



Australian Government  
Department of Employment

Slide 1 Australian Government Department of Employment  
“Where the jobs are” labour market overview – Ballarat  
presentation  
10 September 2014.

Presentation given by Ivan Neville Branch Manager Labour Market Research and  
Analysis Branch based on survey of Central Victoria Priority Employment Area  
conducted November 2013

## Slide 2 Map of the Ballarat Region

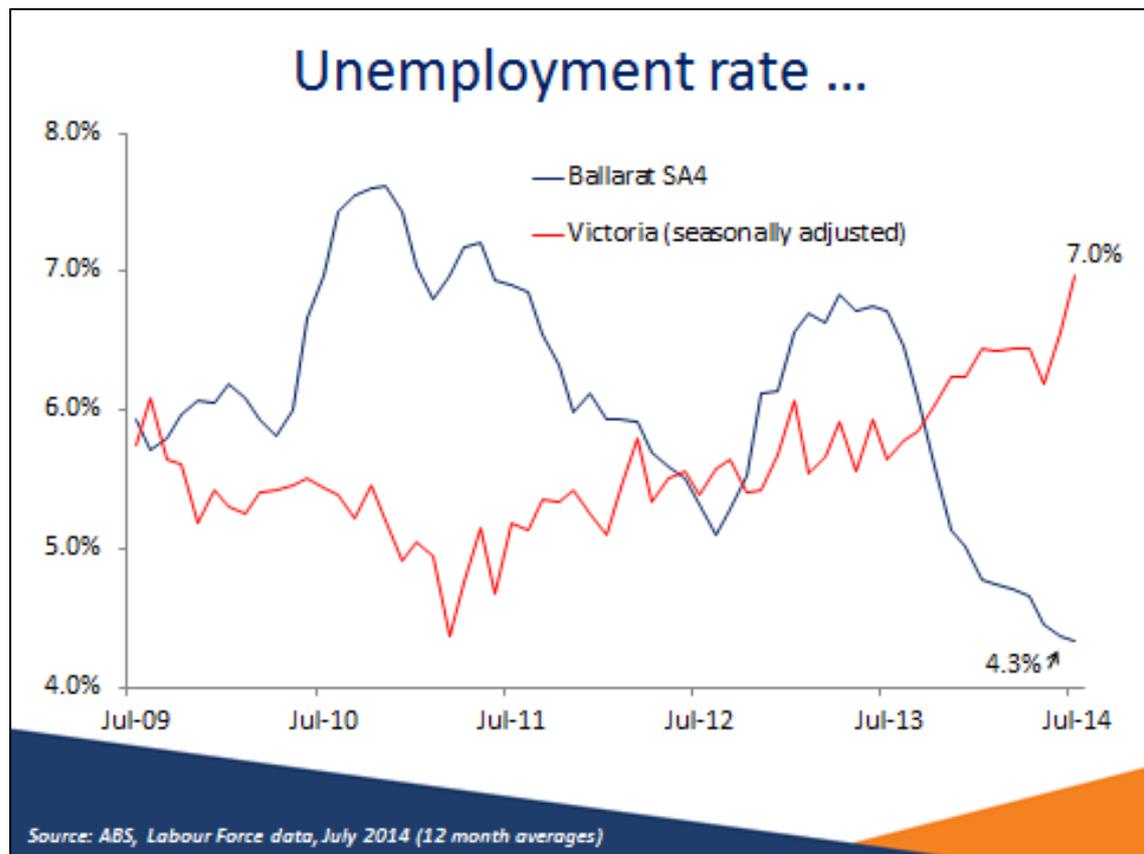


*Source: ABS (ASGS), 2011 LGA boundaries*

The Ballarat Statistical Area 4 (SA4) includes the Local Government Areas (LGAs) of:

- Pyrenees
- Ballarat
- Moorabool (39% of population located within SA4)
- Hepburn
- Golden Plains (42% of population located within SA4)
- Central Goldfields

### Slide 3 Unemployment rate falling...



Source: ABS, Labour Force data, July 2014 (12 month averages)

In July 2014, the unemployment rate in the Ballarat region was 4.3 per cent, lower than Victoria (7.0 per cent (seasonally adjusted)).

While the unemployment rate in the Ballarat region has decreased over the last year, the region has had, for the most part, a higher unemployment rate than Victoria.

## Slide 4 Employment growth in the region

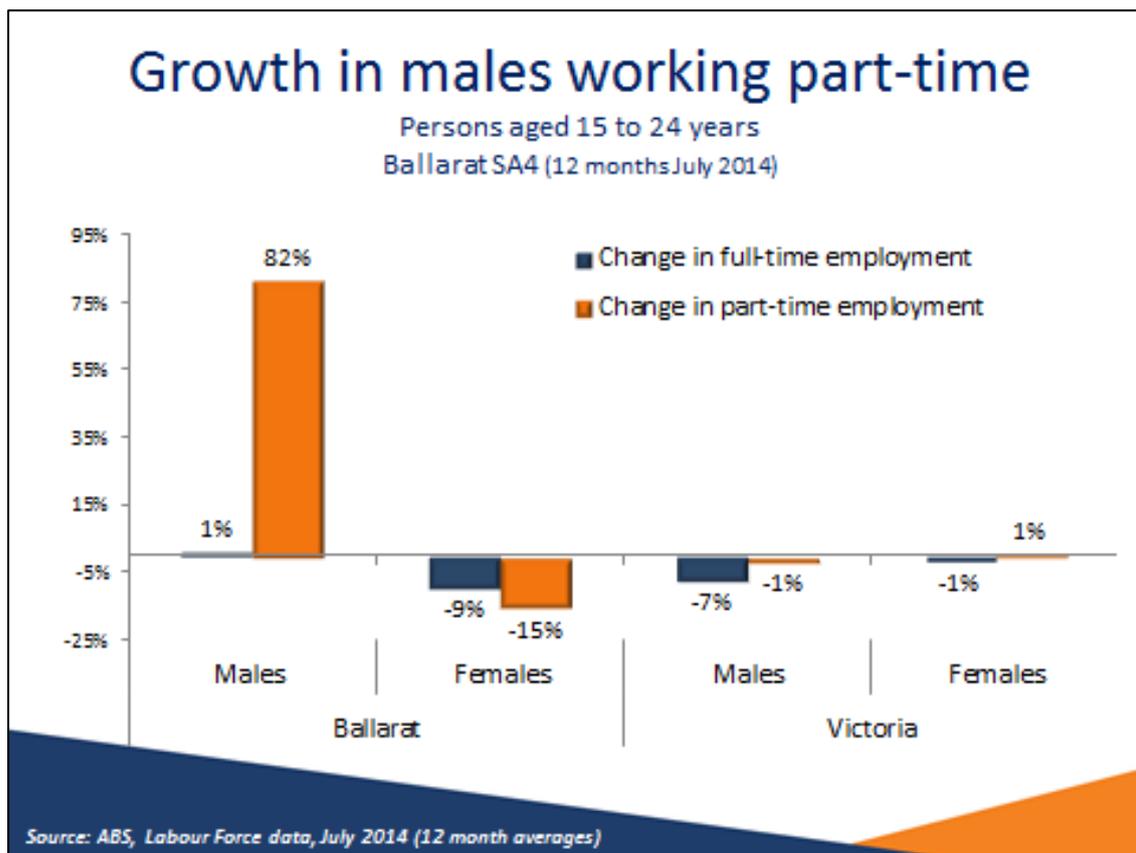
Regions	Employed total	Employment growth since July 2013	Employment growth (15-24 years)	Employment to population ratio (15-24 years)
Ballarat SA4	74,400	1%	10% (1,200)	66.9%
Victoria	2,863,100	1%	-2%	56.3%
Australia	11,520,200	1%	-2%	57.9%

*Source: ABS, Labour Force data, July 2014 (12 month averages)*

The Ballarat SA4 experienced modest employment growth of 560 in the 12 months to July 2014 (1 per cent) which was the same for Victoria and Australia (both 1 per cent). However, the employment growth for people aged 15 to 24 years was high in the Ballarat region (10 per cent or 1,200) compared with Victoria and Australia (both fell 2 per cent).

