

# Hairdresser

## ANZSCO 3911-11

October 2018

### Current labour market rating: Shortage

Hairdressers have previously only been assessed on a national level, where shortages persisted across most of the decade to 2017. In this first year of a state-level assessment, employers filled 52 per cent of vacancies.

### Key research findings

- Employers filled 52 per cent of vacancies from averages of 2.0 qualified applicants and 0.7 suitable applicants per vacancy.
- Metropolitan employers filled 55 per cent of vacancies from an average of 0.8 suitable applicants per vacancy, while regional employers filled 40 per cent from an average of 0.4 suitable applicants per vacancy.
- The 2016 Census of Population and Housing shows that 41.2 per cent of hairdressers are employed as owner managers, more than twice the Victorian all occupation of 14.7 per cent.
  - Some employers linked this to a rise in new barbershops led by hairdressers and barbers who prefer self-employment, directly post qualification.
  - Almost half of all employers said hairdressers often do not return to work after maternity leave, or become self-employed instead.
- Employers valued professionalism, positive customer service skills and strong communication skills.
- Some employers preferred applicants who had completed an apprenticeship rather than a short course.
- Employers surveyed included those working in large franchises, boutique salons and barbershops.

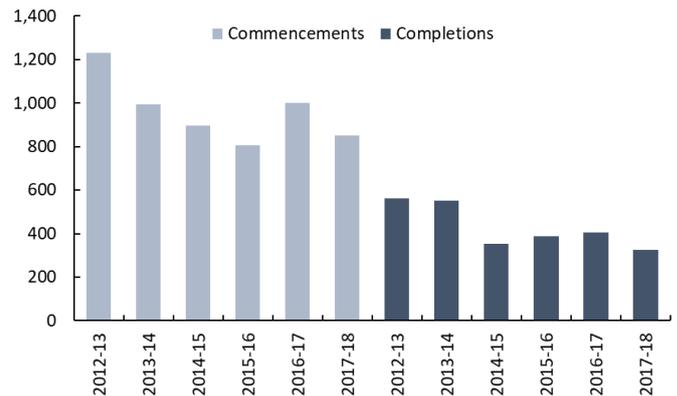
### Demand and supply

- Demand indicators are mixed, while supply to the hairdressing occupation is decreasing.
- Internet vacancies for hairdressers decreased 2.5 per cent over the five years to November 2018 in contrast to the Victorian all occupations increase of 8.1 per cent.
- The total number of hairdressing and beauty businesses operating in Victoria increased by 5.1 per cent in the year to June 2017, greater than the increase of 4.2 per cent in the year to June 2016.<sup>1</sup>

### 2018 Survey Results<sup>2</sup>



Figure 1: Hairdressing apprentices and trainees, Victoria, 2012-13 to 2017-18



- Entry into this occupation is typically through a Certificate III in Hairdressing, or a Certificate III in Barbering. This can be taken as part of a three-year apprenticeship or short course.
  - There were 850 commencements in the year to June 2018, below the annual average of 909 since June 2014. Completions in the year to June 2018 of 325 were also below the annual average of 404.
- Skilled migration shows that in September 2018 there were 257 persons holding a temporary resident skilled visa as a hairdresser.
  - There were 57 visas granted in the 2017-18 financial year, lower than annual average grants of 130 in each of the five financial years to 2017-18.

<sup>1</sup> Hairdressing businesses are grouped together with beauty businesses under ABS ANZSIC industry classification, and hence separate data for hairdressing businesses is not available.

<sup>2</sup> The methodology underpinning this research is outlined at [Skill Shortage Research Methodology | Department of Jobs and Small Business](#). Additional Data Sources: ABS, Census of Population and Housing, 2016; Department of Home Affairs, Temporary resident (skilled) visa data, September 2018; Department of Jobs and Small Business, Internet Vacancy Index, November 2018, 12 month moving average; NCVER, Apprentices and Trainees, June 2018, estimates