

Towards an Employment & Skills Strategy for the Dublin City Region

**The Future of Work in Dublin
November 27th 2009**



Overview

- Why we need an Employment & Skills Strategy.
- The Dublin City Region in profile:
 - Population, Economy & Employment Base, Occupations & Qualifications, Unemployment.
- Ireland's only comparable Metropolitan City Region & what we know about successful city regions.
- Policy Lessons.
- Components of an Employment and Skills Strategy for the Dublin City Region.



Why we need a Strategy



Dublin in Profile: A Services Based Economy

- **40% of national gross value added (2006) of which:**

	%
□ Agriculture/forestry/fishing:	0.1
□ Manufacturing/construction:	20.9
□ Market and non-market services:	79.0

- **85.6% of all those employed in Dublin in services (non-market, market, and traded) including 96.6% of all women**

	%
□ Clerical, managing and govt.:	22.4
□ Communication and transport:	6.3
□ Sales and commerce:	15.4
□ Professional, technical & health:	18.5
□ General services:	9.0
□ Others	12.6



Dublin in Profile: A Contracting Labour Market

■ Dublin Labour Market

- Employed 15+ Years (Q2 09): 561.8K (29.0% of total)
- Unemployed Q2 09: 64.6K (24.4% of total)
- Live Register June 09: 100.5K (24.0% of total)

- Labour force contraction of -4.6% compared to -1.2% outside of Dublin (Q307 to Q209) => loss of skills, diversity and young people.
- 28.6% of Dublin population aged 20-34 yrs (2009) vs. 22.9% outside of Dublin



Dublin in Profile: Job Losses

■ We estimate that Q3 2007 to Q2 2009:

- 79,000 private sector jobs lost of which 72,000 lost to residents of the DCR (43,100 in construction & manufacturing);
- c.25,000 of jobs lost likely to be structural losses mainly in manufacturing & construction and related businesses (approx. one third of all jobs lost);
- Employment loss disproportionately experienced by males & those with lower 2nd level or no qualifications;
- Any employment gains have accrued to those with 3rd level qualifications principally professional / professional services occupations.



Ireland's only Comparable Metropolitan City



What Makes For A Successful City Region

- Capacity to generate and attract technology & talent.
- Hard & soft factors.
- Diversity, tolerance, equality.



Policy Lessons

- a representative, authoritative forum or mechanism to focus on the development of the DCR;
- co-ordinated action across all relevant stakeholders;
- Prioritise and embed core / generic skills and the use of technology in all publicly funded education and training provision;
- further education and training needs to be client-focused and market relevant rather than provider, trainer, or programme-driven;
- fundamental reform of the education, training and welfare systems with a view to realising the knowledge society;
- the third level sector should collectively position the region as a location of choice in the International Education market.
- retain as many people in employment as possible;
- intensify and improve quality of engagement with unemployed - integrate the placement function with the unemployment benefit administration function;
- generate opportunities for contact with work for unemployed and support those least qualified - in the absence of market-led demand, there is a need to generate employment opportunities for the unemployed;
- anticipate and prepare for opportunities in the new economy - ensure the development of the necessary skill base;
- further exploit our advantages in the export services sector and use as leverage into areas such as environmental services, education/e-learning, and digital media/creative industries.



Critical Challenges

1. Employment generation – where will the jobs come from?
 - Indigenous, export-oriented entrepreneurial capacity?
 - Manufacturing?
 - Green?
 - Tourism, Education, Culture etc?
 - FDI?
2. Tackling unemployment, avoiding LTU & its consequences.
3. Productivity – governance, management, intelligence, skills...
4. Competitiveness – productivity, rent, energy, transport/logistics, labour costs, waste management, communications...
5. Absence of strategy;
6. Distribution of competence & lack of competent, focused and target-driven mechanism.



Meeting the Challenge

	Employment Policies and Initiatives to Prevent Employment Loss and Support Sustainable Employment Growth	Unemployment Policies and Initiatives to Minimise the Costs of Unemployment and Maintain and Develop the Employability of the Unemployed
National Policies and Initiatives that are Premised on and Designed to Address the Crises in Employment and Unemployment at a National Level	e.g., Personal Taxation and Social Insurance, Corporate Tax Rates, Availability of Credit and Investment Finance, Current Job Subsidy Scheme.	e.g., Activation Policy and Employment Supports, Education and Training Programmes for the Unemployed.
Dublin City Region Policies that have a Specific Regional Focus and Intent and Represent Regionally Coherent Approaches to Supporting Employment and Addressing Unemployment at Regional Level	e.g., City and County Development Plans, Strategic Initiatives by Third Level Sector and other Regionally Based Organisations (e.g., Dublin Creative Alliance)	e.g., Local Initiatives by Organisations such as Partnership Companies or other Regionally Based Organisations

Skills Formation & Development



Components of a Strategy

1. Protect and Grow Employment
2. Minimise the Costs and Effects of Unemployment
3. Maximise the Skills and Competency Base of the Region's Labour Force.



