

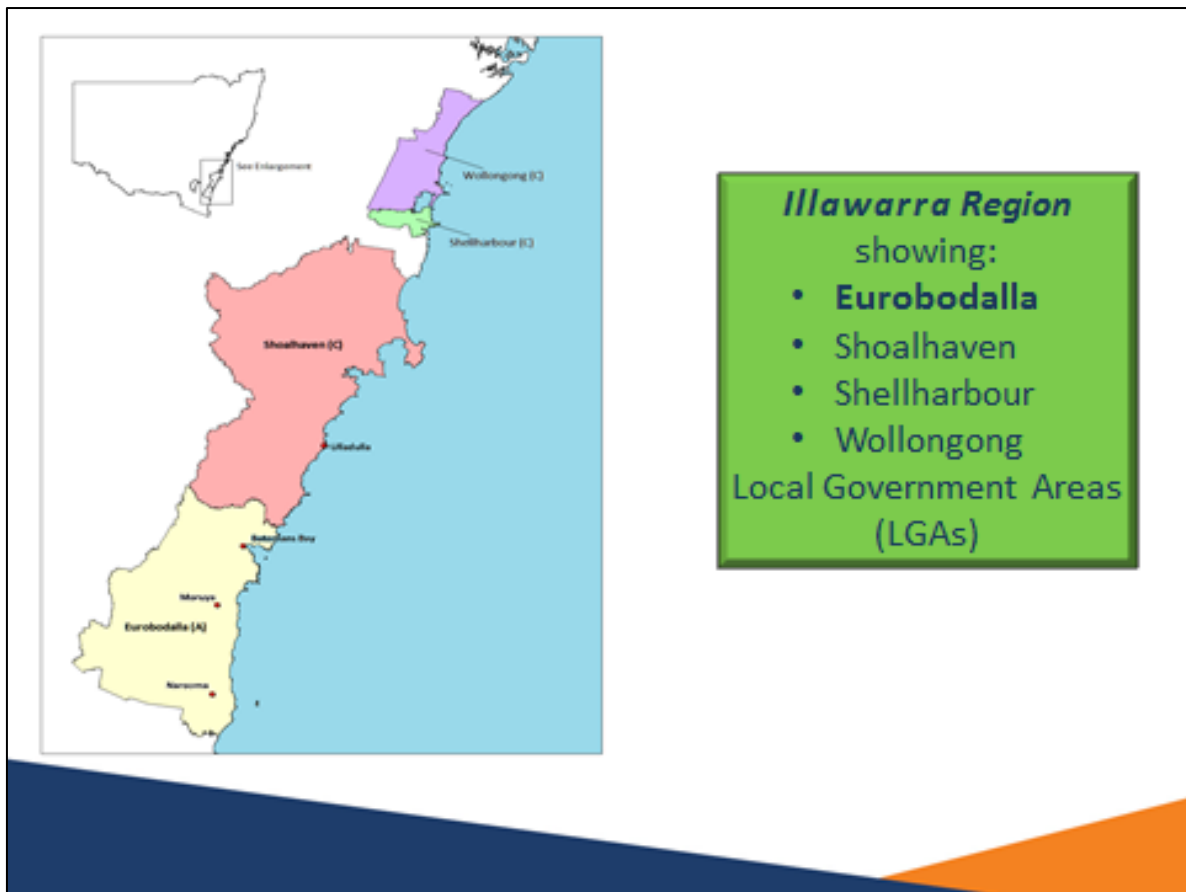


Australian Government  
Department of Employment

## Slide 1 Department of Employment Illawarra Priority Employment Area presentation 30 June 2014

Presentation given by Sandra Taylor-Steele Director Labour Market Research and Analysis Branch based on survey undertaken in February 2014 of Illawarra Priority Employment Area.

## Slide 2 Map of Illawarra Region



The Illawarra region is made up of 4 Local Government Areas (LGA)

Wollongong  
Shellharbour  
Shoalhaven  
Eurobodalla

Eurobodalla LGA is located in the southern end of the Illawarra region.

The major towns in Eurobodalla are Batemans Bay, Moruya, Tuross Heads and Narooma.

## Slide 3 Population and age profile

Region	Adult (15+) population	Growth (15+) 2007 to 2012	Population 18 to 24 years (Census 2011)	Median age (Census 2011)
Eurobodalla	31,000	4%	6% (1,800)	50
Illawarra region	330,200	7%	11% (33,700)	41
New South Wales	5,925,700	8%	11% (624,800)	38

Source: ABS, Estimated Residential Population, 2012 and 2007; ABS, Census of Population and Housing, 2011

The adult population (15 years+) for the Illawarra region in 2012 was 330,200, an increase of 7 per cent from 2007. The adult population for Eurobodalla has grown by 4 per cent, below the growth rates for both NSW and Australia (8 per cent and 10 per cent respectively). The largest population growth (9 per cent) was in Shellharbour LGA.

At the time of the 2011 Census, the proportion of the population aged between 18 and 24 years (6 per cent) was lower than the Illawarra region and NSW (both 11 per cent).

At the time of the 2011 Census, the median age in the Illawarra region was 41 years, higher when compared with NSW (38 years) and Australia (37 years). The median age was even higher for the Eurobodalla LGA (50 years).

