

Employment Region Industry profile

Barwon Employment Region

Release date: 25 September 2025

Overview

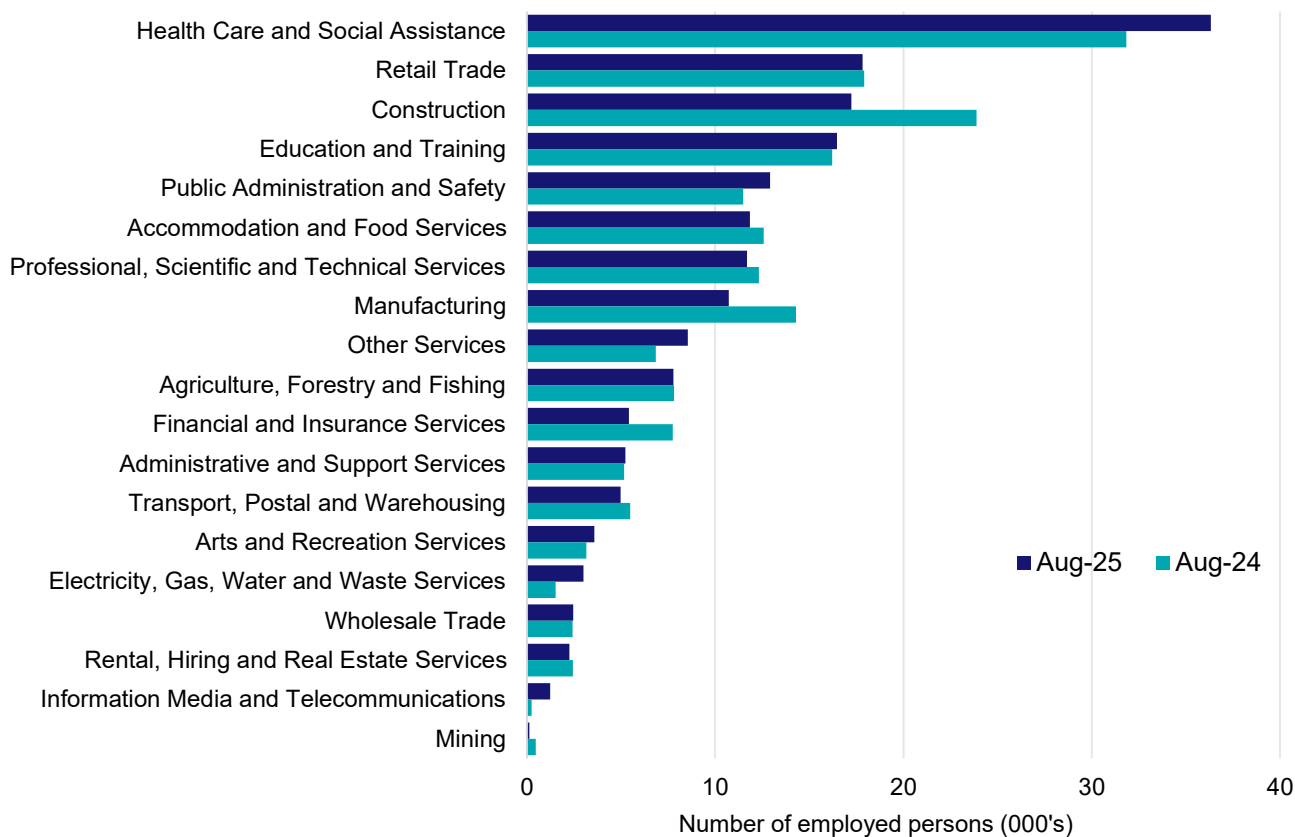
In August 2025, there were around 179,700 people employed in the Barwon Employment Region. The 5 largest employing industries in the region were Health Care and Social Assistance, Retail Trade, Construction, Education and Training, and Public Administration and Safety. Together these 5 industries accounted for 56% of employment in the region.

Over the year to August 2025, employment in:

- Health Care and Social Assistance rose by 14.1% to stand at 36,300
- Retail Trade fell by 0.5% to stand at 17,800
- Construction fell by 27.8% to stand at 17,200.

