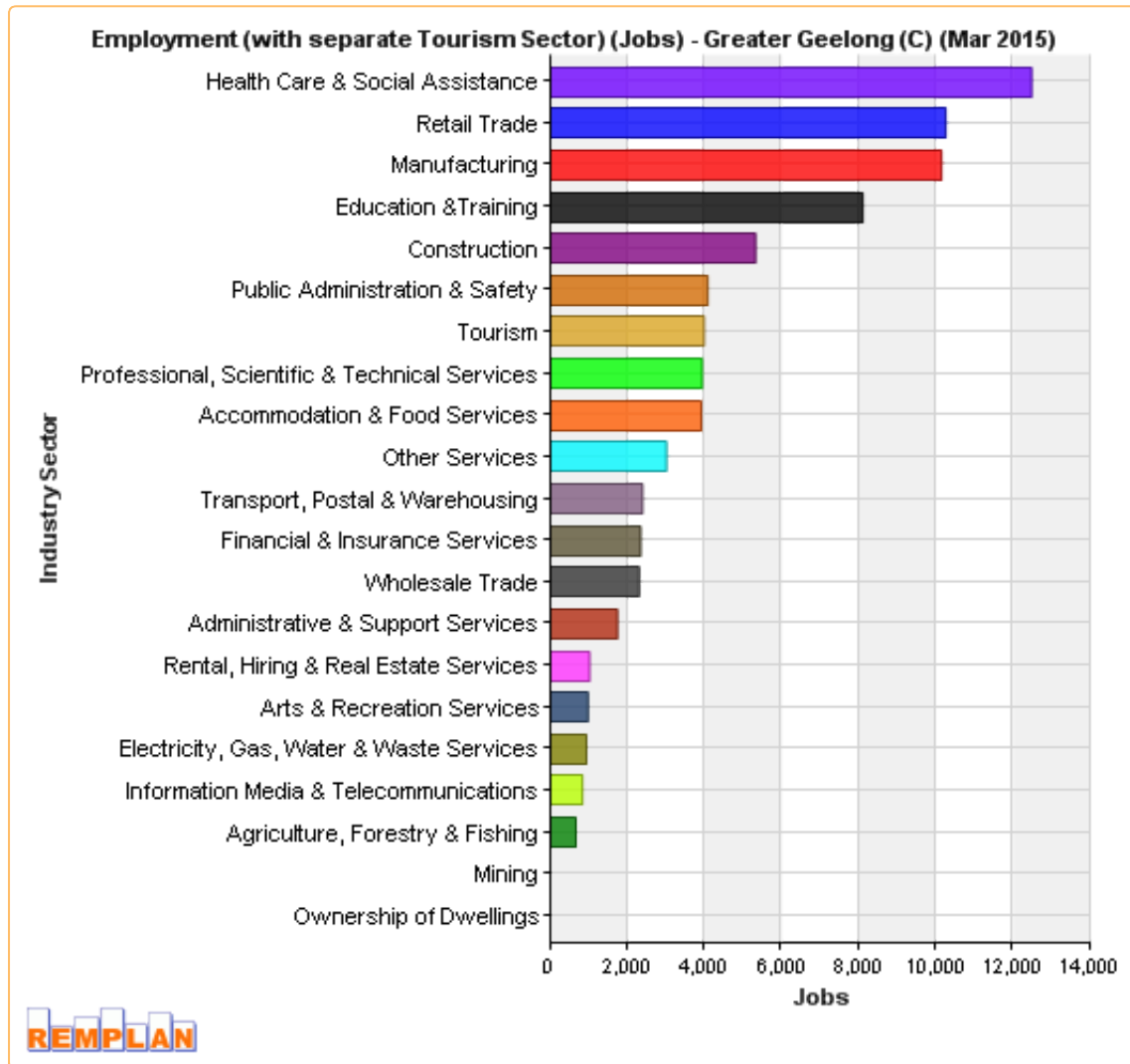


Employment Report with Tourism Sector

This report shows the number of employees whose place of work is located within Greater Geelong (C).