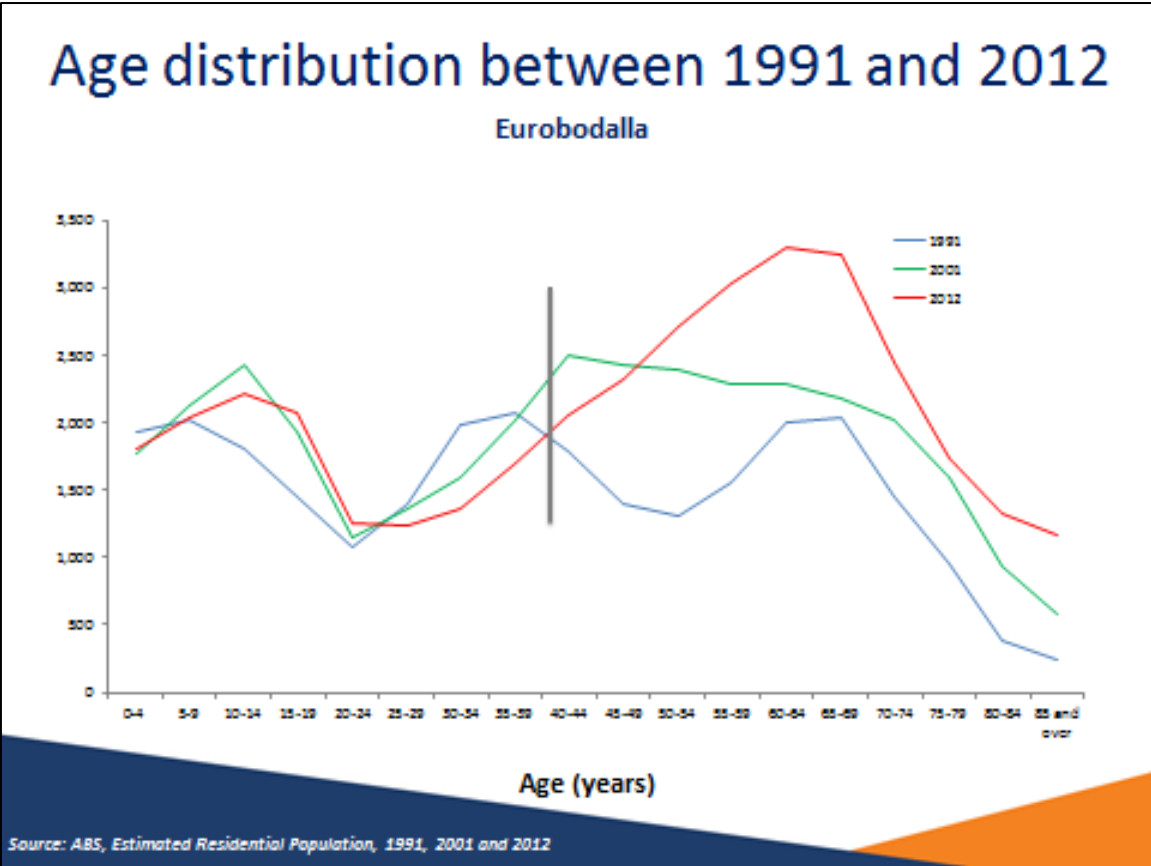
A larger proportion of the Eurobodalla population (32 per cent) is aged over 65 years of age when compared the Illawarra region overall (23 per cent).

Local Government Area	Pop 15+	Growth	Pop 18 to 24	Median Age
Shoalhaven LGA	80,100	8%	8%	46
Shellharbour LGA	52,900	9%	11%	37
Wollongong LGA	166,200	6%	13%	38

The total number of people living in the Eurobodalla LGA has increased by 4 per cent since 2007. Much of this growth is accounted for by an increase in people aged over 45 years. This cohort has increased by 9 per cent compared with a decrease of 5 per cent of residents aged less than 45 years.

Age	Population 2012	Population Increase 2007-2012	% Increase
< 45 years	16,550	-810	-5%
45 years +	15,740	1,750	9%

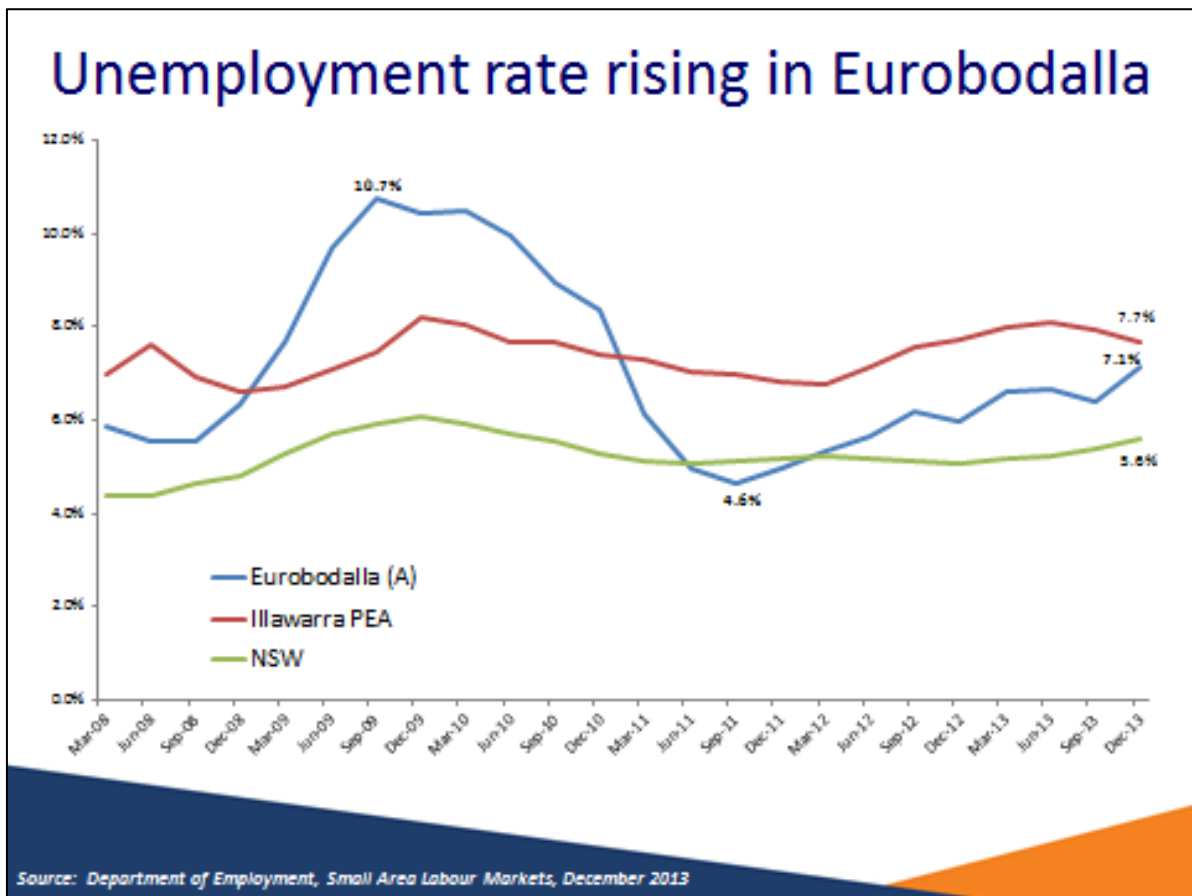
Slide 4\_Age distribution between 1991 and 2012