The employment to population ratio was high for people aged 15 to 24 years in the Ballarat region (66.9 per cent) compared with Victoria (56.3 per cent) and Australia (57.9 per cent).

## Slide 5 Growth in males working part-time



*Source: ABS, Labour Force data, July 2014 (12 months averages)*

In the 12 months to July 2014, the number of males aged 15-24 years working part-time in the Ballarat SA4 grew by 82 per cent (1,900). In contrast, the males in this age cohort working full-time only rose by 1 per cent over the same period (550). Additionally, males working full-time now only comprises of 47 per cent of all employed males in the region. This is a fall of 15 percentage points since July 2013. Young females working full-time and part-time in the region both fell (9 per cent or 200 positions and 15 per cent or 500 positions respectively).

In the 12 months to July 2014, the number of 15 to 24 year old males working full-time and part-time in Victoria both fell (7 per cent (8,600) and 1 per cent (1,300) respectively).

## Slide 6 Health and Retail largest employing industries



Source: ABS Labour Force data, February Quarter 2014 (4 quarter average)

Employment in the Ballarat region was highest in the Health Care and Social Assistance (15 per cent of all employed), Retail Trade (11 per cent) and Manufacturing Industries (10 per cent).

## Slide 7 Where will the job be in Ballarat?

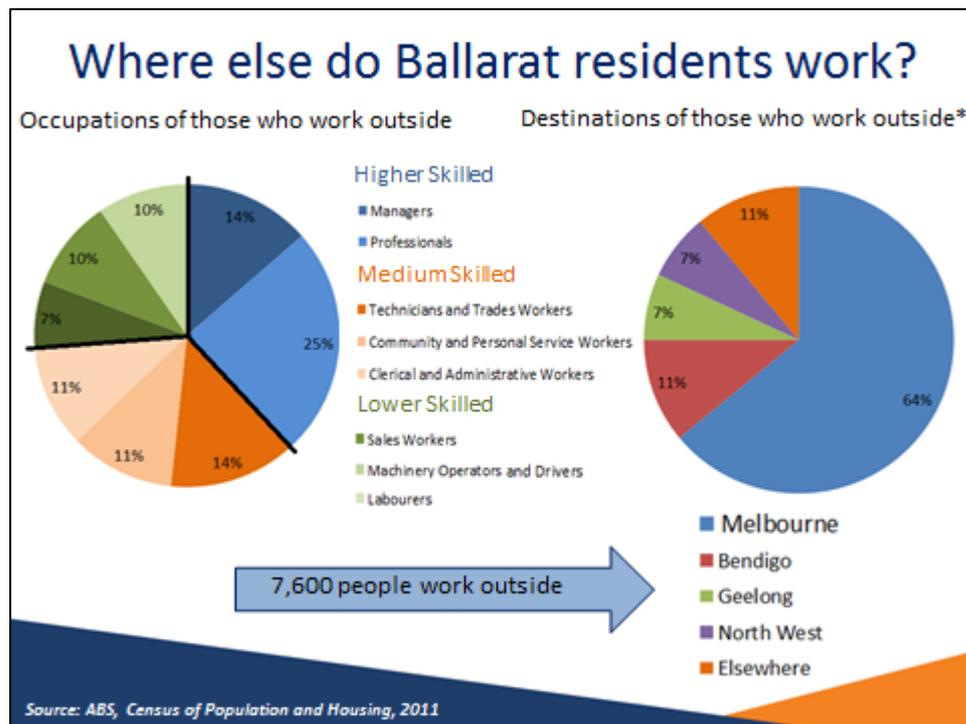


Source: Department of Employment Industry Projections to November 2018

The Department of Employment has projected that jobs will grow in the Ballarat region by 6,900 in the five years to November 2018. The largest projected growth will be in the Health Care and Social Assistance industry (2,000 jobs or 29 per cent). This industry, accounts for 27 per cent of the overall projected jobs growth for Australia. Construction had the second largest projected jobs growth (1,000 jobs or 15 per cent of total growth). This was followed by Retail Trade (projected to grow by 1,000 jobs or 14 per cent), Education and Training (700 jobs or 10 per cent) and 500 in the Accommodation and Food Services Sector.

The Department has projected that the Manufacturing industry in the region will lose the most jobs (down 500 jobs or 6 per cent) in the five years to November 2018.

## Slide 8 Where else do Ballarat residents work?



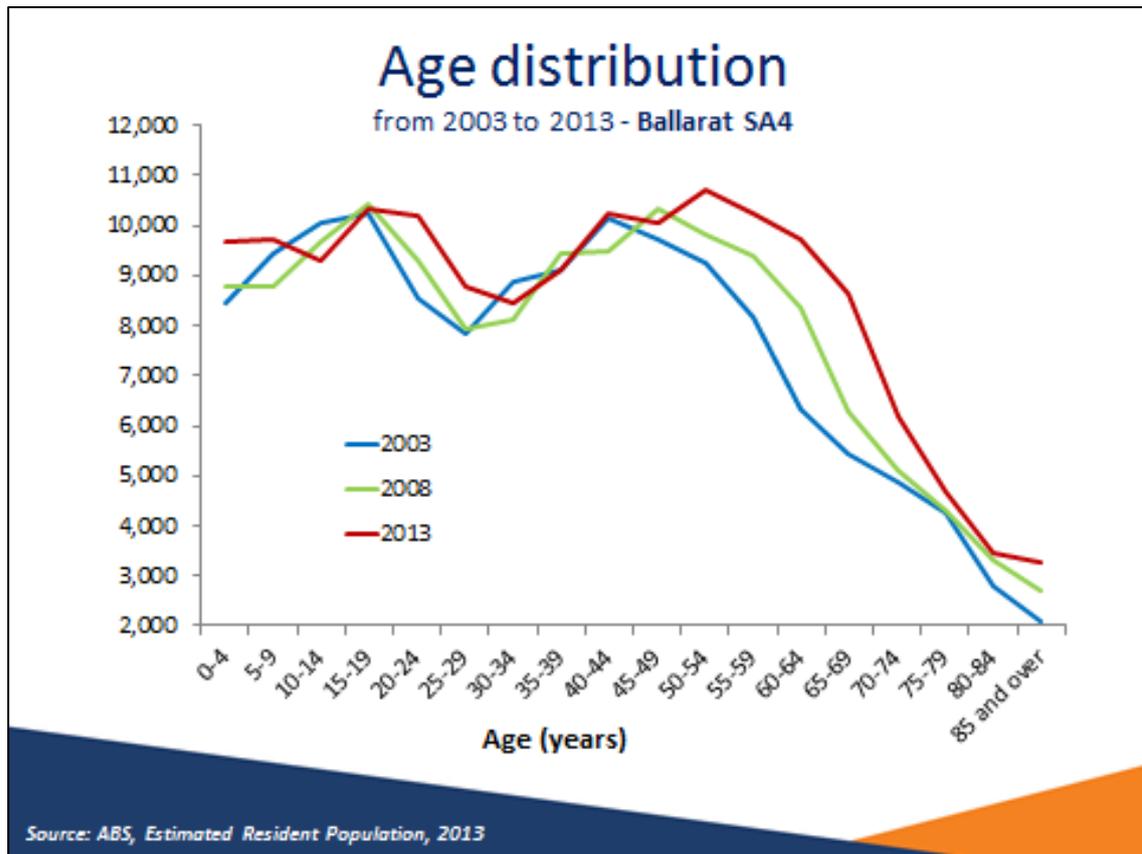
Source: ABS, Census of Population and Housing, 2011

