

Slide 1



Australian Government
Department of Employment

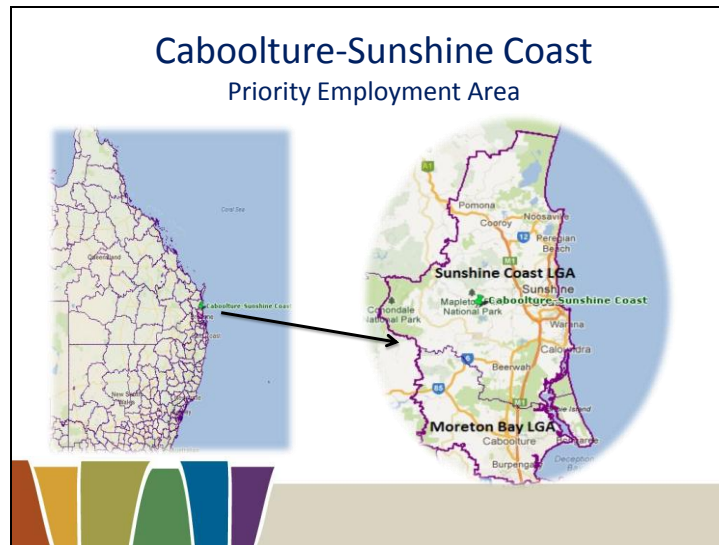
Caboolture – Sunshine Coast Priority Employment Area

March 2013

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Labour Market Research and Analysis Branch



Caboolture-Sunshine Coast Priority Employment Area (PEA) – surveyed in March 2013



Caboolture-Sunshine Coast Priority Employment Area

The Caboolture-Sunshine Coast Priority Employment Area (PEA) comprises 2 Local Government Areas (LGAs): Moreton Bay (R) and the Sunshine Coast (R).

40 per cent of the Moreton Bay LGA’s working age population live in Caboolture-Sunshine Coast PEA. The Statistical Local Governments (SLAs) of the Morton Bay LGA situated in the PEA include:

- Bribie Island
- Burpengary-Narangba
- Caboolture Central
- Caboolture East
- Caboolture Hinterland
- Caboolture Midwest
- Deception Bay
- Morayfield

The SLAs that make up the Sunshine Coast LGA are:

- Buderim
- Caloundra Hinterland
- Caloundra North
- Caloundra South
- Coolum-Mudjimba
- Glass House Country
- Kawana
- Maroochy Hinterland
- Maroochydhore
- Mooloolaba
- Nambour
- Noosa Hinterland
- Noosa-Noosaville
- Paynter-Petrie Creek
- Sunshine-Peregian
- Tewantin

What has changed? Caboolture-Sunshine Coast PEA

Unemployment rate	INCREASED
Participation rate (15 years +)	SMALL DECREASE AND LOW
Teenage full-time unemployment	INCREASED
Proportion of 25-34 year olds completed Year 12	INCREASED
Proportion of disengaged youth (20-24 years old)	INCREASED
Income support recipients	INCREASED
Overall labour market conditions for the PEA	SUBDUED

Source: ABS Census of Population and Housing, 2011 and 2006;
ABS Labour Force, July 2013; DoE, Small Area Labour Market,
March 2013

What has Changed? (since last presentation, November 2011)

Source: ABS Census of Population and Housing, 2011 and 2006; ABS Labour Force May & July 2013; DoE, Small Area Labour Market, March 2013

- **Unemployment rates** have increased throughout the PEA
- **Adult participation rate** (15+ years old) slightly decreased
- Increasing **teenage full-time unemployment**
- Increase in the number of 25-34 year olds who had **completed Year 12**
- Proportion of **disengaged youth** (20-24 years old) had increased
- Increasing reliance on **income support payments**

Population Profile

Region	Adult Population (15+)	Growth 2006 to 2011 (15+)	Working Age Population (15-64)	Median Age 2011	Participation Rate**
Moreton Bay LGA*	154,600	18%	97,600	38	63.1%
Sunshine Coast LGA	306,900	12%	193,000	42	60.5%
Caboolture-Sunshine Coast PEA	461,500	14%	290,600	40	61.8%
Queensland	3,456,900	12%	2,887,900	36	65.7%
Australia	17,363,700	9%	14,351,400	37	65.0%

These data represent the 40 per cent of the 2011 Moreton Bay LGA's working age population who live in the Caboolture-Sunshine Coast PEA.
 ** ABS Labour force (LGA data using 12 month averages of July 2013; Queensland and Australia data using seasonally adjusted August 2013)