Source: ABS, Estimated Residential Population, 1991, 2001, and 2012

In the 21 years from 1991 to 2012 the largest growth in population in the Eurobodalla LGA has been to the 45 years plus age group. This has coincided with a slight increase of the under 15 year cohorts. The common decrease in the 18 year to 30 year old population in regional areas continues and it is taking longer to for these cohorts to return to the area.

## Slide 5 Unemployment rate rising in Eurobodalla



Source: Department of Employment Small Area Labour Markets, December Quarter 2013

The unemployment rate for the Eurobodalla LGA has been consistently rising since September 2011, when the rate was at a low of 4.6 per cent, to 7.1 per cent in December 2013. Although fluctuating slightly over the past 5 years, the unemployment rate for the Illawarra PEA has remained relatively flat and stood at 7.7 per cent in December 2013.

Apart from a dip in the unemployment rate for Eurobodalla in September 2011 to 4.6 per cent, the rates for both the Illawarra region and the Eurobodalla LGA have been consistently higher than the unemployment rate for the state which stood at 5.6 per cent in December 2013.

## Slide 6 Fewer participating in the labour market

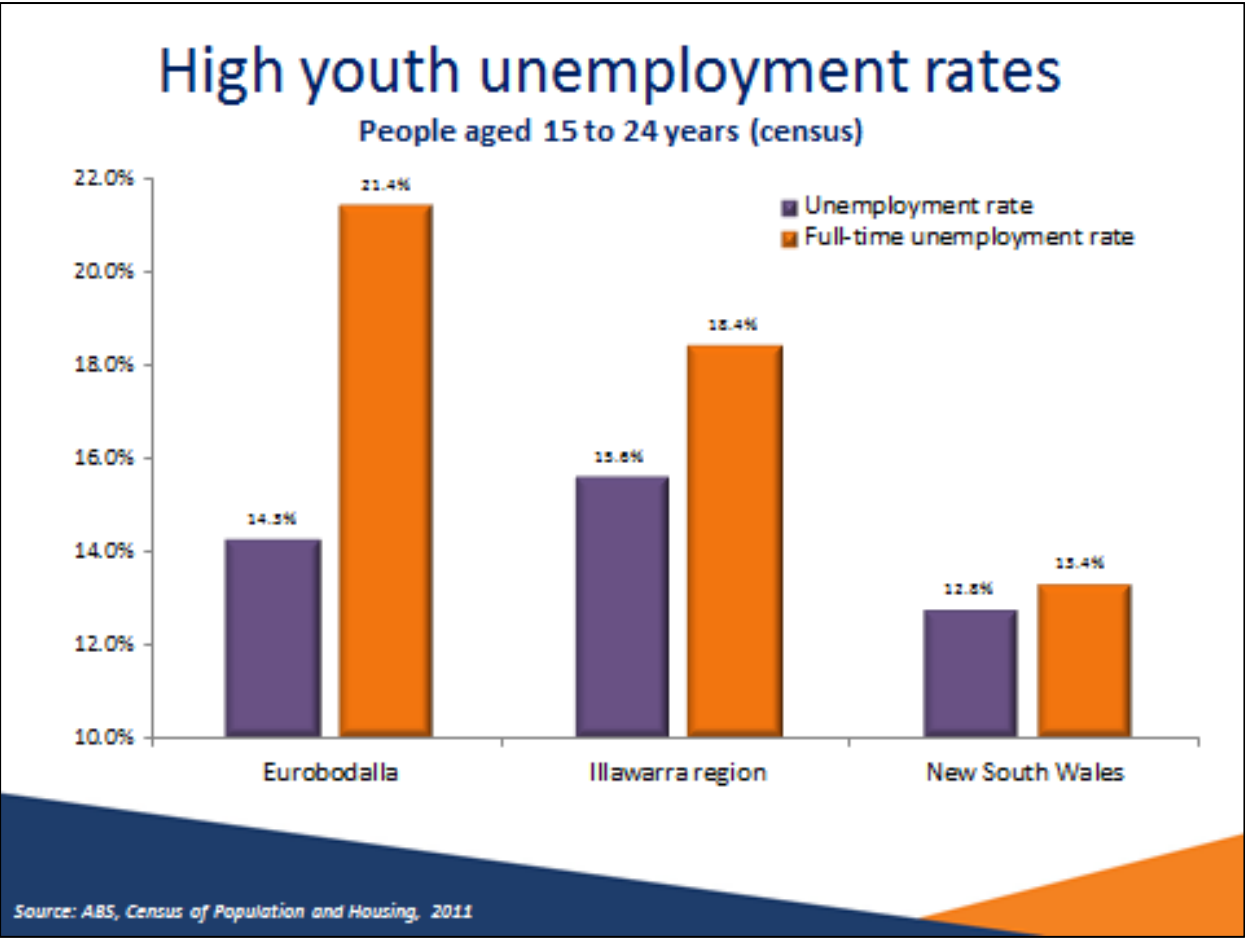
Region	Participation Rate Census 2011 (Working Age Population)
Eurobodalla	66.4%
Illawarra region	71.1%
New South Wales	74.4%