Of those who defined their place of work in 2011, 87 per cent (49,300) work locally and 13 per cent (7,600) work outside the Ballarat SA4 region. Those who work outside were more likely to be employed as Professionals (25 per cent).

Melbourne is by far the most common destination for Ballarat residents who work outside the region (4,900 persons or 64 per cent of those who work elsewhere), followed by the Bendigo region (11 per cent of those who work elsewhere). Greater Geelong is also an important working destination (7 per cent).

\*\*7,700 employed people living in the Ballarat region inadequately defined their place of work and so are excluded from these figures

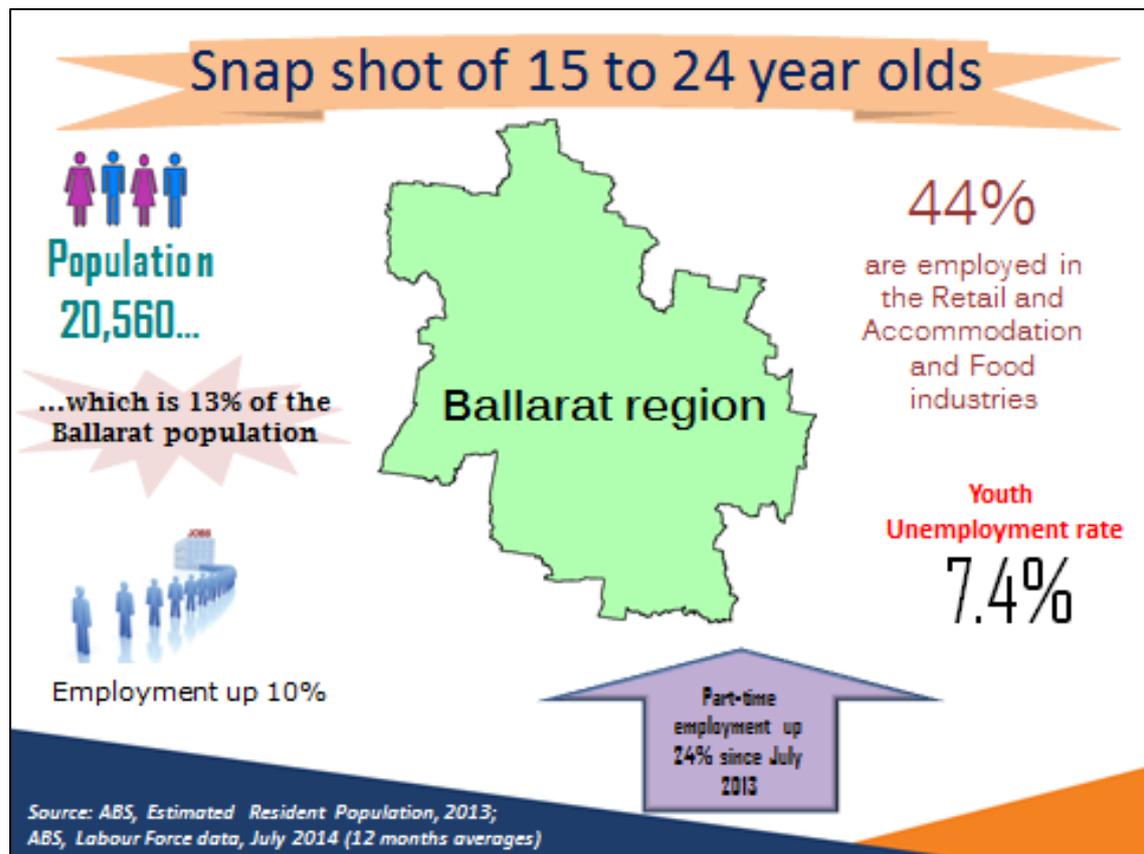
## Slide 9 Age distribution



Source: ABS, Estimated Resident Population, 2013

Dip is in the older age group 25-39 compared with many regional areas

## Slide 10 Snap shot of 15 to 24 year olds in the Ballarat region



### Snap shot of 15 to 24 year olds in the Ballarat region

- Population 20,560
- 15 to 24 years olds are 13 per cent of the population
- Employment up by 10 per cent from July 2013
- 44 per cent of persons aged 15 to 24 work in Retail Trade and Accommodation and Food Services
- Youth unemployment 7.4 per cent
- Part-time employment up by 24 per cent since July 2013

## Slide 11 Is youth unemployment really only 7.4%?

Region	Youth unemployment rate (15-24 years)	Youth Participation Rate (15-24 years)
Ballarat SA4	7.4%	72.2%
Victoria	13.8%	65.3%
Australia* * seasonally adjusted	14.1%	67.1%