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

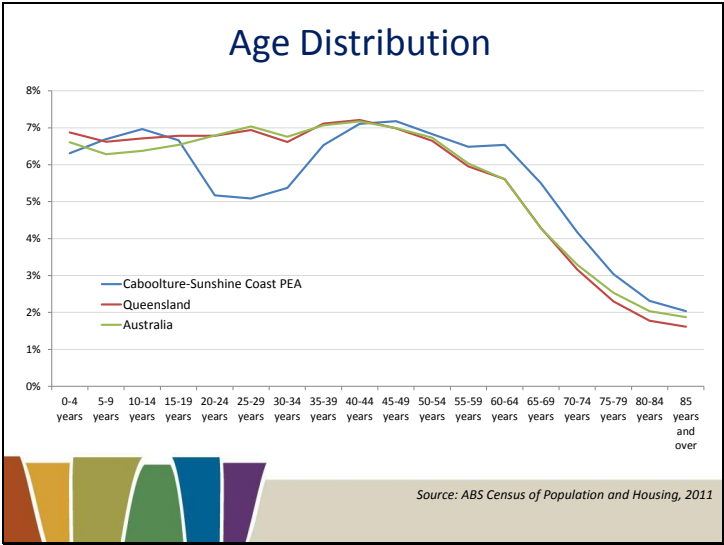
Population Profile

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

The adult population growth in the five years to 2011 was 14 per cent, slightly higher than Queensland (12 per cent) and higher than Australia (9 per cent).

The median age for the Caboolture-Sunshine Coast PEA (40) was higher than Queensland and Australia (36 and 37 respectively).

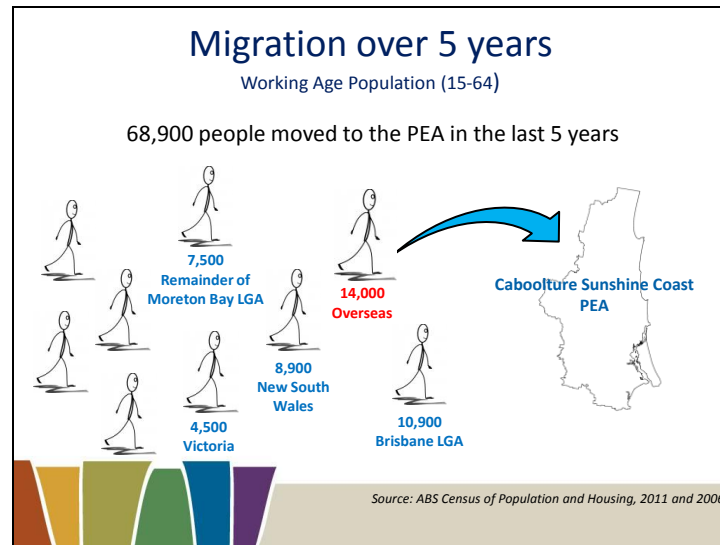
The adult population (15+ years) participation rate in the PEA (61.8 per cent) was lower than for the state (65.7 per cent) and Australia (65.0 per cent).



Age Distribution

Source: ABS Census of Population and Housing, 2011

This graph shows the age distributions of the Caboolture-Sunshine Coast PEA compared to the age distribution of Queensland and Australia. The age distribution of the PEA’s population shows that a smaller proportion of the population is made up of people aged between 20 and 39 years, when compared with Queensland and Australia.



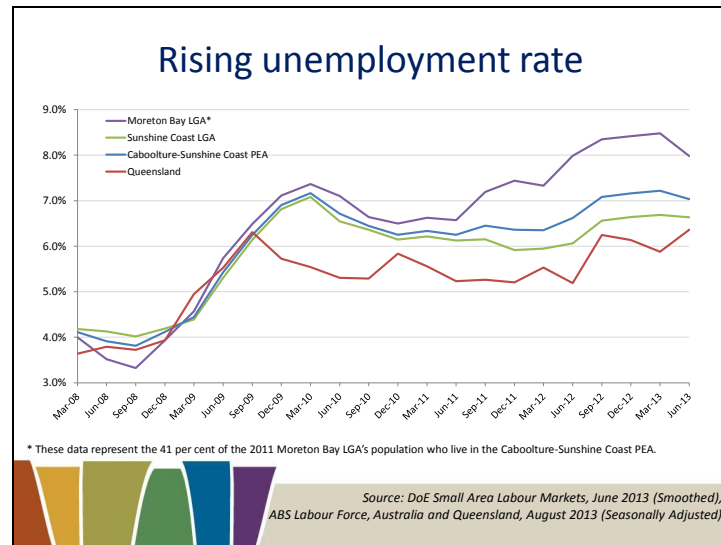
Migration over 5 years - Working Age Population (15-64)

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

In the five years to the 2011 Census, 68,900 people (26 per cent of the population) aged between 15 and 64 have moved to the Caboolture Sunshine Coast PEA.