Source: ABS Census of Population and Housing, 2011

At the time of the 2011 Census, the participation rate the working age population in the Illawarra region (71.1 per cent) was lower than NSW (74.4 per cent). Eurobodalla had a lowest participation rate (66.4 per cent) than that for the Illawarra region overall.

Region	Participation Rate Census 2011 (WAP)
Shoalhaven LGA	68.1%
Shellharbour LGA	72.9%
Wollongong LGA	72.5%

Slide 7 High youth unemployment rates



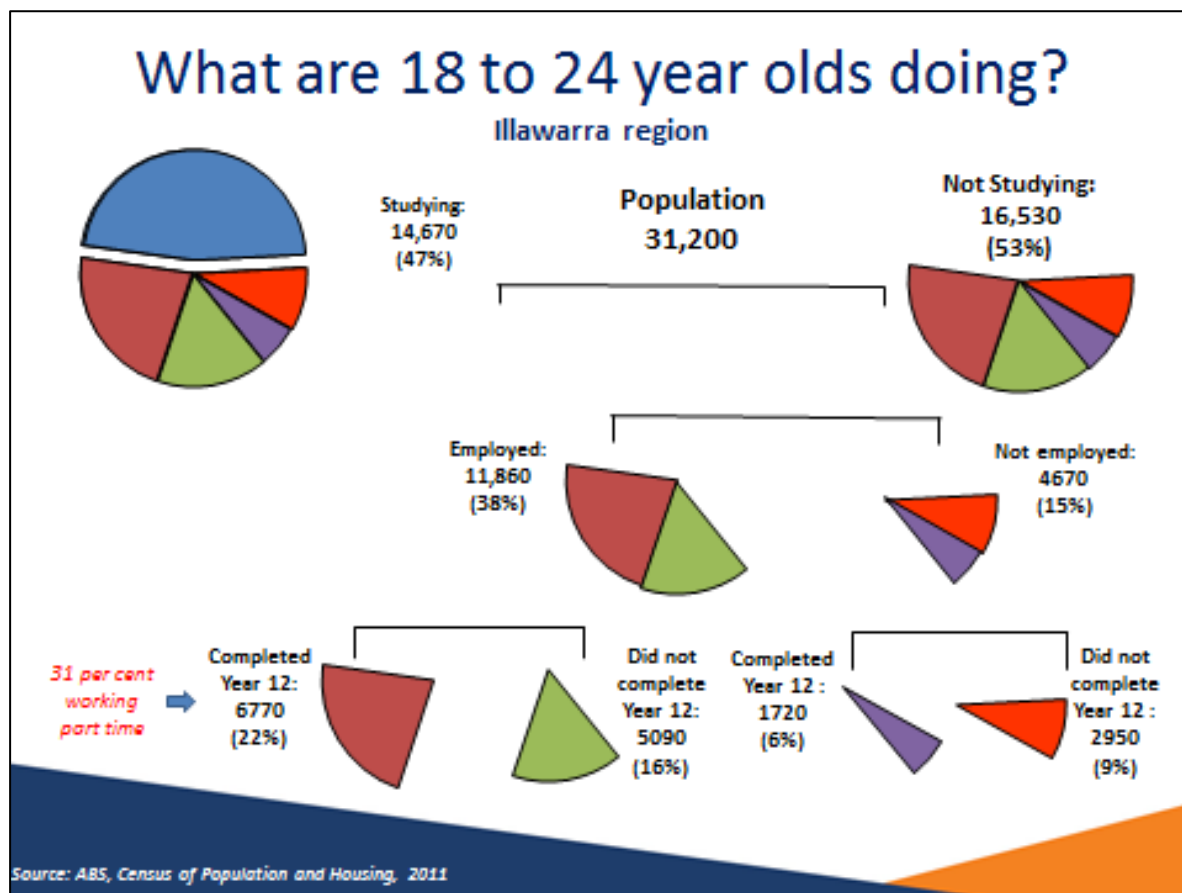
Source: ABS, Census of Population and Housing, 2011

At the time of the Census in 2011, Eurobodalla’s youth unemployment rate was the lowest in the Illawarra region (14.3 per cent). However, Eurobodalla had the highest full-time unemployment rate for youths in the Illawarra region (21.4 per cent).

The unemployment rate for youth in the Illawarra region (15.6 per cent) was 2.8 percentage points higher than NSW and the full-time unemployment rate in the region (18.4 per cent) was 5.0 percentage points higher than NSW.



## Slide 8 What are 18 to 24 year olds doing?



Source: ABS, Census of Population and Housing, 2011

Of the 18 to 24 year old cohort in the Illawarra region, 47 per cent are studying, a figure similar to that for NSW (48 per cent). In contrast, only 30 per cent of 18 to 24 year old in the Eurobodalla LGA were studying.