In Health Care and Social Assistance in the Barwon Employment Region, 52% of workers were employed part-time; 79% were female; and the median age of the workforce was 42.

Employment by industry, August 2025 and August 2024



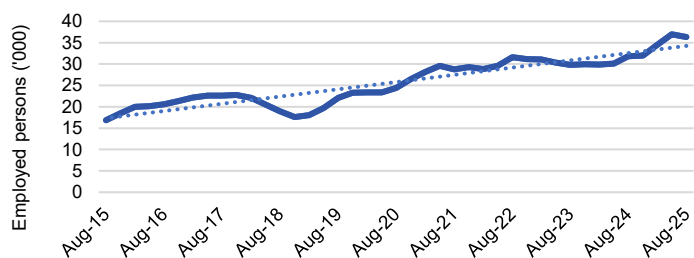
Source: ABS Labour Force Survey*, Detailed, four quarter averages, August 2025. Note that total employment for the region (four quarter averaged data) will not match data published in the Employment Region Labour Market dashboards (modelled estimates).

*ABS Labour Force Survey data are based on the Geelong SA4.

Notes: Data are the latest available. A high degree of caution should be exercised when interpreting data at the regional level, particularly in regards to percentage changes, given the volatility of the underlying data. For any enquiries related to the data in this report, please contact RegionalWorkforceAssessment@jobsandskills.gov.au

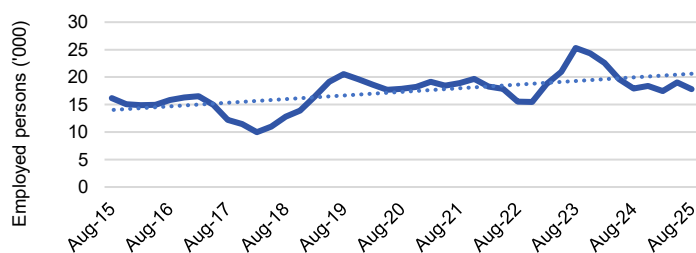
Five largest employing industries: key statistics

Health Care and Social Assistance



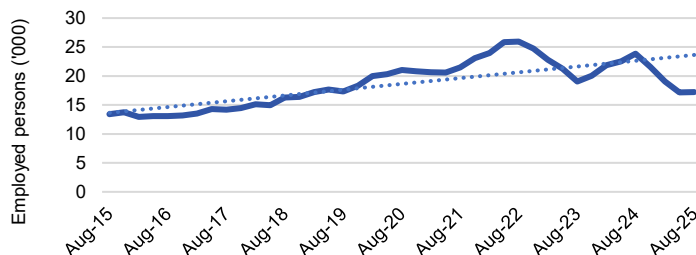
Number employed (Aug-25):	36,300
1 year employment change:	14.1%
5 year employment change:	48.9%
10 year employment change:	115.7%
Youth share of employment:	9.9%
Mature age share of employment:	19.8%

Retail Trade



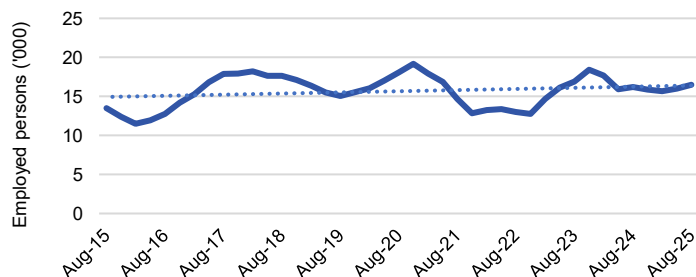
Number employed (Aug-25):	17,800
1 year employment change:	-0.5%
5 year employment change:	-0.2%
10 year employment change:	10.2%
Youth share of employment:	22.6%
Mature age share of employment:	8.3%