The majority of people came from the following localities:

Region	People	% of people who moved to the PEA
Overseas	- 14,000	(20%)
Brisbane LGA	- 10,900	(16%)
New South Wales	- 8,900	(13%)
Remainder of Moreton Bay LGA	- 7,500	(11%)
Victoria	- 4,500	(7%)



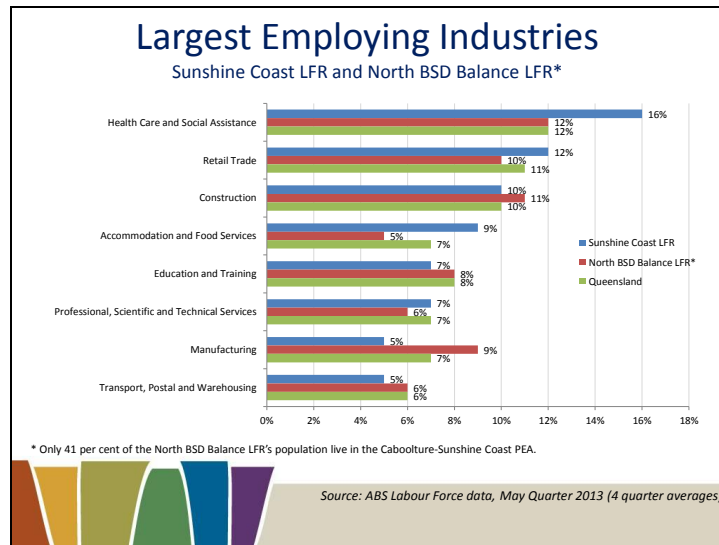
Rising unemployment rate

Source: DoE Small Area Labour Markets, June 2013 (Smoothed), ABS Labour Force, Australia and Queensland, August 2013 (Seasonally Adjusted)

The unemployment rate for the Caboolture-Sunshine Coast PEA rose from 4.1 per cent in March 2008 to 7.4 per cent in March 2010 before falling to 6.3 per cent in December 2010 . The rate then rose to 7.2 per cent in March 2013 before falling to stand at 7.0 per cent in June 2013.

The unemployment rate for the Moreton Bay LGA* rose from 4.0 per cent in March 2008 to 7.4 per cent in March 2010. The rate then fell to 6.5 per cent in December 2010 before increasing by 2 percentage points to stand at 8.5 per cent in March 2013. It has since fallen to stand at 8.0 per cent in June 2013.

The June 2013 unemployment rate for Queensland (6.0 per cent) was slightly higher than the rate for Australia (5.8 per cent).

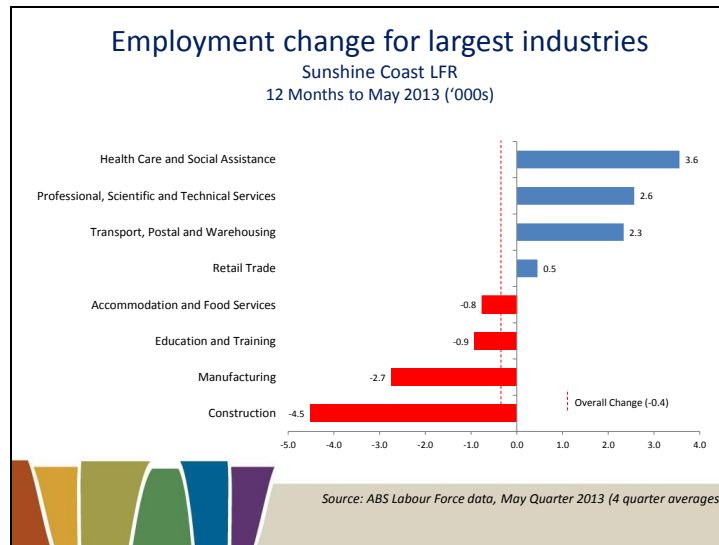


Largest employing Industries - Sunshine Coast LFR and North BSD Balance LFR

Source: ABS Labour Force data, May Quarter 2013 (4 quarter averages)

In the Sunshine Coast and North BSD Balance LFRs the Health Care and Social Assistance, Retail industries and the Construction industry were the largest employing industries.

*40 per cent of the North BSD Balance LFR's working age population lives in the Caboolture-Sunshine Coast PEA.



Employment change for largest industries – Sunshine Coast LFR

Source: ABS Labour Force data, May Quarter 2013 (4 quarter averages)

This graph shows the change in the number of people employed in the major industries in the Sunshine Coast LFR, over the period May 2012 to May 2013. Overall, employment declined by 400 jobs. The highest growth in employment in the PEA was in the Health Care and Social Assistance industry (3,600 jobs) followed by the Professional, Scientific and Technical Services industry (2,600 jobs). The largest decline in employment was experienced in the Construction industry (4,500 jobs).

