

REGIONAL CONNECTIONS SKILLS, PEOPLE & PLACES

Connectivity is essential for small cities to succeed and grow. The Regional Australia Institute and LinkedIn have teamed up to shine a spotlight on 5 key regional cities to examine the strength and stretch of their networks of LinkedIn members.



REGIONAL
AUSTRALIA
INSTITUTE

LinkedIn™

CONNECTIVITY
is essential for
small cities to
succeed and
grow.

295K+
members in these
cities, ~30% of the
working population

92 avg. connections
per member in Australia

TOWNSVILLE
WORKING AGE POPULATION:
132,393
(39,000 LinkedIn members)

KEY FACTS
Post-mining boom transition to a more diverse economy
Largest employers: Health, public admin and safety, and retail

CONNECTIONS
75
PER MEMBER
→ **29%** ←
connections in the region
← **20%** →
international connections

TOP 5 CONNECTION LOCATIONS
1. Townsville Area (28.9%)
2. Brisbane Area (16.3%)
3. Sydney Area (6.9%)
4. Melbourne Area (5.5%)
5. Queensland (4.7%)
TOP INTERNATIONAL
13. Papua New Guinea (0.9%)

TOP 5 CONNECTED INDUSTRIES

Mining & Metals Construction Financial Services IT Real Estate

SUNSHINE COAST – NOOSA
WORKING AGE POPULATION:
211,067
(82,000 LinkedIn members)

KEY FACTS
Lifestyle destination
Rebuilding itself as a Smart City
Largest employers: Health, retail and construction

CONNECTIONS
90
PER MEMBER
→ **17%** ←
connections in the region
← **25%** →
international connections

TOP 5 CONNECTION LOCATIONS
1. Brisbane Area (25.3%)
2. Queensland (17.5%)
3. Sydney (10.8%)
4. Melbourne Area (7.8%)
5. Perth Area (2.7%)
TOP INTERNATIONAL
9. London, United Kingdom (1.2%)

TOP 5 CONNECTED INDUSTRIES

Construction Real Estate IT Health & Wellness Financial Services

GREATER NEWCASTLE
WORKING AGE POPULATION:
364,087
(105,000 LinkedIn members)

KEY FACTS
5 Local Government Areas (LGAs)
Previously industrial
Shifting to a service economy
Largest employers: Health, retail and manufacturing

CONNECTIONS
87
PER MEMBER
→ **31%** ←
connections in the region
← **18%** →
international connections

TOP 5 CONNECTION LOCATIONS
1. Newcastle Area (31.0%)
2. Sydney Area (25.2%)
3. Melbourne Area (6.3%)
4. Brisbane Area (6.1%)
5. New South Wales (2.9%)
TOP INTERNATIONAL
11. London, United Kingdom (0.9%)

TOP 5 CONNECTED INDUSTRIES

Mining & Metals Construction IT Financial Services Real Estate

WOLLONGONG
WORKING AGE POPULATION:
180,451
(53,000 LinkedIn members)

KEY FACTS
Historically known for steel and coal
Shifting to a service economy
Largest employers: Manufacturing, retail and health

CONNECTIONS
86
PER MEMBER
→ **21%** ←
connections in the region
← **22%** →
international connections

TOP 5 CONNECTION LOCATIONS
1. Sydney Area (51.1%)
2. Melbourne Area (6.8%)
3. Brisbane Area (4.5%)
4. Wollongong Area (3.7%)
5. Perth Area (1.9%)
TOP INTERNATIONAL
10. London, United Kingdom (1.1%)

TOP 5 CONNECTED INDUSTRIES

IT Mining & Metals Financial Services Construction Marketing & Advertising

LAUNCESTON
WORKING AGE POPULATION:
57,886
(16,000 LinkedIn members)

KEY FACTS
Transitioning from manufacturing to a more diverse economy
Largest employers: Health, education and training, and retail

CONNECTIONS
67
PER MEMBER
→ **24%** ←
connections in the region
← **20%** →
international connections

TOP 5 CONNECTION LOCATIONS
1. Launceston (24.3%)
2. Tasmania - other (15.8%)
3. Melbourne Area (12.2%)
4. Sydney Area (7.8%)
5. Brisbane Area (4.9%)
TOP INTERNATIONAL
10. London, United Kingdom (0.9%)

TOP 5 CONNECTED INDUSTRIES

Financial Services IT Real Estate Marketing & Advertising Construction

% = percentage of people connected to others inside and outside of the specified area

% = percentage of connections to the specified area

TOWNSVILLE

TOP 5 SKILLS

1. IT Infrastructure and System Management (5.3%)
2. Healthcare Management (4.4%)
3. Process and Project Management (2.4%)
4. Education and Teaching (2.3%)
5. Ecology and Environmental Science (2.0%)

SKILLS WITH THE HIGHEST MOBILITY



Recruiting
(21.8%)



Business Development
& Relationship
Management (19.1%)



Management
& Leadership
(16.9%)

SUNSHINE COAST – NOOSA

TOP 5 SKILLS

1. Healthcare Management (4.1%)
2. IT Infrastructure and System Management (3.5%)
3. Education and Teaching (2.3%)
4. Graphical Design (2.3%)
5. Management and Leadership (2.1%)

SKILLS WITH THE HIGHEST MOBILITY



Social Media
Marketing
(25.3%)



Software Engineering
Management &
Requirements
Gathering (23.3%)



Administrative
& Office
Management
(21.0%)

CURRENT SKILL SHORTAGES

1. .NET & other Microsoft Application Development
2. Database Management & Software
3. User Interface

GREATER NEWCASTLE

TOP 5 SKILLS

1. IT Infrastructure & System Management (5.7%)
2. Healthcare Management (3.8%)
3. Process and Project Management (2.6%)
4. Education and Teaching (2.0%)
5. Lean Manufacturing and Quality Management (1.9%)

SKILLS WITH THE HIGHEST MOBILITY



Social Media
Marketing
(29.8%)



Digital & Online
Design & Publishing
(24.0%)



Digital &
Online Marketing
(24.0%)

CURRENT SKILL SHORTAGES

1. Tax
2. Financial Planning
3. .NET & other Microsoft Application Development

WOLLONGONG

TOP 5 SKILLS

1. IT Infrastructure and System Management (6.0%)
2. Healthcare Management (3.6%)
3. Education and Teaching (3.1%)
4. Process and Project Management (2.5%)
5. Management and Leadership (2.3%)

SKILLS WITH THE HIGHEST MOBILITY



Social Media
Marketing
(35.6%)



Retail Store
Operations
(20.5%)



Recruiting
(20.0%)

CURRENT SKILL SHORTAGES

1. Perl / Python / Ruby
2. Java Development
3. .NET & other Microsoft Application Development

LAUNCESTON

TOP 5 SKILLS

1. Healthcare Management (3.8%)
2. IT Infrastructure and System Management (3.5%)
3. Education and Teaching (2.9%)
4. Graphical Design (2.0%)
5. Marketing Event Management (1.4%)

SKILLS WITH THE HIGHEST MOBILITY



Business
Development
& Relationship
Management (20.0%)



Financial
Analysis &
Modeling
(16.8%)



Event Planning
& Management
(15%)

There is a skill shortage when current demand based on recruiter outreach is greater than the supply, based on the number of people with this skill

% = percentage of members with specified skill

% = percentage of working population with specified skill, who have changed jobs in the last 12 months