Transversal Issues

- Governance, Structural & Organisational Reform.



Protect Jobs & Grow Employment

Protect Jobs

- Package of cost-effective business relevant incentives & supports.
- Support employers to explore all alternatives to redundancy.
- Support business to find ways of cost containment - enhanced productivity and competitiveness.
- Support workers working reduced hours to use 'down time' for training - generic skills, training at work.
- Make availability of certain supports and/or tax breaks conditional maintaining existing levels of employment.

Grow Employment

- LAs to enhance and promote the image and status of DCR & audit planning to maximise future employment.
- Develop clear set of strategic objectives & targets for sectors with growth potential.
- Maintain and develop the region's status and capabilities in relation to FDI-led exports;
- Provide coherent support package to promising entrepreneurs.
- Employment proof all state expenditure with a view to maximising the employment content of expenditure.



Minimise the Costs and Effects of Unemployment

- Review / evaluate the fitness for purpose of existing system – training, vocational guidance, assessment and profiling.
- Create a modern and comprehensive employment service capable of effectively meeting the needs of people seeking employment and commanding high levels of utilisation by employers.
- Require public organisations and businesses in receipt of public funds to identify a range of positions in respect of which they than can provide redundant and unemployed workers with the opportunity to exercise and maintain their skills.
- Introduce a Job Rotation Programme.
- Design and introduce a LA led quality employment programme to replace existing models - not a question of rationalisation or adjustment but achieving a quantitative and qualitative enhancement of the role of a public employment programme (arts, culture, health care, recreation, environment).



Maximise the Skills and Competency Base of the Region's Labour Force.

- Require ICT skills acquisition & literacy are built into all education and training provision.
- Enhance the core competencies and skills of the workforce.
- Ensure that the quantity and range of skills and competency development programmes is driven by real market demand rather than the capacity to supply.
- Identify and commit to the development of key specific skills including hybrid skills that will be required in the domestic and export markets of the future (e.g., language skills, high-end ICT skills, marketing skills etc.)
- Empower the consumer of education and training services – choice.
- Stimulate both the quantity and quality of educational and training provision and providers through opening up skills provision to the market.
- Create and build a new role for employers in the area of skill and competency development of the workforce.
- Require employers to have a Skills Development Statement and Policy and match private investment in approved training.



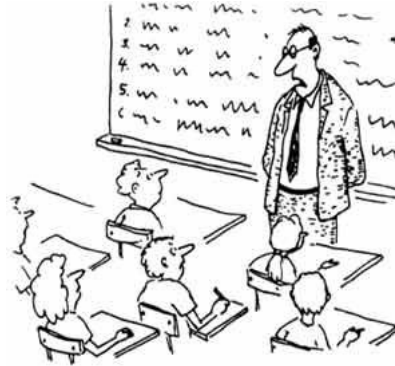
Transversal Issues

- DEP to lead a regional level employment focused pursuit and co-ordination strategy (working with DRA, CDA, LA Managers, Lord Mayor's Commission).
- Regional leaders to advocate for the development of a comprehensive Employment and Skills Strategy at national level that has a regional focus.
- Review fitness for purpose of all state organisations with a role in stimulating employment and combating unemployment.
- Establish National and regional educational and training clearing houses to provide comprehensive registers of training options.
- Separate referral and training systems with a view to creating an efficient and focused assessment and referral system that interacts with a responsive and flexible training system.
- Maximise the capacity of the existing state system to provide core, generic skills and skills for learning through appropriate training for trainers and, as required, recruitment of personnel with specific expertise in this regard.



In Conclusion

- No other basis to build a response other than to recognise the scale and depth of crisis.
- High level of unpredictability & risk BUT failure to prepare, prepares only for failure.
- Maximise adaptability in human capital & grow skill base to underpin potential for recovery – generic & specific skills.
- Fundamental re-think of entire approach to education & training.



"I expect you all to be independent, innovative, critical thinkers who will do exactly as I say!"