Rising teenage full-time unemployment

Region	Teenage full-time unemployment (15-19 years)			Teenage full-time unemployment to population ratio
	Persons	Teenage full-time unemployment rate	Annual change	
Sunshine Coast LFR	900	37.5%	7.0% pts	4.4%
North BSD Balance LFR*	1,300	32.5%	8.0% pts	5.2%
Queensland	17,800	27.4%	2.4% pt	5.6%
Australia	62,400	25.1%	1.0% pts	4.2%

* Only 41 per cent of the North BSD Balance LFR's population live in the Caboolture-Sunshine Coast PEA.

Source: ABS Labour Force data, July 2013 (12 month averages)

Rising teenage full-time unemployment

Source: ABS Labour Force data, July 2013 (12 month averages)

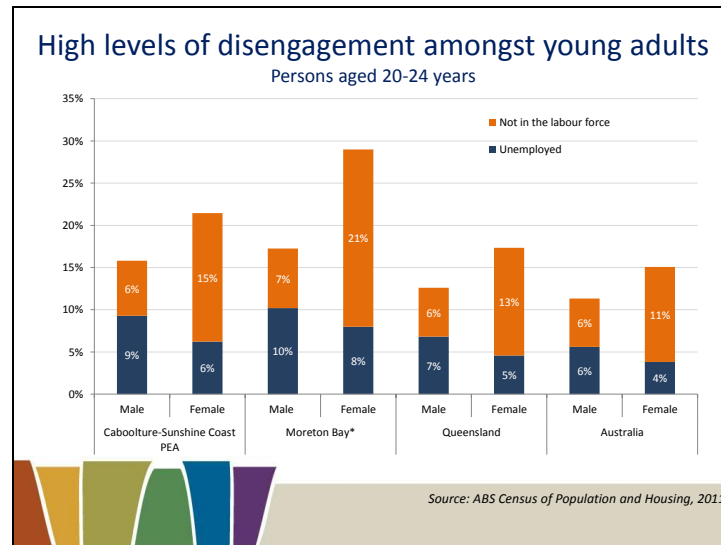
Due to their lack of skills and experience, teenagers in the full-time labour market can be particularly vulnerable during a labour market downturn.

The teenage full-time unemployment rate is the proportion of those aged 15 to 19 years, participating full-time in the labour market, who are unemployed.

As at July 2013, the teenage full-time unemployment rate for the Sunshine Coast LFR was 37.5 per cent and was 32.5 per cent for the North BSD Balance LFR.* These figures are higher than the state (27.4 per cent) and national (25.1 per cent) averages. Additionally, the teenage full-time unemployment rates in both LFRs had larger increases over the year to July 2013, compared with both the state and national figures.

As at July 2013, the teenage full-time unemployment to teenage population ratios in the Sunshine Coast LFR and North BSD Balance were 4.4 per cent and 5.2 per cent respectively, comparable to the state and national figures (5.6 per cent and 4.2 per cent respectively).

*40 per cent of the North BSD Balance LFR's working age population lives in the Caboolture-Sunshine Coast PEA.



High levels of disengagement amongst young adults (20-24 year olds)

Source: ABS, Census of Population and Housing, 2011

At the time of the 2011 Census, 19 per cent of young adults (persons aged 20 to 24 years) in the Caboolture-Sunshine Coast PEA and 24 per cent in the Moreton Bay LGA were neither working or studying. This figure is notably higher when compared with Queensland (15 per cent).

For young adult males in the PEA, 6 per cent were not in the labour force and not studying and a further 9 per cent were unemployed and not studying. For young adult females in the PEA, 15 per cent were not in the labour force and not studying and a further 6 per cent were unemployed and not studying.

While similar proportions young adult males in the Moreton bay LGA, were not in the labour force and not studying (7 per cent) and were unemployed and not studying (10 per cent) compared with the PEA, females had greater levels of disengagement. Two in five females in the Moreton bay LGA were not in the labour force and not studying and a further 8 per cent were unemployed and not studying.

Low educational attainment

persons aged 25-34 years

Region	Completed Yr 12	Attained Advanced Diploma, Diploma or Certificate III & IV	Attained Bachelor Degree or Higher
Moreton Bay LGA*	61%	37%	12%
Sunshine Coast LGA	71%	38%	22%
Caboolture-Sunshine Coast PEA	67%	38%	18%
Queensland	74%	32%	29%
Australia	75%	30%	35%

* These data represent the 41 per cent of the 2011 Moreton Bay LGA's population who live in the Caboolture-Sunshine Coast PEA.