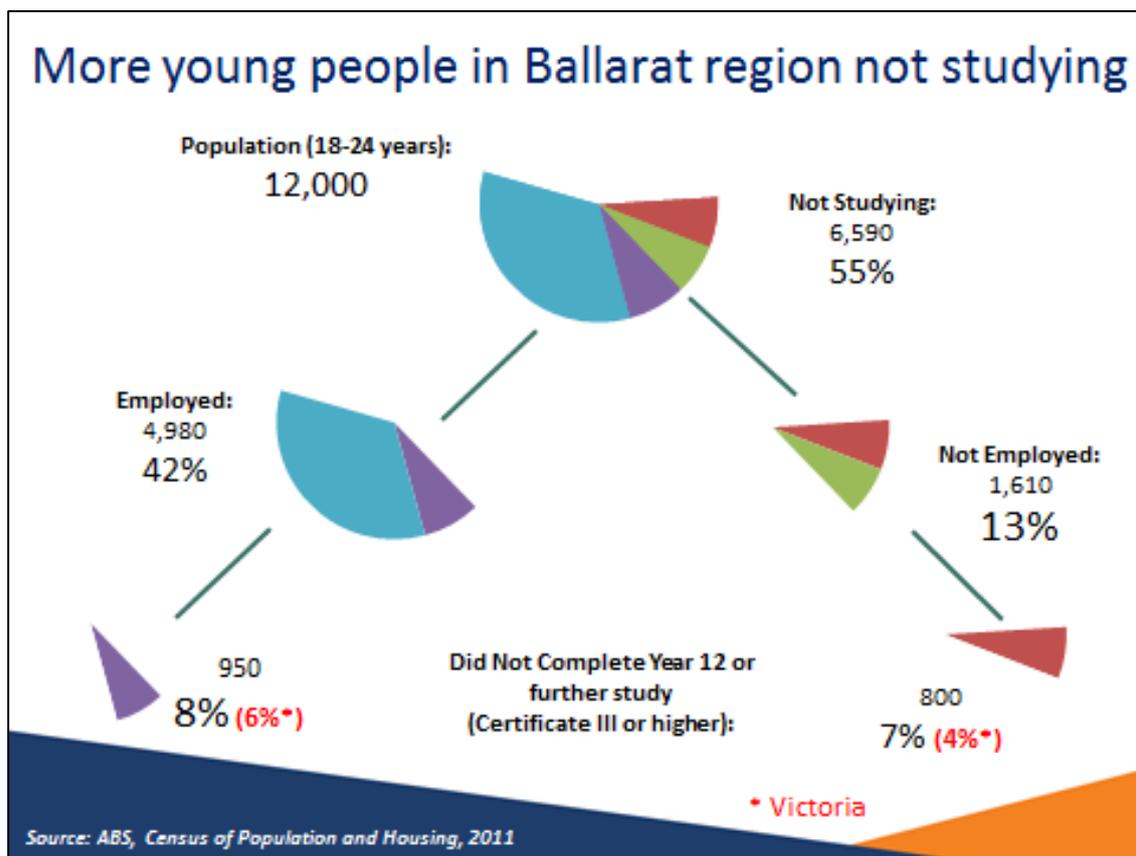
*Source: ABS, Labour Force, July 2014 (12 month averages)*

Due to their lack of skills and experience, youth participating in the labour market can be particularly vulnerable during a labour market downturn.

In July 2014, the unemployment rate for the youth in Ballarat SA4 was 7.4 per cent, a decrease of 8.4 percentage points since July 2013. The unemployment rate was significantly lower than both Victoria (13.8 per cent) and Australia (12.9 per cent).

Similarly, the youth unemployment to population ratio in the Ballarat SA4 (5.3 per cent) was lower than Victoria (9.0 per cent) and Australia (8.6 per cent).

## Slide 12 More young people in Ballarat region not studying

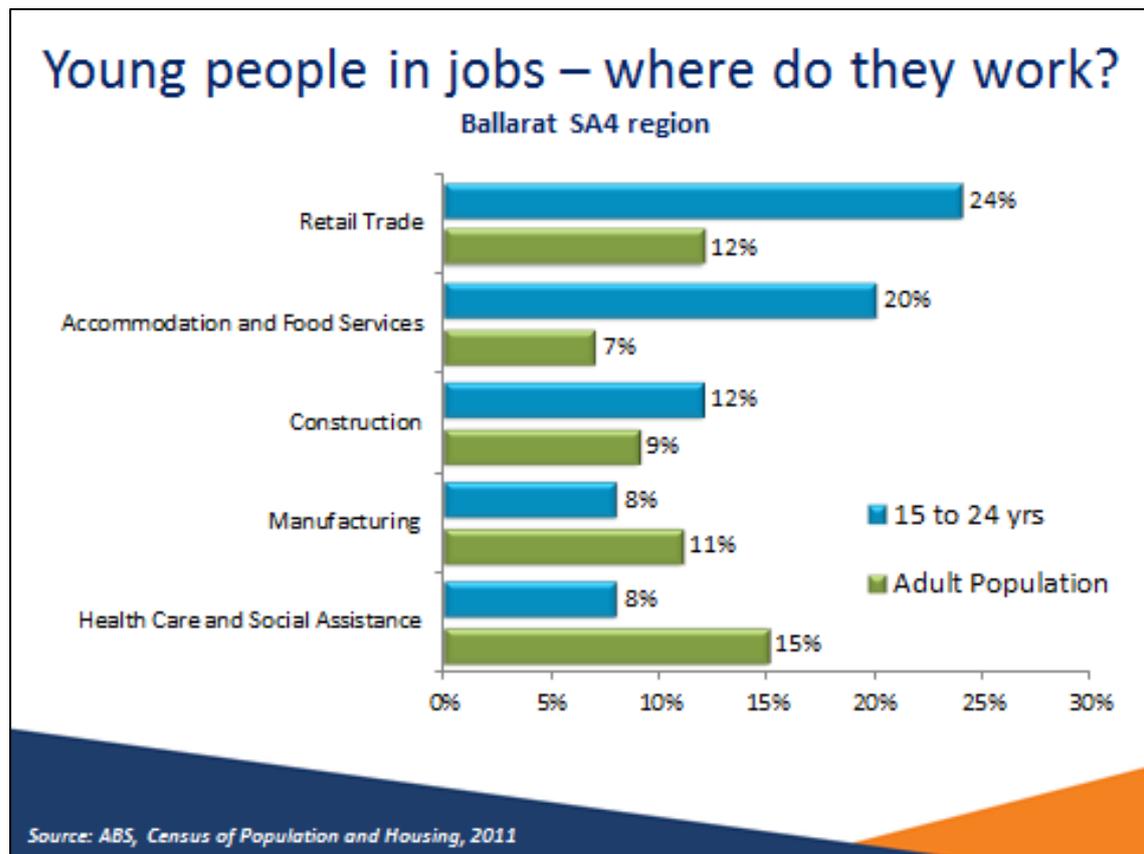


Source: ABS, Census of Population and Housing, 2011

In the Ballarat SA4, there is 8 per cent of the total population of 18 to 24 year olds at the time of the 2011 census had a job, had not completed year 12, attained a certificate III or above and were not studying. The Victorian figure was 6 per cent.

7 per cent of the total population of 18 to 24 year olds at the time of the 2011 census did not have a job, had not completed year 12, attained a certificate III or above and were not studying. The Victorian figure was 4 per cent.