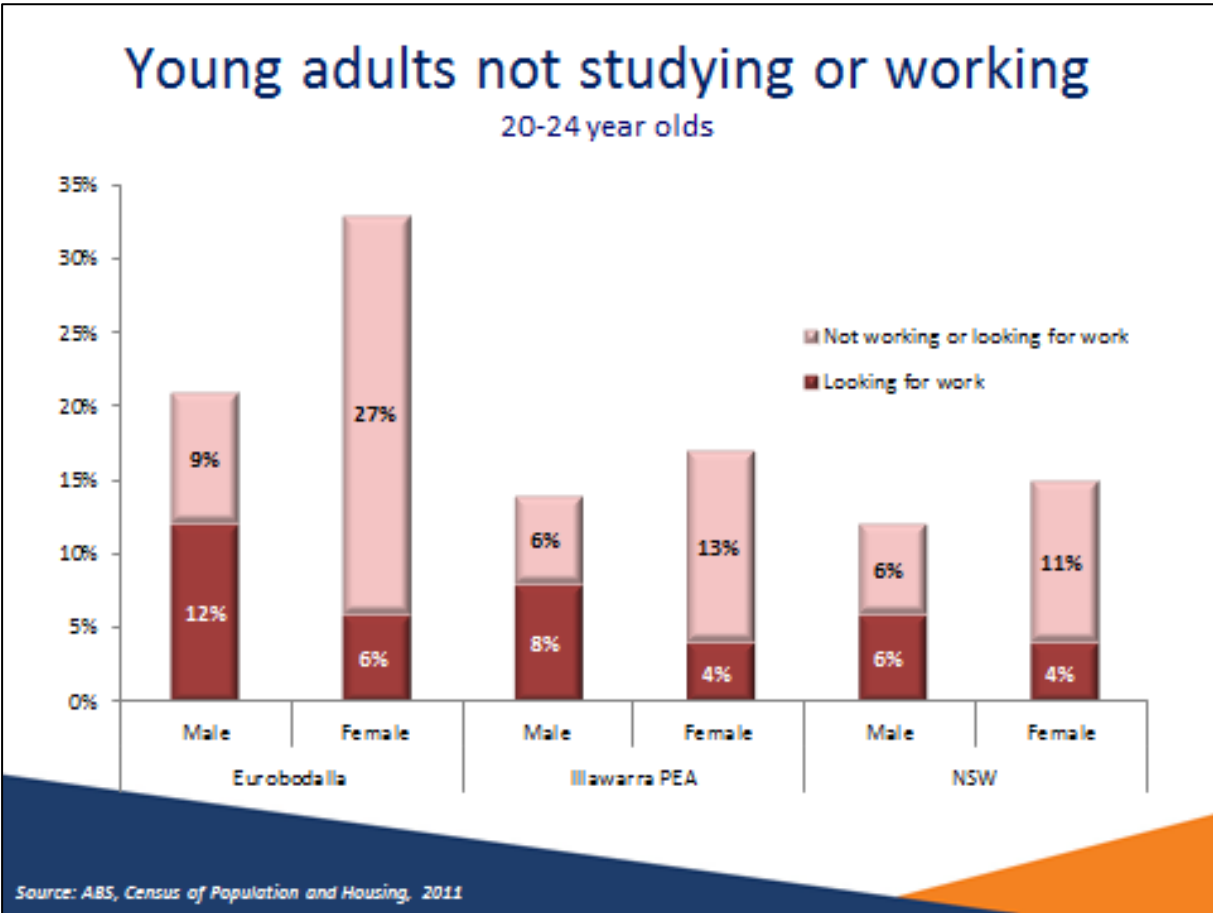
Of all the 18 to 24 year olds 53 per cent were not studying (70 per cent for Eurobodalla).

Of all 18 to 24 years:

- 15 per cent were not studying, not employed at the time of census compared to 13 per cent for NSW and 23 per cent for Eurobodalla
- 5 per cent were not studying, not employed and had completed Year 12 or equivalent (this figure is also 6 per cent for NSW and 7 per cent for Eurobodalla)
- 9 per cent were not studying, not employed and had not completed Year 12 study (compared to a figure of 7 per cent in NSW and 14 per cent for Eurobodalla)

Of the 22 per cent of 18 to 24 year olds who were not studying, employed and had completed Year 12, 31 per cent were working part time (this figure is 26 per cent for NSW and 39 per cent for Eurobodalla).

Slide 9 Young adults not studying or working



Source: ABS, Census of Population and Housing, 2011

In the Eurobodalla LGA, 21 per cent of males aged between 20 and 24 years of age were neither studying nor employed, compared to 14 per cent in the Illawarra region and 12 per cent for NSW.

Females aged 20 to 24 years of age are even less likely to be employed or studying in Eurobodalla (33 per cent) compared to the Illawarra region (17 per cent) and NSW (15 per cent).