Source: ABS Census of Population and Housing, 2011

Low educational attainment – persons aged 25-34 years

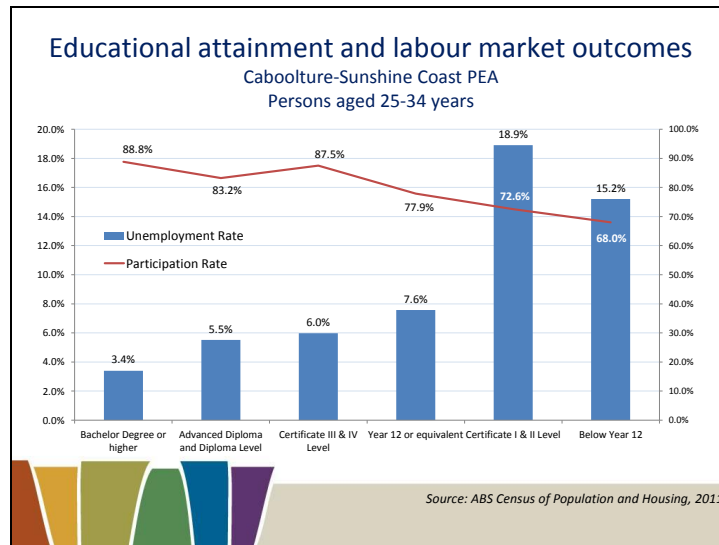
Source: ABS, Census of Population and Housing, 2011

At the time of the 2011 Census, the proportion of 25 to 34 year olds in the Caboolture-Sunshine Coast PEA who had completed Year 12 or equivalent was 67 per cent, smaller than Queensland and Australia (74 per cent and 75 per cent respectively).

Only 18 per cent of 25-34 year olds in the Caboolture-Sunshine Coast PEA had attained a Bachelor Degree or Higher compared with 29 per cent for Queensland and 35 per cent for Australia. However, a greater proportion of 25-34 year olds in the PEA had attained an Advanced Diploma, Diploma or Certificate III and IV (38 per cent) compared with Queensland and Australia (32 per cent and 30 per cent respectively).

Job seekers who have not completed Year 12 and have limited experience in the workforce are likely to lack many basic employability skills that employers value and look for in applicants, particularly for lower skilled vacancies and entry level positions such as apprenticeships and traineeships.

*40 per cent of the Moreton Bay LGA’s working age population lives in the Caboolture-Sunshine Coast PEA.

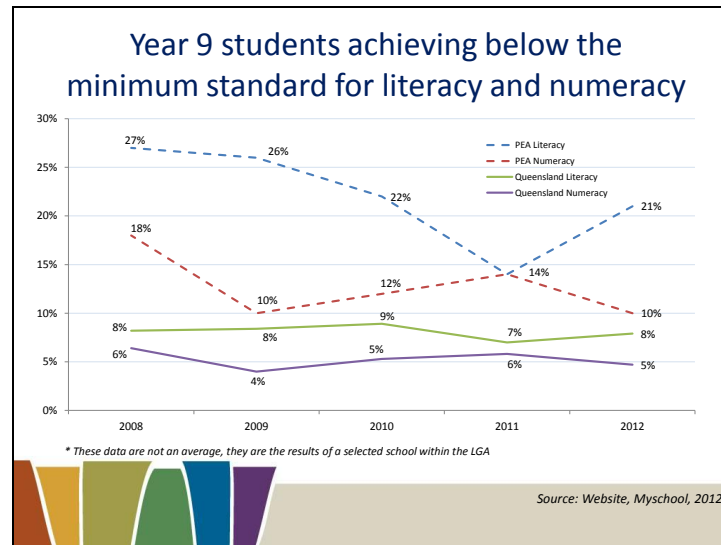


Educational attainment and labour market outcomes – Caboolture-Sunshine Coast PEA

Source: ABS, Census of Population and Housing, 2011

There is a strong relationship between educational attainment and employment outcomes. For those aged 25 to 34 years in the Caboolture-Sunshine Coast PEA, there were high unemployment rates for those who had completed Certificate I & II but had not completed Year 12 (18.9 per cent) and those who did not complete Year 12 without any further post school qualification (15.2 per cent).

Unemployment rates are considerably lower for those who have completed a tertiary education at the Bachelor degree, Advanced Diploma and Diploma Level. It should also be noted that employment outcomes are better for those who have attained Certificate Levels III or IV. This emphasises the importance of post school education in ensuring success in gaining employment.



Year 9 students not meeting numeracy standards

Source: Website, Myschool, 2012

This slide shows the proportion of Year 9 students at a selected government high school in the Caboolture-Sunshine Coast PEA that did not meet minimum standards for literacy and numeracy between 2008 to 2012, compared with the proportion of Year 9 students who did not meet minimum standards for literacy and numeracy for the state.

In 2012, 21 per cent of year 9 students in a selected government school in the Caboolture-Sunshine Coast PEA did not meet minimum standards for literacy. This is a increase of 7 percentage points from 2011 (14 per cent), however, the proportion of year 9 students not meeting minimum literacy standards had fallen since 2011.