## Slide 13 Young people in jobs – where do they work?

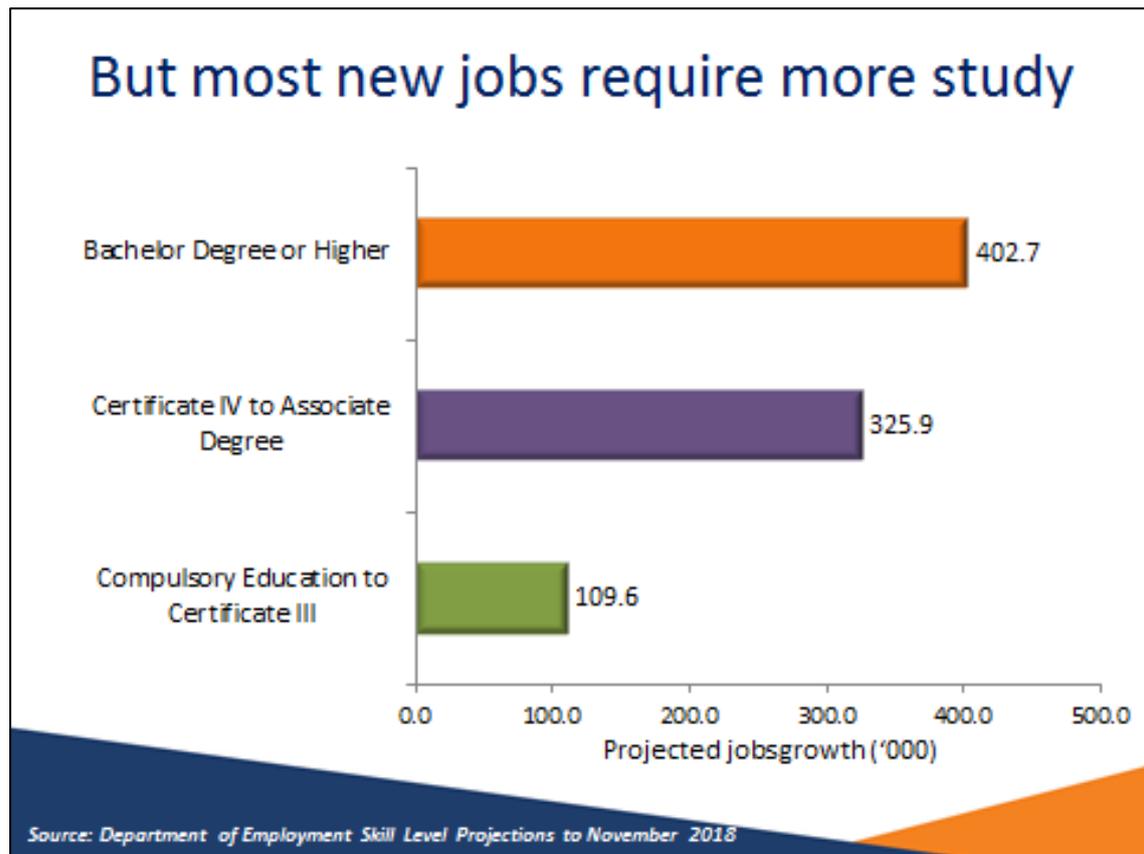


Source: ABS, Census of Population and Housing, 2011

The Retail Trade and Accommodation and Food Service industries employ nearly half (24 per cent and 20 per cent respectively) of people aged 15 to 24 years in the Ballarat region. These industries offer a range of entry level occupations for young people such as Sales Assistants, Baristas and Wait staff, however, these industries can also be extremely vulnerable to economic instability.

The third largest employing industry for young people in the region is the Construction industry (12 per cent). This was followed by the Manufacturing and Health Care and Social Assistance industries (both 8 per cent).

## Slide 14 Most new jobs require more study

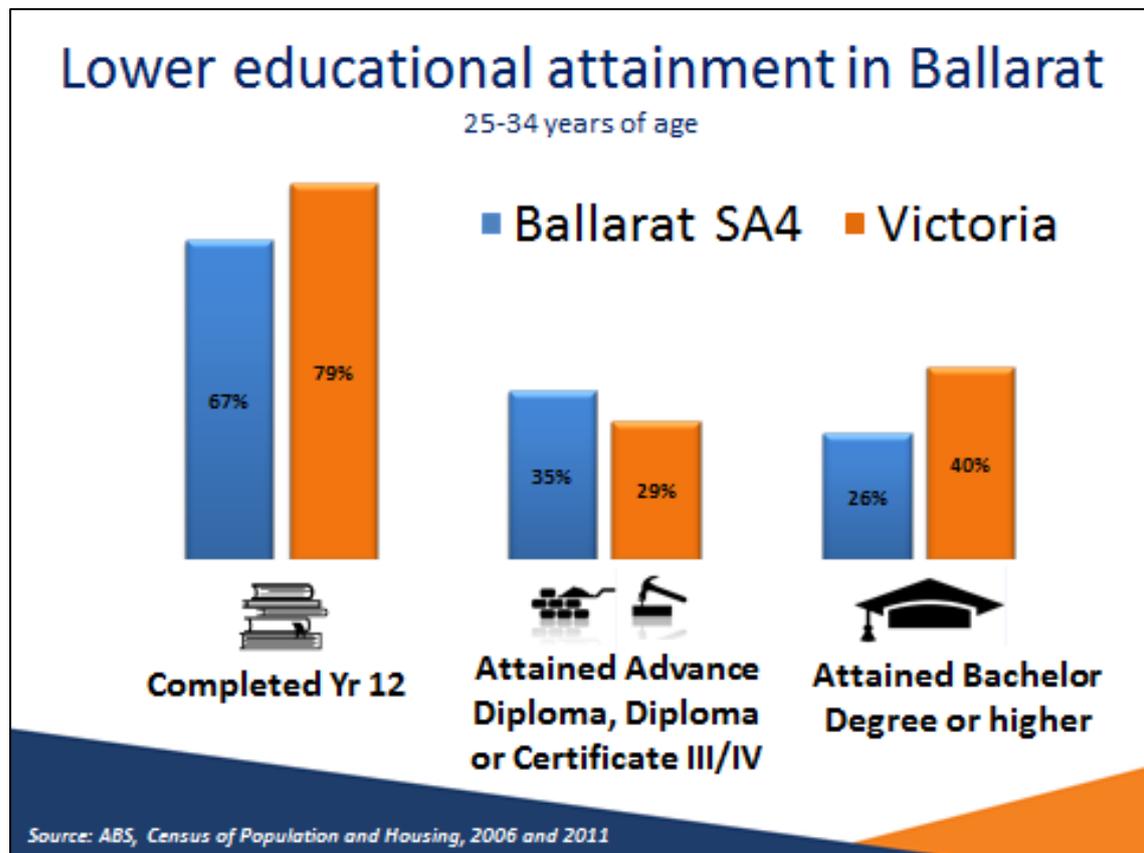


Source: Department of Employment Skill Level Projections to November 2018

The Department of Employment projects that the majority of new jobs in Australia will require a Bachelor Degree or Higher (402,700). This was followed by Certificate IV to Associate Degree (325,900) and Compulsory Education to Certificate III (109,600).

This emphasises the increasing importance post school education has on finding employment.