Construction



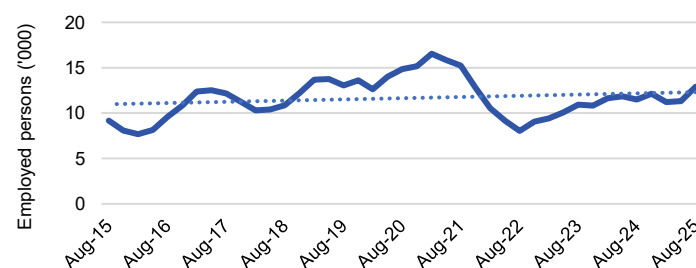
Number employed (Aug-25):	17,200
1 year employment change:	-27.8%
5 year employment change:	-18.1%
10 year employment change:	28.4%
Youth share of employment:	12.8%
Mature age share of employment:	8.7%

Education and Training



Number employed (Aug-25):	16,500
1 year employment change:	1.6%
5 year employment change:	-8.8%
10 year employment change:	22.2%
Youth share of employment:	4.9%
Mature age share of employment:	11.3%

Public Administration and Safety



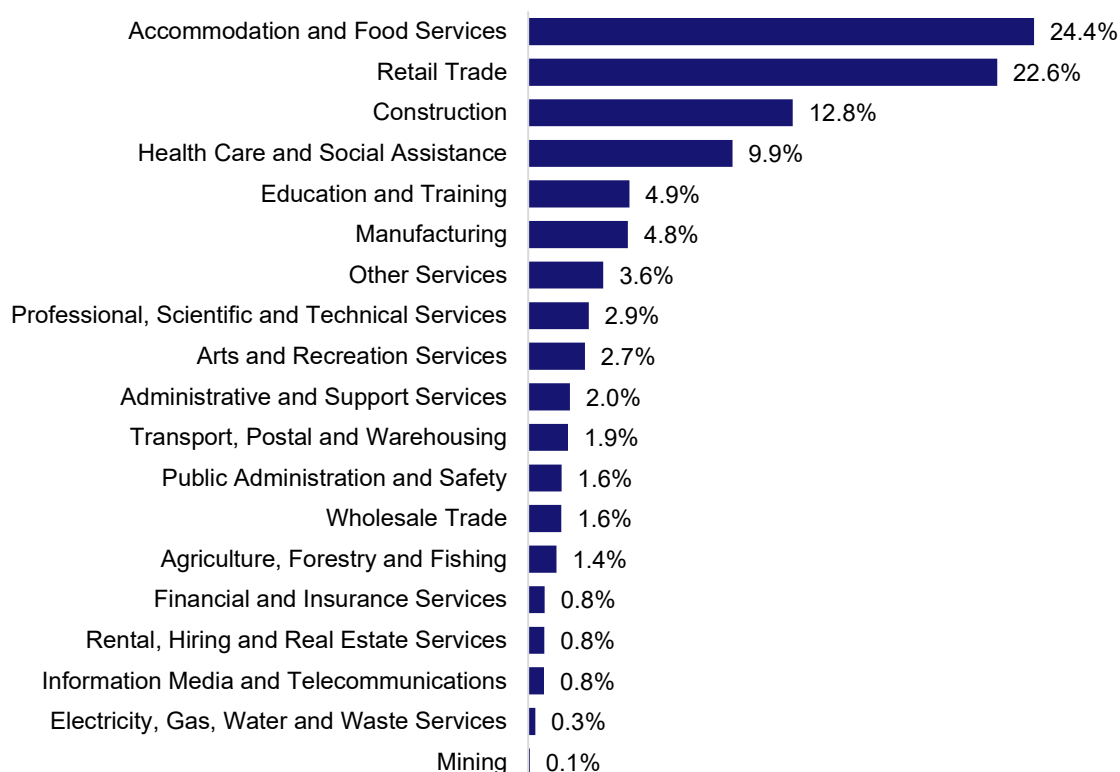
Number employed (Aug-25):	12,900
1 year employment change:	12.4%
5 year employment change:	-12.9%
10 year employment change:	41.1%
Youth share of employment:	1.6%
Mature age share of employment:	7.5%

Source: ABS Labour Force Survey, Detailed, four quarter averages, August 2025, except youth and mature age data which are from the ABS Census of Population and Housing, 2021.