Jobless families
with children aged less than 15 years

Region	Number of jobless families	Proportion of all families that are jobless	Proportion of couple families that are jobless	Proportion of lone parent families that are jobless
Moreton Bay LGA*	3300	20%	7%	51%
Sunshine Coast LGA	4100	14%	5%	39%
Caboolture-Sunshine Coast PEA	7400	16%	6%	44%
Queensland	62,200	14%	5%	43%
Australia	294,900	14%	5%	44%

* This data represents the 41 per cent of the 2011 Moreton Bay LGA's population who live in the Caboolture-Sunshine Coast PEA.

Source: ABS Census of Population and Housing, 2011

Jobless families

Source: ABS, Census of Population and Housing, 2011

Jobless families are families where parents are not employed or in the labour force with children under 15 years of age.

Some 16 per cent of families with children in the Caboolture-Sunshine Coast PEA did not have an employed parent, larger than the figures for Queensland and Australia (both 14 per cent). The proportion of lone parents in the PEA who did not have an employed parent (44 per cent) was on a par with Queensland and Australia (43 per cent and 44 per cent respectively).

The Moreton Bay LGA had a larger proportion of families with children under 15 years of age who were not employed (20 per cent) and a larger proportion of lone parent families with children under 15 years of age who were not employed (51 per cent).

Nationally, 40 per cent (or 259,236) of all families with dependent children under 16 on income support payments are persistently jobless (16 March 2012). 85 per cent of these persistently jobless families are single parent jobless families.

Of all persistently jobless families, 55 per cent (142,130) are very persistently jobless for three years (16 March 2009 -16 March 2012).

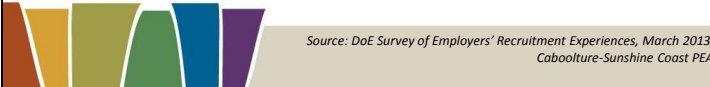
*40 per cent of the North BSD Balance LFR's working age population lives in the Caboolture-Sunshine Coast PEA.

A 'persistently jobless family' is defined by the Department of Employment (DoE) as a family with at least one dependent child under the age of 16 where all parents (partnered or single) are on income support and have no reported earnings in the previous year.

A 'very persistently jobless family' is defined by DoE as a family with at least one dependent child under the age of 16 where all parents (partnered or single) are on income support and have no reported earnings in the previous 3 years.

Recruitment activity remains subdued

- The annual recruitment rate for the region was 16 vacancies per 100 staff, compared with 20 in November 2011.
- Only 2.9 per cent of vacancies remained unfilled.
 - The proportion of vacancies remaining unfilled was smaller in the Moreton Bay LGA (2.0 per cent).
- The proportion of employers who experienced recruitment difficulty was smaller (39 per cent) compared with all regions surveyed (49 per cent).



Source: DoE Survey of Employers' Recruitment Experiences, March 2013, Caboolture-Sunshine Coast PEA

Recruitment activity remains subdued

Source: DoE, Survey of Employers' Recruitment Experiences, March 2013, Caboolture-Sunshine Coast PEA

463 employers were surveyed in the Caboolture-Sunshine Coast PEA in March 2013. Of which 337 were from the Sunshine Coast LGA and 126 were from the Moreton Bay LGA.

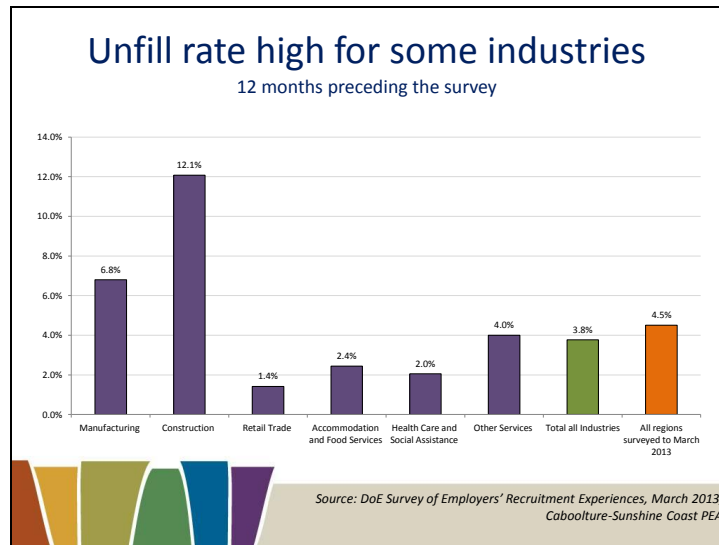
The demand for labour (16 vacancies per 100 staff) in the Caboolture-Sunshine Coast PEA decreased since the PEA was last surveyed in November 2011 (20 vacancies per 100 staff).

After employers' most recruitment round, only 2.9 per cent of vacancies remained unfilled in employer's most recent recruitment round. The proportion of unfilled vacancies was smaller in the Moreton Bay LGA (2.0 per cent).