## Slide 15 Lower educational attainment in Ballarat – 25 to 34 years of age



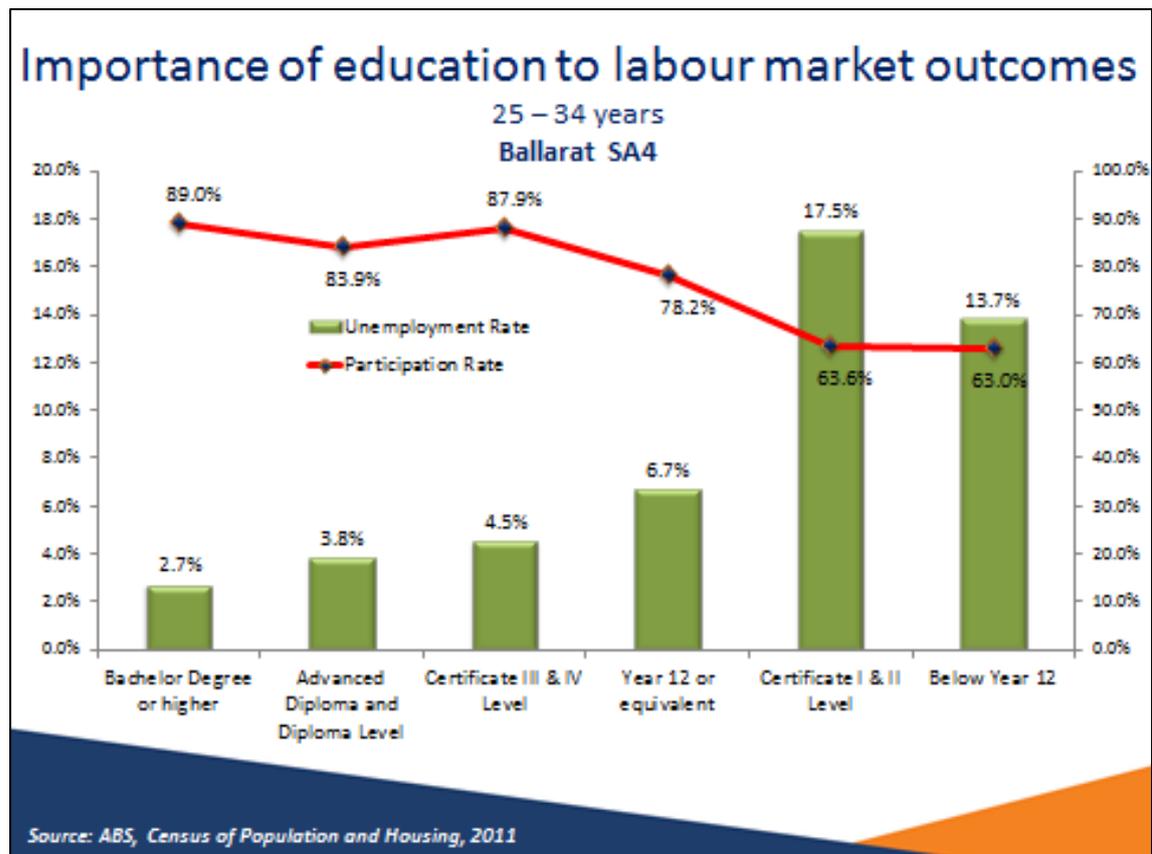
Source: ABS, Census of Population and Housing, 2006 and 2011

The Ballarat SA4 region had an improvement of 6 percentage points in the proportion of 25 to 34 year olds that have completed Year 12 or equivalent qualifications between 2006 and 2011. This is in line with the 6 percentage point improvement seen in Victoria overall. Despite this improvement the percentage of 25 to 34 year olds in Ballarat that had completed Year 12 study (67 per cent) still remains lower than Victoria as a whole (79 per cent)

The number of 25 to 34 year olds having completed an Advance Diploma, Diploma or Certificate III/IV was quite high for the Ballarat SA4.

The story was very different for Bachelor Degrees or higher. The Ballarat LGA had the highest level at 29 per cent of the cohort while the Pyrenees LGA had a level of only 16 per cent. The level for Victoria was 40 per cent.

## Slide 16 Importance of education to labour market outcomes



Source: ABS, Census of Population and Housing, 2011

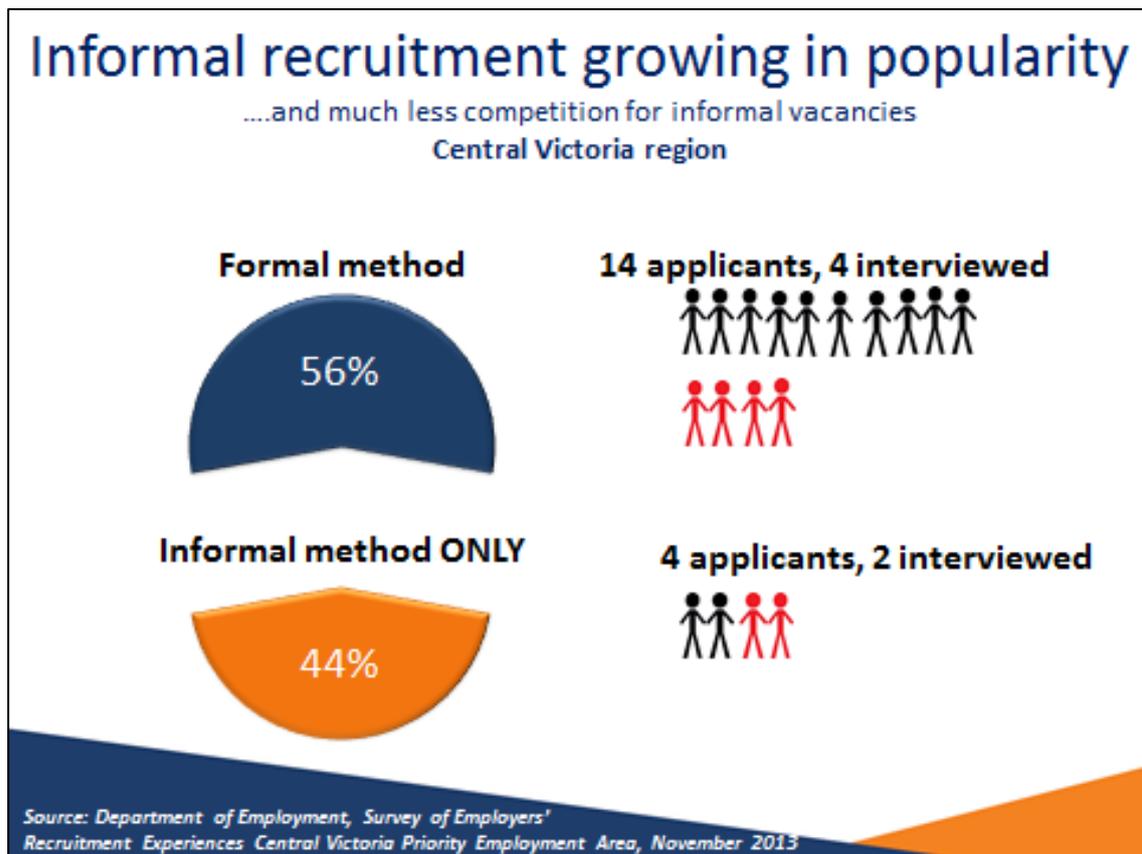
This slide illustrates the correlation between education and labour market outcomes in the Ballarat SA4 region, with higher labour force participation rates and lower unemployment rates for those with higher levels of educational attainment. This reflects the pattern seen across Australia and demonstrates the importance of continuing education to help job seekers obtain employment and participate in the labour market.

Slide 17 What are employers telling us?