## Slide 10 Indigenous labour market outcomes

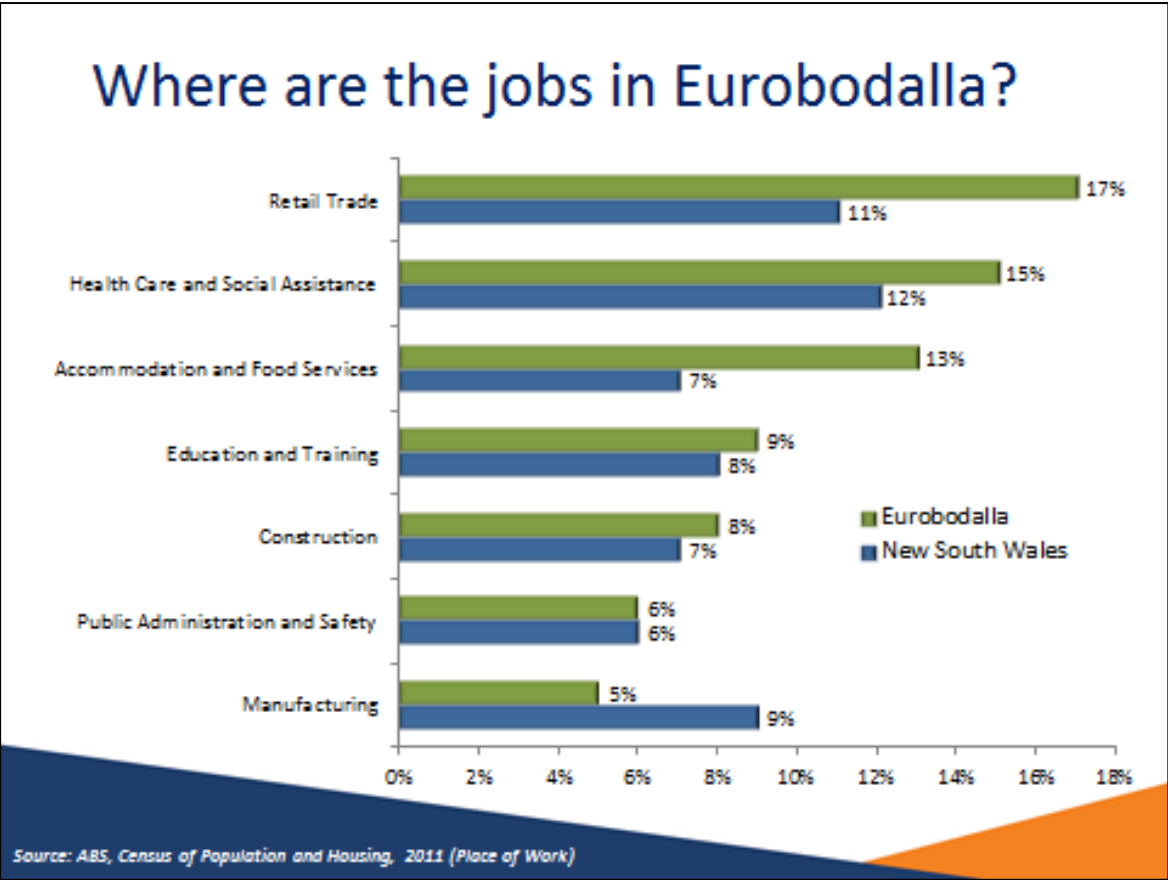
Region	% of Working Age Population Indigenous	Unemployment Rate (WAP)		Participation Rate (WAP)	
		Indigenous	Non-Indigenous	Indigenous	Non-Indigenous
Eurobodalla	5%	28.2%	6.8%	48.4%	67.4%
Illawarra region	3%	20.2%	6.9%	55.2%	71.7%
New South Wales	2%	17.0%	5.8%	56.4%	75.0%

Source: ABS, Census of Population and Housing, 2011

In 2011, the proportion of the working age population who identify as being Indigenous in the Illawarra region (3 per cent) is slightly above the NSW average (2 per cent). Shoalhaven and Eurobodalla have higher proportions of Indigenous population (both 5 per cent).

The Indigenous unemployment rate in Illawarra region is almost 3 times higher than the unemployment rate of the non-Indigenous population in the region (20.2 per cent compared to 6.9 per cent). Indigenous labour market outcomes are even poorer in Shoalhaven and Eurobodalla, with unemployment rates of 21.6 per cent and 28.2 per cent respectively. These two LGAs also have low participation rates for Indigenous persons (53.0 per cent and 48.4 per cent respectively) compared with non-Indigenous participation figures of 68.9 per cent for the Shoalhaven and 67.4 per cent in Eurobodalla.

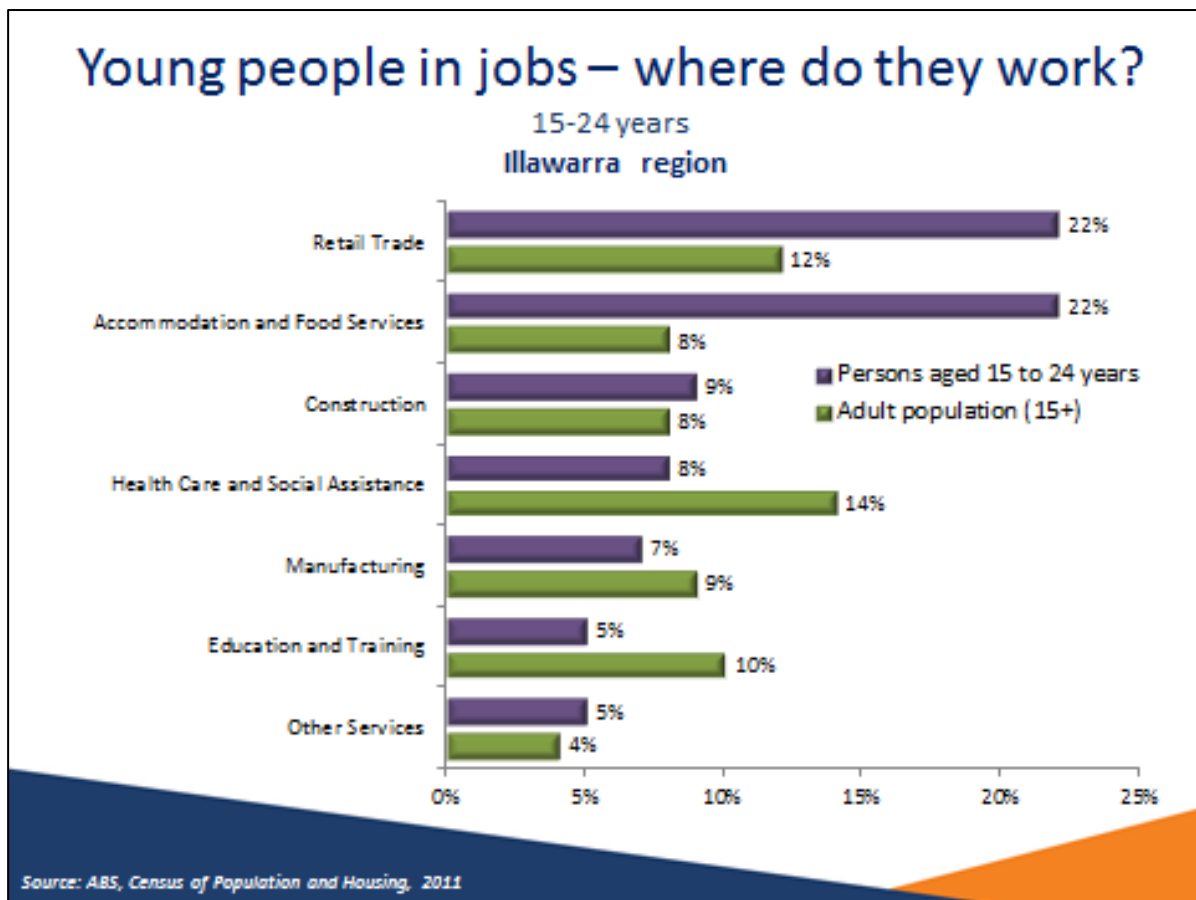
Slide 11 Where are the jobs In Eurobodalla?