Staff turnover was higher throughout the PEA than compared with result from November 2011 and all regions surveyed to March 2013. The Moreton Bay LGA had a very high 92 per cent of recruiting employers recruit to replace staff, larger compared with the Sunshine Coast LGA (88 per cent). These figures suggests that staff turnover is high for employers within the PEA, in particular, the Moreton bay LGA.

Although staff turnover appears to be an issue for employers in the PEA, employers have relatively less difficulty when recruiting. Only 39 per cent of recruiting employers in the PEA experienced difficulty when recruiting compared with 54 per cent in November 2011 and 49 per cent for all regions surveyed to March 2013. This exposure to recruitment difficulty was similar with the Moreton Bay LGA and Sunshine Coast LGA.

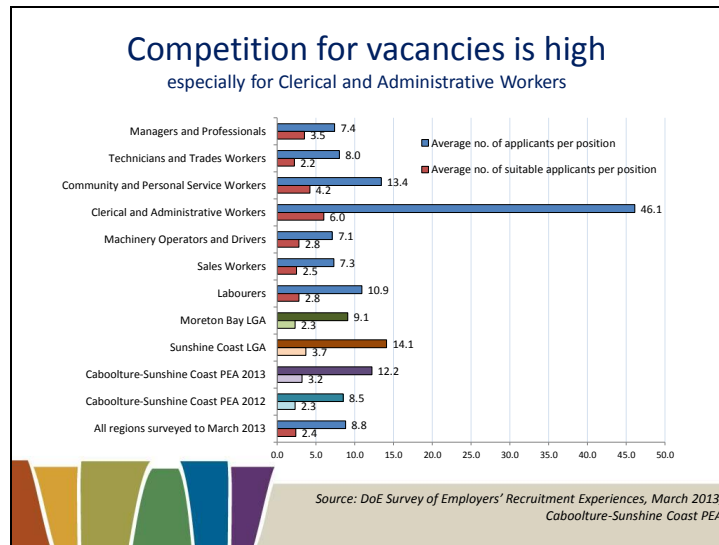
In the March 2013 survey, employers in the Caboolture-Sunshine Coast PEA reported fewer vacancies remaining unfilled (3.8 per cent) compared with all regions surveyed (4.5 per cent).



Unfill rate high for some vacancies

Source: DoE, Survey of Employers' Recruitment Experiences, March 2013, Caboolture-Sunshine Coast PEA

The unfill rate in the Caboolture-Sunshine Coast PEA was lower than all regions surveyed (3.8 per cent compared with 4.5 per cent). However, the unfill rate was high for the Construction (12.1 per cent) and Manufacturing (6.8 per cent) industries.



Competition for vacancies is high

Source: DoE, Survey of Employers' Recruitment Experiences, March 2013, Caboolture-Sunshine Coast PEA

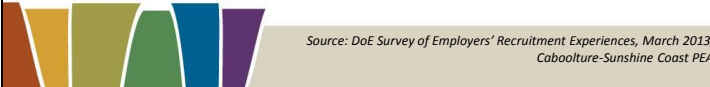
There was, on average, more competition for vacancies in the Caboolture-Sunshine Coast PEA (14.1 applicants per vacancy and 3.2 applicants considered suitable) compared with all regions surveyed (8.8 applicants per vacancy and 2.4 applicants considered suitable). In the March 2013 survey, there were far more applicants per position compared with all regions, furthermore more of these applicants were suitable (12.2 applicants per vacancy and 3.2 suitable applicants).

There was a very high level of competition for Clerical and Administrative Workers, with an average of 46.1 applicants per vacancy but only 6.0 were considered suitable.

Employers recruiting for Machinery Operators and Drivers had relatively smaller choice of suitable applicants with an average of 7.1 applicants of whom only 2.8 were considered suitable.

Reasons applicants are considered unsuitable

- 74% of recruiting employers in the Caboolture-Sunshine Coast PEA received applications from job seekers who they regarded as unsuitable
- Reasons applicants were considered unsuitable include:
 - Insufficient experience to perform job duties (58%)
 - Insufficient qualifications or training (37%)
 - Employability skills (20%)



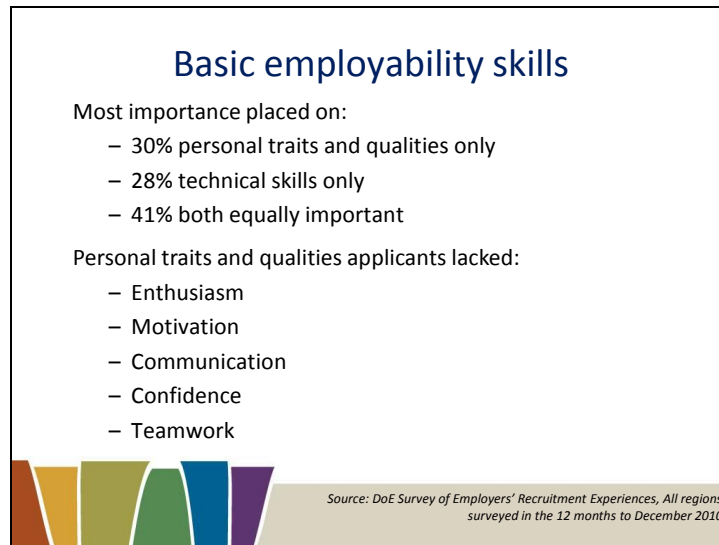
Source: DoE Survey of Employers' Recruitment Experiences, March 2013, Caboolture-Sunshine Coast PEA