Notes: In each chart, the solid line is the level of employment and the dotted line is a simple linear trend line for the 10 year period. Given the volatility of the underlying data, employment estimates should be treated with a high degree of caution. Particular focus should be placed on the employment series over time to ascertain more reliable long-term growth trends.

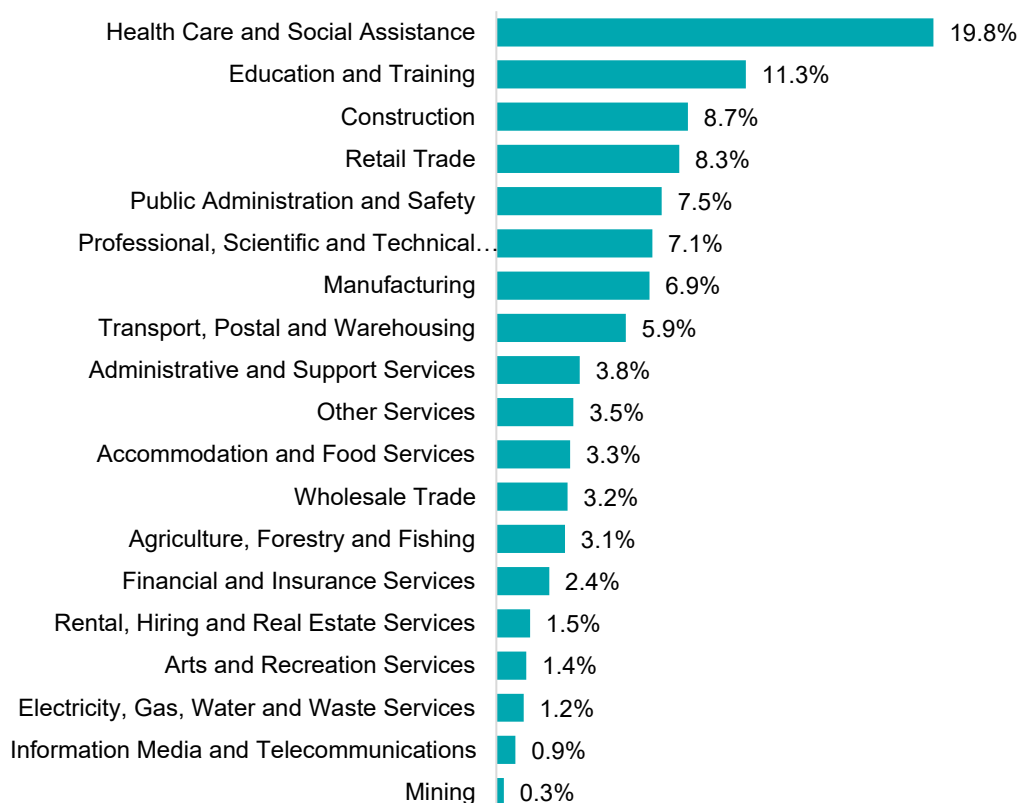
Employment characteristics by Industry

Which industries are youth (aged 15-24) employed in?