Source: ABS, Census of Population and Housing, 2011 (Place Of Work)

The industries with the largest employment in Eurobodalla are the Retail Trade (17 per cent) and Health and Social Assistance industry (15 per cent). Accommodation and Food Services (13 per cent) is also a large employing industry and accounts for a higher proportion of employment within Eurobodalla than across Australia overall.

## Slide 12 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 (both 22 per cent) of people aged 15 to 24 years in the Illawarra region. These industries offer a range of entry level occupations for young people such as Sales Assistants, Baristas and Wait staff, however, these industries are vulnerable to economic instability.

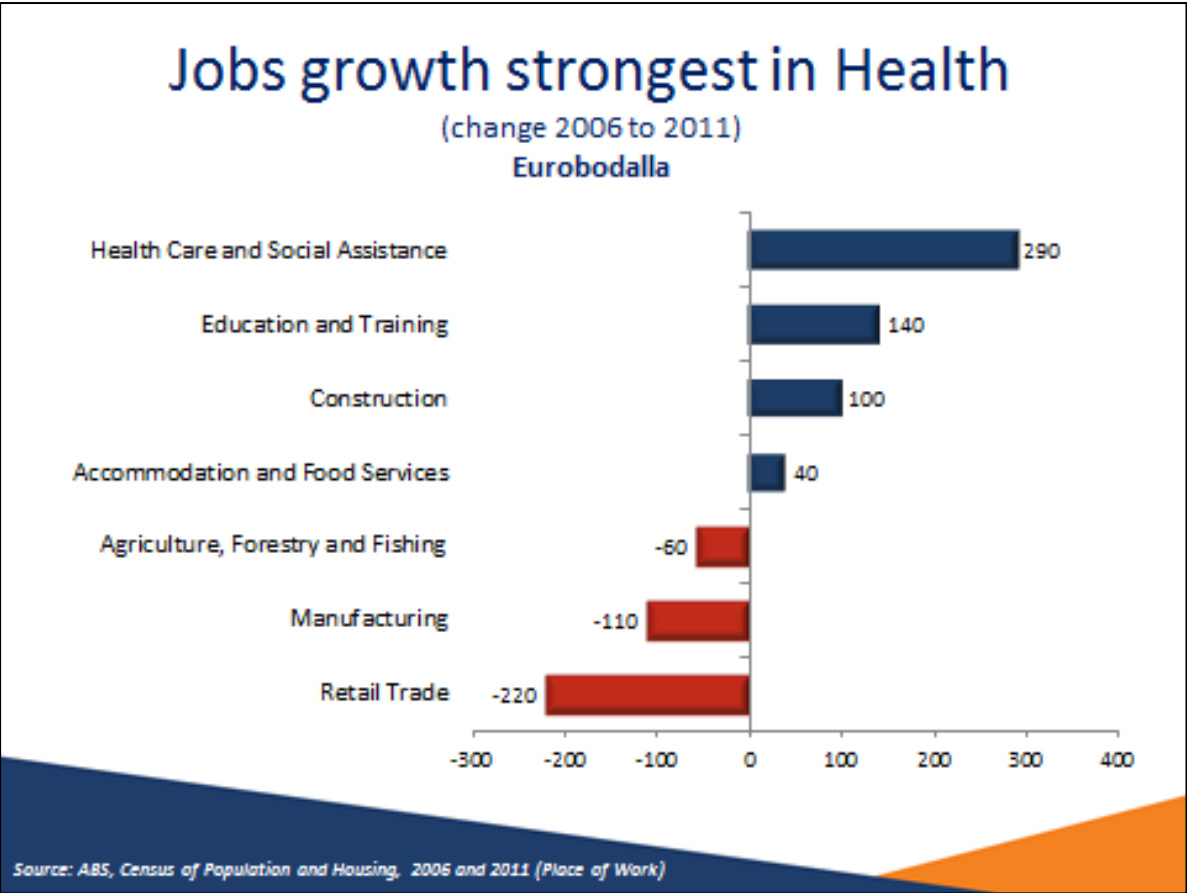
The proportion of young people working in Retail Trade in the region was similar in NSW and Australia (21 per cent and 22 per cent respectively). The proportion of young people in the Illawarra region working in the Accommodation and Food Services industry (22 per cent) was slightly higher than NSW and Australia (19 per cent and 18 per cent respectively).

