



Australian Government

Department of Employment

Survey of Employers' Recruitment Experiences

Data Quality Statement

November 2013

Data Quality Statement

This data quality statement assesses the Department of Employment's Survey of Employers' Recruitment Experiences against the seven dimensions of data quality as set out in the Australian Bureau of Statistics Data Quality Framework ([Attachment 1](#)).

Institutional Environment

The Survey of Employers' Recruitment Experiences is conducted by the Department of Employment in a rolling survey program. Employers are surveyed by region or industry and the results from the survey inform the development of interventions to resolve local recruitment and employment issues.

The survey has been reviewed by the [Australian Government Statistical Clearing House](#) and responses to the survey remain confidential and anonymous.

Relevance

The Survey of Employers' Recruitment Experiences collects information about local labour markets and specific industries from employers with one or more employees (i.e. excluding sole proprietors). The regions and industries to be surveyed are identified by departmental research or through stakeholder consultation.

Standard industry ([ANZSIC](#)), occupation ([ANZSCO](#)) and geographic ([ASGS](#)) classifications are used to target data collection and report aggregate results. In 2009, the occupation classification system used in the survey was updated from ASCO to ANZSCO in order to provide more relevant occupation categories.

Timeliness

A new cycle of the Survey of Employers' Recruitment Experiences is enumerated approximately every one to two weeks. Each individual survey cycle focuses on a different geographic region or industry and estimates are usually disseminated in two stages. A summary of results is provided to stakeholders approximately six weeks following enumeration (this may include the relevant government minister or local stakeholders). The second stage is a presentation of results to key stakeholders in the region/industry. The summary of survey results is published to the www.employment.gov.au website when they become available.

Accuracy

Surveys are generally conducted by telephone using computer-assisted telephone interviewing (CATI) methodology. To minimise respondent burden, surveys are limited to an average time of less than ten minutes.

All efforts are made to reduce response errors including using best practice questionnaire design, testing the survey with respondents, training of interviewers and automatic data coding and processing. Due to the non-compulsory nature of the survey, there may be a non-response bias associated with those employers who cannot be contacted or who do not agree to participate in the survey.

To increase response rates and the quality of responses, a letter is sent to employers before the survey is conducted to advise them of the type of research being undertaken and to encourage their participation. On average, the response rate for in-scope employers is 44 per cent.

The sample size varies depending on the number of employers in the region or industry and the number of available contacts. The sample is designed to be broadly representative of the region or industry. For example, in regional surveys the sample is designed to be broadly representative of the industry distribution of employers within the region, while ensuring that sufficient numbers of employers are selected to provide reliable results for the largest industries in the region. There are no specific relative standard error targets.

The list of employers is purchased from an external list provider or obtained through industry bodies. Deficiencies in the lists may result in incomplete coverage of some target groups.

Coherence

The Department of Employment has been conducting the Survey of Employers' Recruitment Experiences since July 2005. A standard core set of questions is generally asked in all regional/industry surveys. The core questions are reviewed at regular intervals to ensure that the survey remains relevant to changing labour market conditions and user requirements. Additional questions may occasionally be added to the survey in response to user requirements or local labour market issues identified before the survey is conducted. To reduce the burden placed on respondents, supplementary modules are only included in the survey when they are relevant to the specific region/industry or needed to provide feedback on relevant labour market and employment issues.

The data collected from the Survey of Employers' Recruitment Experiences are presented alongside information from other statistical collections (including from within Department of Employment and the ABS). The data sources are compared to ensure that a consistent message is being presented about labour market conditions in the region/industry and to provide context and understanding of factors that may have influenced the survey results (e.g. current economic conditions).

Interpretability

Results from the Survey of Employers' Recruitment Experiences are distributed in plain English one page reports and PowerPoint presentations that have been written with a non-statistical target audience in mind. To assist in interpreting the data, these reports and presentations utilise a large number of graphics that highlight important comparisons and differences.

The findings are expressed as indicative rather than definitive of labour market conditions in the region/industry.

Accessibility

Results are aggregated to increase the reliability of the published estimates and maintain the confidentiality of respondents.

Reports and presentations based on the survey are provided in PDF and RTF format on the www.employment.gov.au website.

Attachment 1

What is a Data Quality Statement?

Recent ABS publications now include a [quality statement](#) which provides an objective assessment of the strengths and weaknesses of the data as measured against the ABS DQF. This statement has been based on the ABS example, and evaluates the Survey of Employers' Recruitment experiences against the ABS DQF.

Australian Bureau of Statistics Data Quality Framework

The ABS has produced a Data Quality Framework (DQF) that outlines the multidimensional concept of data quality of statistical collections and products. The framework presents seven dimensions to data quality, each addressing a different facet of 'fitness for purpose'.

The seven dimensions of quality are:

- Institutional Environment
- Relevance
- Timeliness
- Accuracy
- Coherence
- Interpretability and
- Accessibility

The ABS DQF has been designed to be used in evaluating the quality of a range of statistical products. It provides a flexible approach that accounts for the differences between traditional sample or census surveys and administrative data sources. An outline of the framework can be found in the following publication: [ABS Data Quality Framework, May 2009 cat. no. 1520.0](#).