**What are employers  
telling us?**



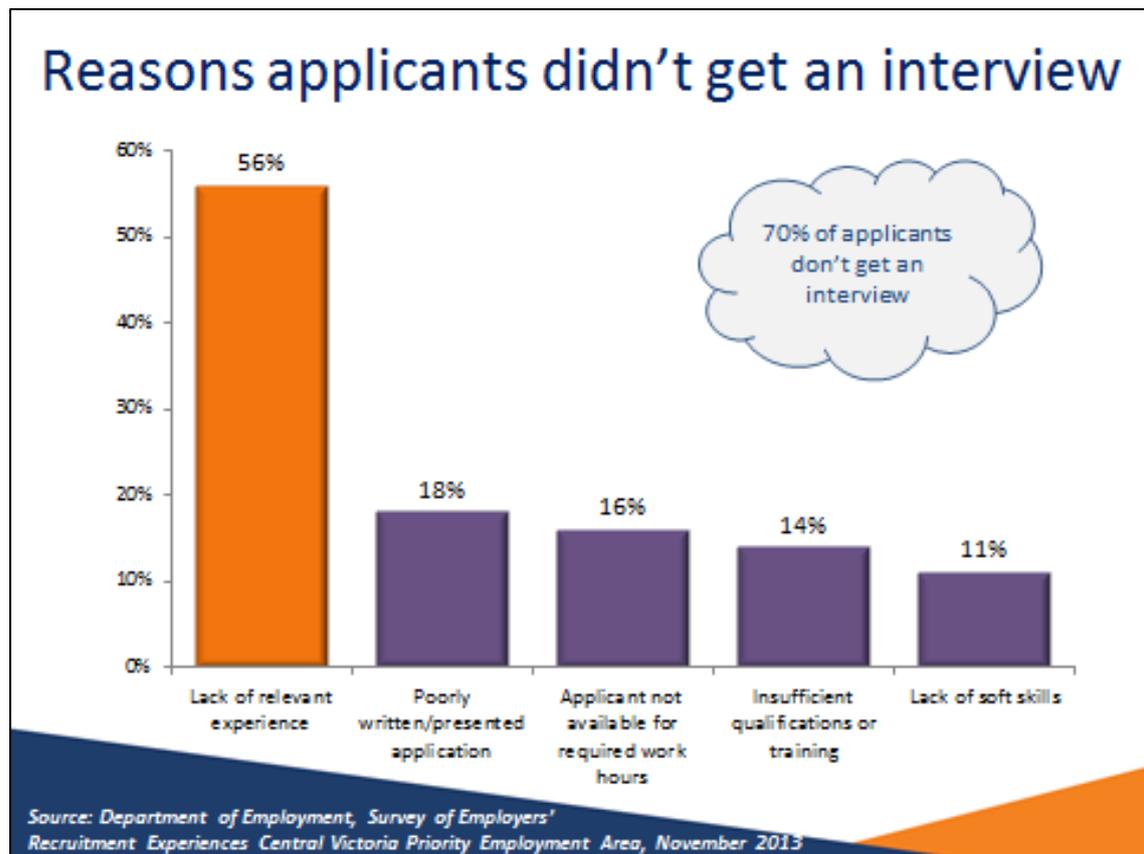
## Slide 18 Informal recruitment growing in popularity



Source: Department of Employment, Survey of Employers' Recruitment Experiences Central Victoria Priority Employment Area, November 2013

Employers in the Central Victoria region relied on informal recruitment methods only, such as word of mouth and being approached by job seekers, slightly less often than formal methods, such as newspapers, the internet and recruitment agencies. Nevertheless, vacancies for which employers used informal recruitment methods attracted less than one third the numbers of applicants than when the employers used formal methods. This highlights the value of job seekers actively approaching employers when looking for work.

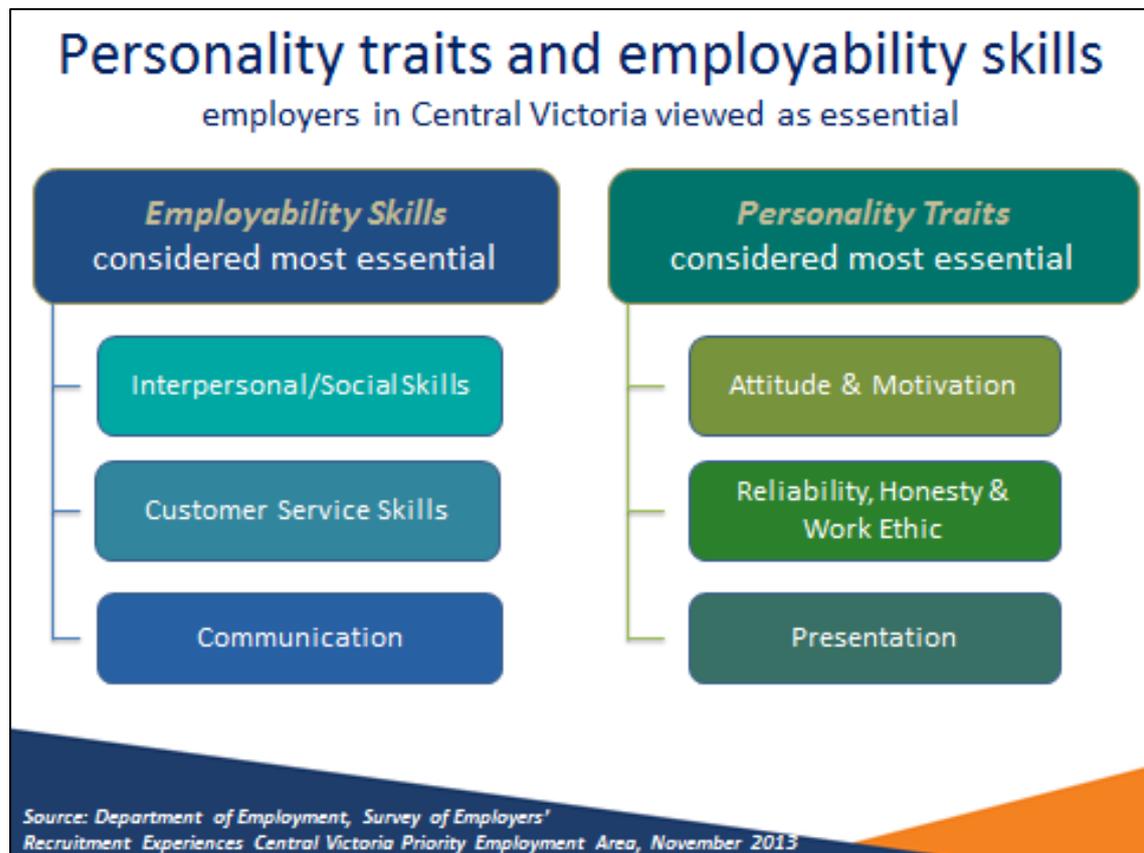
## Slide 19 Reasons applicants didn't get an interview



Source: Department of Employment, Survey of Employers' Recruitment Experiences Central Victoria Priority Employment Area, November 2013

On average, 70 per cent of applicants do not get an interview. When asked why applicants didn't get an interview, 56 per cent of employers mentioned that a Lack of relevant work experience was a factor. This was followed by Poorly written/presented application (18 per cent), Applicant not available for required hours (16 per cent), Insufficient qualifications or training (14 per cent) and Lack of soft skills (11 per cent).

## Slide 20 Personality traits and employability skills employers in Central Victoria viewed as essential



Source: Department of Employment, Survey of Employers' Recruitment Experiences Central Victoria Priority Employment Area, November 2013

There were a range of general employability skills and personality traits that employers in the Central Victoria region commonly viewed as essential for the position they recently recruited for.