The estimated employment generated by tourism for each industry sector has been deducted and consolidated into a separate tourism sector.

The total employment estimate for Greater Geelong (C) is 78,572 jobs



All industry sectors in Greater Geelong (C) ranked by Employment

Greater Geelong (C) (Mar 2015)		
Industry Sector	Jobs	%
Health Care & Social Assistance	12,488	15.9 %
Retail Trade	10,255	13.1 %
Manufacturing	10,148	12.9 %
Education & Training	8,104	10.3 %
Construction	5,322	6.8 %
Public Administration & Safety	4,084	5.2 %
Tourism	3,988	5.1 %
Professional, Scientific & Technical Services	3,937	5.0 %
Accommodation & Food Services	3,908	5.0 %
Other Services	3,008	3.8 %
Transport, Postal & Warehousing	2,384	3.0 %
Financial & Insurance Services	2,338	3.0 %
Wholesale Trade	2,300	2.9 %
Administrative & Support Services	1,742	2.2 %

Rental, Hiring & Real Estate Services	1,018	1.3 %
Arts & Recreation Services	976	1.2 %
Electricity, Gas, Water & Waste Services	933	1.2 %
Information Media & Telecommunications	833	1.1 %
Agriculture, Forestry & Fishing	659	0.8 %
Mining	107	0.1 %
Ownership of Dwellings	40	0.1 %
Total	78,572	

Where is the tourism sector?

The answer is that tourism is an amalgam of activities across various industry sectors such as retail, accommodation, cafes & restaurants, cultural & recreational services.

In order to capture the value of tourism surveying may be conducted to gather direct expenditure data from people attending specific festivals or events. Once this survey data is collated and coded it can be applied to REMPLAN to model the direct and flow-on economic implications for the region from hosting such activities.

Where representative samples of data are captured in relation to specific events the combination of market research and economic analysis is a powerful basis upon which to make strategic decisions about growing tourism activities in the region. A shortcoming of such approaches is that they can be expensive in terms of time and resources. In some circumstances secondary data may represent a cost effective alternative while still providing the insights required. In the above table and graphs secondary datasets have been applied to estimate the contribution of tourists to the area's economy.

The Australian National Accounts provides estimates of output by industry sector, and the Tourism Satellite Account (TSA), also from the Australian Bureau of Statistics, provides estimates of the value of industry sectors' contributions to total tourism product output. Combined, it possible to estimate the proportion of output for each industry sector that is generated to service demand created by tourists at the national level.

In the TSA, tourism is defined as:

"Comprising the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited."

Under this definition of tourism, the expenditure of domestic, international, business and government travellers are included.

In the Greater Geelong (C) economy it is estimated that the following percentages relate to industry sectors' output that is generated to service demand from tourists.

Industry Sector	% of Tourism Activity
Accommodation & Food Services	28.30 %
Arts & Recreation Services	17.11 %
Transport, Postal & Warehousing	13.73 %
Retail Trade	9.45 %
Administrative & Support Services	7.17 %
Education & Training	4.34 %
Rental, Hiring & Real Estate Services	3.62 %
Wholesale Trade	1.83 %
Ownership of Dwellings	1.75 %
Agriculture, Forestry & Fishing	1.44 %
Other Services	1.30 %
Information Media & Telecommunications	1.27 %
Health Care & Social Assistance	0.72 %
Manufacturing	0.58 %
Financial & Insurance Services	0.05 %

Source: 2013-14, Australian Bureau of Statistics (ABS), Tourism Satellite Account

These percentages have been applied to the economic profile of the local economy to estimate the contributions of tourism. The percentages above are based on the specific structure of the Greater Geelong (C) economy. The greater the number of visitors to the area, the greater the employment in tourism related industry sectors, and therefore the higher the estimated value of tourism in Greater Geelong (C).