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Basic employability skills

Source: DoE, Survey of Employers' Recruitment Experiences, All regions surveyed in the 12 months to December 2010

Most importance placed on:

- 30 per cent personal traits and qualities only
- 28 per cent technical skills only
- 41 per cent both equally important

Personal traits and qualities applicants lacked:

- Enthusiasm
- Motivation
- Communication
- Confidence
- Teamwork



Employers still anticipating future recruitment

Source: DoE, Survey of Employers' Recruitment Experiences, March 2013, Caboorture-Sunshine Coast PEA

Recruitment expectations for the 12 months following the survey are encouraging in the Caboorture-Sunshine Coast PEA with 46 per cent of employers expecting to recruit. This was broadly in line with other regions surveyed (42 per cent). While recruitment expectations in the Moreton Bay LGA was in line with the PEA overall (45 per cent), there is a smaller proportion of employers (17 per cent) expecting to increase staff numbers compared with Sunshine Coast LGA (26 per cent) and all regions surveyed (21 per cent).

A far smaller proportion of employers expected difficulty in the next 12 months (26 per cent) compared with all region surveyed (40 per cent).

In the Caboorture-Sunshine Coast PEA, future recruitment expectations and recruitment to increase staff (in the 12 months following the survey) were strongest in the Accommodation and Food Services industry (63 per cent and 33 per cent respectively), Retail Trade industry (54 per cent and 29 per cent respectively) and Health Care and Social Assistance industry (49 per cent and 22 per cent respectively), compared with all regions surveyed in the 12 months to March 2013 (42 per cent and 21 per cent).

Employers in the Manufacturing industry were least likely to recruit and increase staff numbers (28 per cent and 15 per cent respectively).

Occupations employers expect to recruit for in the next 12 months	
Higher Skill Level (1) – Bachelor Degree or higher	
Medium Skill Level (2&3) - Certificate IV to Associate Degree	
Child Carers	Chefs
Motor Mechanics	
Lower Skill Level (4&5) – Compulsory Secondary Education to Certificate III	
Waiters	Receptionists
Sales Assistants	Checkout Operators
Fast Food Cooks	

Source: DoE Survey of Employers' Recruitment Experiences, March 2013, Caboolture-Sunshine Coast PEA

Occupations employers expect to recruit for in the next 12 months

Source: DoE, Survey of Employers' Recruitment Experiences, March 2013, Caboolture-Sunshine Coast PEA

Higher Skill Level (1) - Bachelor Degree or Higher and Medium Skill Level (2&3) – Certificate IV to Associate Degree

- Child Carers
- Chefs
- Motor Mechanics

Lower Skill Level (4&5) – Compulsory Secondary Education to Certificate III

- Waiters
- Receptionists
- Sales Assistants
- Checkout Operators
- Fast Food Cooks

Conclusion

Labour market soft

- Higher than average unemployment rate
- Lower levels of participation
- Decline in employment for some large employing industries

What are the issues?

- Young people moving away from the region
- Disengaged young people, low education levels, poor literacy and numeracy in some areas
- Jobless families

What needs to be done?


- Improve transitions to employment through education and training and literacy and numeracy outcomes
- Apprenticeships
- Employability skills
- Work experience

Opportunities

- Despite softness, employers are recruiting and vacancies are going unfilled in some industries
- Employment growth in the Health Care and Social Assistance industry
- New projects – construction of a university hospital

Collaboration amongst all key stakeholders

- Kris McCue, Local Employment Coordinator



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Further Information

- www.deewr.gov.au/regionalreports
- www.deewr.gov.au/lmip
- www.deewr.gov.au/SkillShortages
- www.deewr.gov.au/australianjobs
- www.joboutlook.gov.au
- www.deewr.gov.au/news/aussie-jobs-publication-highlights-employment-growth



Further Information

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

- www.deewr.gov.au/RegionalReports
- www.deewr.gov.au/LMIP
- www.deewr.gov.au/SkillShortages
- www.deewr.gov.au/australianjobs
- www.joboutlook.gov.au

Thank you.



Australian Government
Department of Employment

If you have any questions about the presentation please contact the Regional and Industry Employer Surveys section on:

Tel: [1800 059 439](tel:1800059439) or
Email: recruitmentsurveys@deewr.gov.au



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