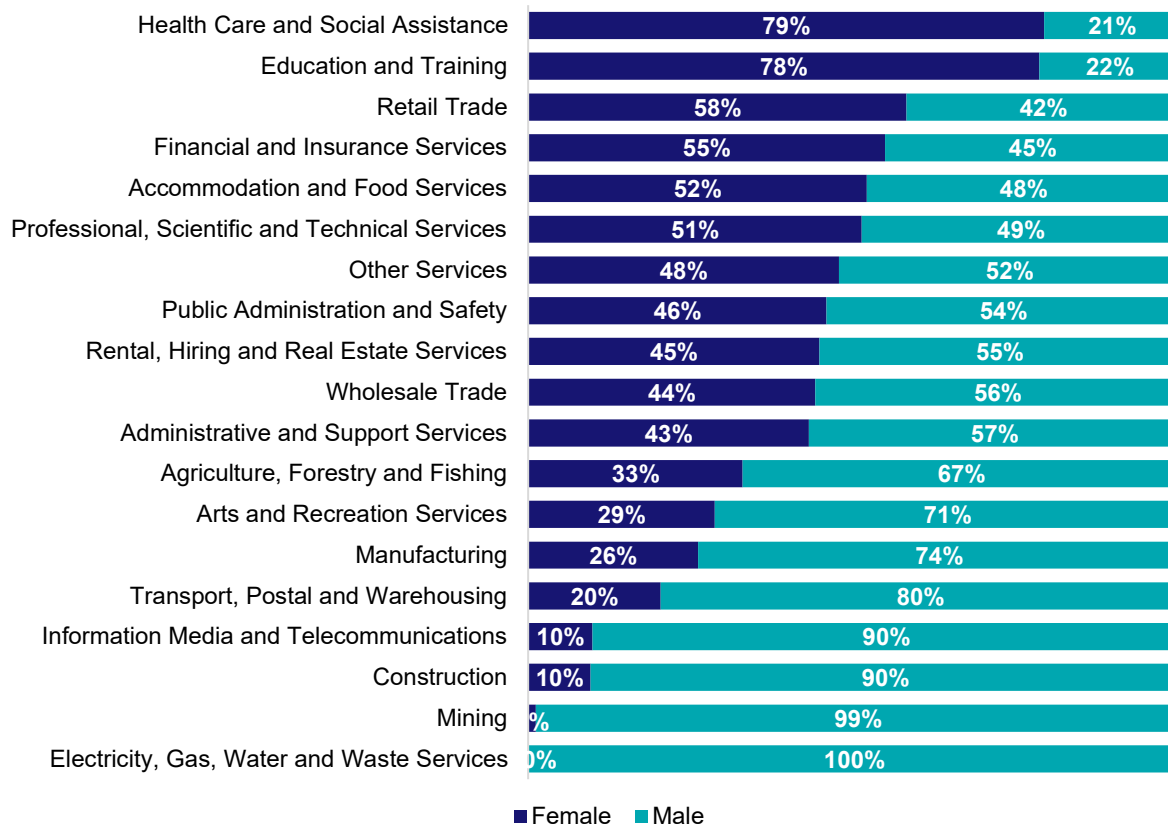
Source: ABS Census of Population and Housing, 2021.

Which industries are mature age persons (aged 55+) employed in?



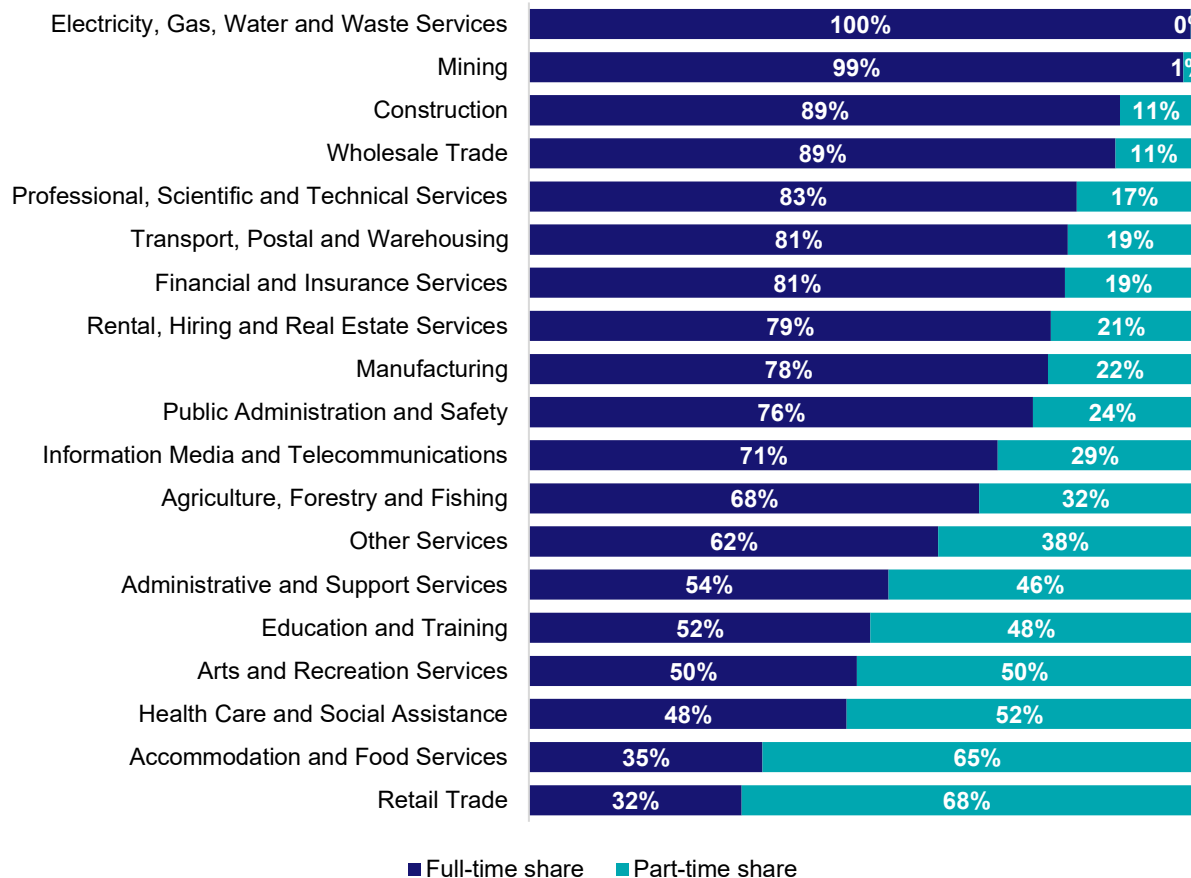
Source: ABS Census of Population and Housing, 2021. Note: SA2 level Census data have been aggregated to the Employment Region level.