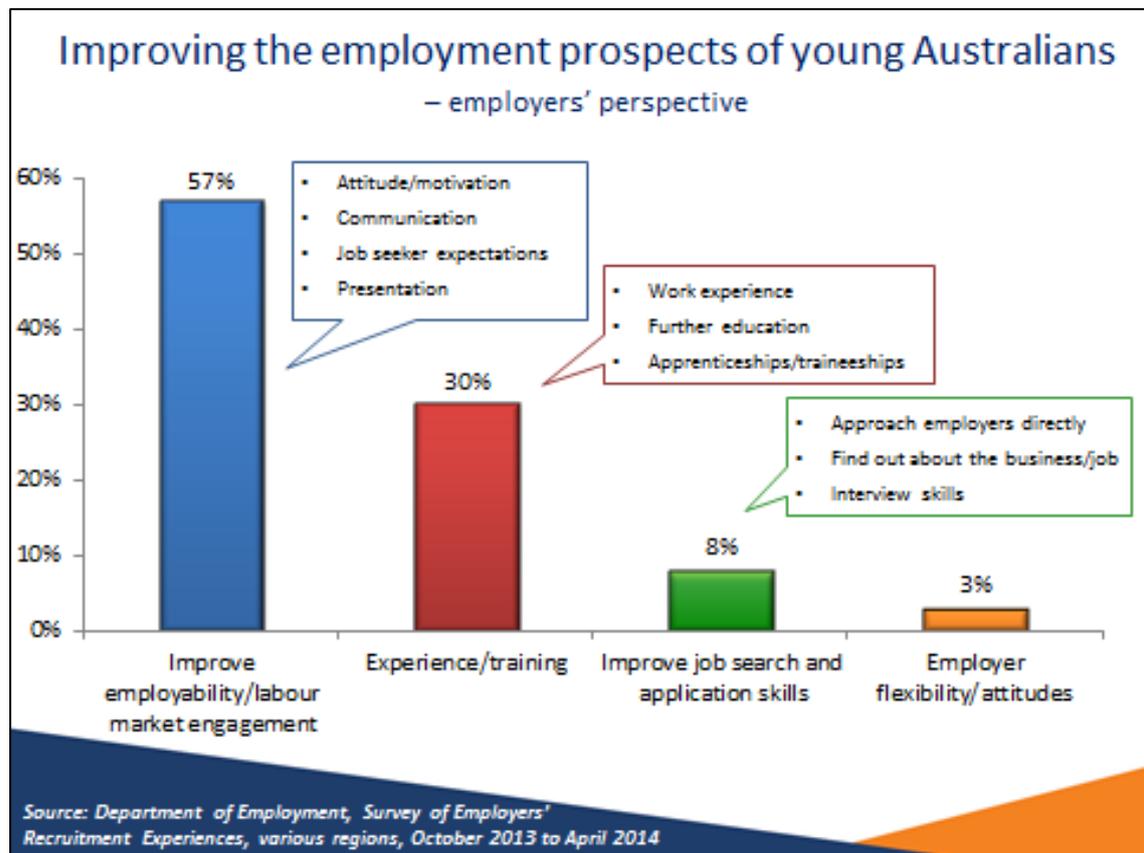
Employability Skills commonly considered essential included:

- Interpersonal/Social Skills
- Customer Service Skills
- Communication

Personality Traits commonly considered essential included:

- Attitude and Motivation
- Reliability, Honesty and Work Ethic
- Presentation

## Slide 21 Improving the employment prospects of young Australians



Source: Department of Employment, Survey of Employers' Recruitment Experiences, various regions, October 2013 to April 2014

The results in this graph are based on 2163 responding employers who were surveyed between October 2013 and April 2014 in the Gladstone Employment Service Area (ESA), Bundaberg ESA, Central Victoria region, Port Augusta – Whyalla – Port Pirie region, Sydney West-Blue Mountains region, Illawarra region, Caboolture-Sunshine Coast region and Tasmania (excluding Hobart Statistical District). Some employers provided more than one response to the question “From your experience, what do you think could be done to improve young people’s chances of getting a job?”.

Over half of employers surveyed (57 per cent) believed that improving employability and labour market engagement would improve youth labour market outcomes, most particularly:

- Attitude/motivation
- Communication
- Job seeker expectations
- Presentation

A substantial proportion of employers (30 per cent) believed that work experience and further education or training would improve youth labour market outcomes, in particular:

- Work experience
- Education
- Traineeships/Apprenticeships

## Slide 22 Job search strategies for young people



Source: Department of Employment, Survey of Employers' Recruitment Experiences, various regions, October 2013 to April 2014

Employers recommend...

- Personal presentation is important when approaching employers and at job interviews,
- Interview skills are important and young people need to display an interest in the job and demonstrate an understanding of a job/industry at interview
- When writing applications and resumes, tailor to the job/employer and have good attention to detail, particularly in relation to spelling and grammar
- Proactive job searching to enhance your chances of gaining employment, such as approaching employers directly and follow up applications and informal approaches

## Slide 23 Tools to assist job seekers

### Tools to assist with job search

**Websites**



**Publication**



**Phone App**



The image displays various tools for job seekers. Under 'Websites', there are logos for LMIP, myfuture, Australian JobSearch, and JOB OUTLOOK. Under 'Publication', there is a cover for 'AUSTRALIAN JOBS 2014' with a green map of Australia. Under 'Phone App', there are two screenshots of the Australian JobSearch app, one showing the app's title and another showing a grid of service icons.

The Department of Employment has many tools to assist people with transitioning into the work force or into another job.

## Slide 24 Conclusion

### Opportunities

- Projected employment growth in Health Care and Social Assistance, Construction and Retail Trade

### What do employers want?

- Employability skills/soft skills and relevant experience in the work place
- Education and training

### What do job seekers need to do?

- Despite jobs growth for youth, there is still strong competition for vacancies and many are part time;
- Tap into informal labour market – need well developed and proactive formal and informal job search skills
- Improve written applications
- Make sure you are available to work the required hours
- Gain experience and build contacts
- Ensure good presentation
- Demonstrate an interest and understanding of the job at interviews
- Need to be mobile

## Slide 25 Contacts

If you have any questions about the presentation please contact the Employer Surveys Section or Recruitment Analysis Section on:

Tel: [1800 059 439](tel:1800059439) or

[Email: recruitmentsurveys@employment.gov.au](mailto:recruitmentsurveys@employment.gov.au)

More information on labour market conditions and other research on small areas can be found on these web sites

[LMIP](http://www.employment.gov.au/LMIP) [www.employment.gov.au/LMIP](http://www.employment.gov.au/LMIP)

[Skill Shortages](http://www.employment.gov.au/SkillShortages) [www.employment.gov.au/SkillShortages](http://www.employment.gov.au/SkillShortages)

[Regional Reports](http://www.employment.gov.au/RegionalReports) [www.employment.gov.au/RegionalReports](http://www.employment.gov.au/RegionalReports)

[Australian Jobs](http://www.employment.gov.au/australianjobs) [www.employment.gov.au/australianjobs](http://www.employment.gov.au/australianjobs)

[Job Outlook](http://www.joboutlook.gov.au) [www.joboutlook.gov.au](http://www.joboutlook.gov.au)

Thank you.