Gender share by industry



Source: ABS Labour Force Survey, Detailed, four quarter averages, August 2025.

Full-time and part-time employment status by industry



Source: ABS Labour Force Survey, Detailed, four quarter averages, August 2025.

Appendix

Employment by industry, Barwon, August 2025

Industry (in order of size)	Share of employment in the region Aug-25 (%)	Employed ('000)			Full-time share %	Part-time share %	Median age *
		Aug-25	Aug-24	Aug-20			
Health Care and Social Assistance	20.2	36.3	31.8	24.4	48.0	52.0	42
Retail Trade	9.9	17.8	17.9	17.9	32.1	67.9	33
Construction	9.6	17.2	23.9	21.1	89.3	10.7	37
Education and Training	9.2	16.5	16.2	18.1	51.6	48.4	43
Public Administration and Safety	7.2	12.9	11.5	14.8	76.1	23.9	44
Accommodation and Food Services	6.6	11.8	12.6	10.9	35.2	64.8	24
Professional, Scientific and Technical Services	6.5	11.7	12.3	9.0	82.7	17.3	42
Manufacturing	6.0	10.7	14.3	11.0	78.4	21.6	43
Other Services	4.8	8.6	6.8	5.7	61.8	38.2	39
Agriculture, Forestry and Fishing	4.3	7.8	7.8	2.6	68.0	32.0	49
Financial and Insurance Services	3.0	5.4	7.7	3.5	80.9	19.1	41
Administrative and Support Services	2.9	5.2	5.2	4.8	54.3	45.7	44
Transport, Postal and Warehousing	2.8	5.0	5.5	6.0	81.3	18.7	45
Arts and Recreation Services	2.0	3.6	3.2	2.5	49.5	50.5	34
Electricity, Gas, Water and Waste Services	1.7	3.0	1.5	2.0	99.9	0.1	42
Wholesale Trade	1.4	2.5	2.4	4.8	88.6	11.4	44
Rental, Hiring and Real Estate Services	1.3	2.3	2.4	2.3	78.8	21.2	42
Information Media and Telecommunications	0.7	1.2	0.3	0.5	70.8	29.2	40
Mining	0.1	0.1	0.5	0.3	98.8	1.2	45
All industries	100.0	179.7	183.9	162.0	61.6	38.4	40

Source: ABS Labour Force Survey, Detailed, four quarter averages, August 2025. *Median age is from the ABS Census of Population and Housing, 2021. Median age has been derived using aggregated SA2s for the Employment Region.

Note: Small cells should be viewed with caution due to small sample sizes and regional volatility.