The third largest employing industry for young people in the region is the Construction industry (9 per cent) which was similar for NSW and Australia (8 per cent and 9 per cent respectively). This was followed by the Health Care and Social Assistance (8 per cent, NSW 8 per cent and Australia 7 per cent) and Manufacturing (7 per cent, same as NSW and Australia) industries.

Other Industries include Automotive Repair and Maintenance; Personal and Other Services such as Hairdressers and Beauty, Funeral and Crematorium, Laundry and Dry Cleaning,

Photographic and Brothel services; Religious Services; Business and Professional Association Services; Labour Association Services and Other Interest Groups such as RSPCA, Community Animal Shelters, Landcare Groups and Parent and Teacher Associations.

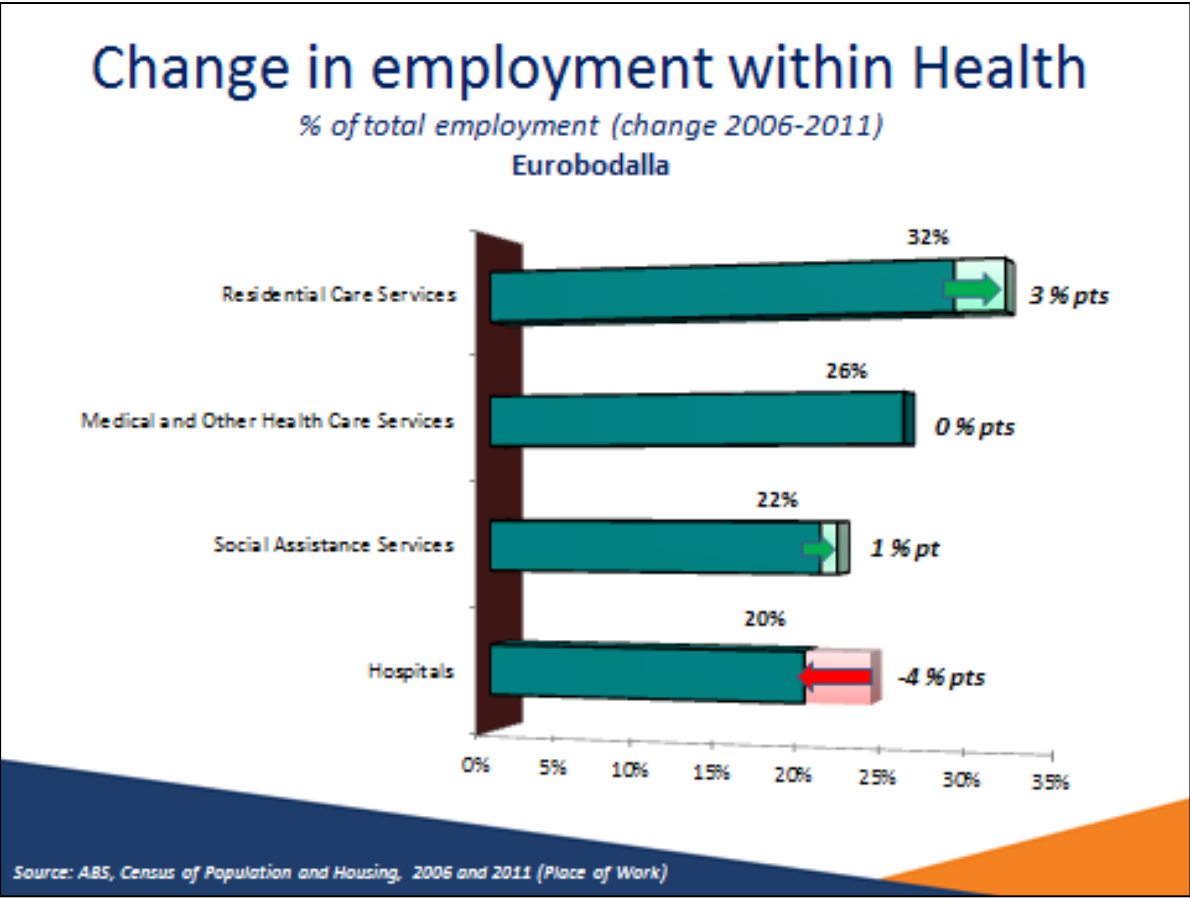
Slide 13 Jobs growth strongest in Health



Source: ABS, Census of Population and Housing, 2006 and 2011 (Place of Work)

In the years between 2006 and 2011, the Health Care and Social Assistance industry had the highest employment growth (290 people) in the Eurobodalla LGA, followed by Education and Training (140 people) and Construction (100 people). Retail Trade had the largest declined in employed people (220 people) followed by Manufacturing (110 people).

Slide 14 Change in employment within Health



Source: ABS, Census of Population and Housing, 2006 and 2011 (Place of Work)

In the Health Care and Social Assistance industry, Residential Care Services now accounts for a greater share of total employment (almost one third (32 per cent) of total employment) up 3 percentage points in the five years to 2011.

The Health Care and Social Assistance workers employed in Eurobodalla fall into the following sub-industry categories:

Residential Care Services	32%	480 workers
Medical and Other Health Care Services	26%	400 workers
Social Assistance Services	22%	340 workers
Hospital	20%	310 workers
Total		1630 workers

The occupation that has grown most quickly in the Residential Care Services Industry is that of Personal Carers and Assistants. An additional 70 workers were employed in the region over the period 2006-2011.

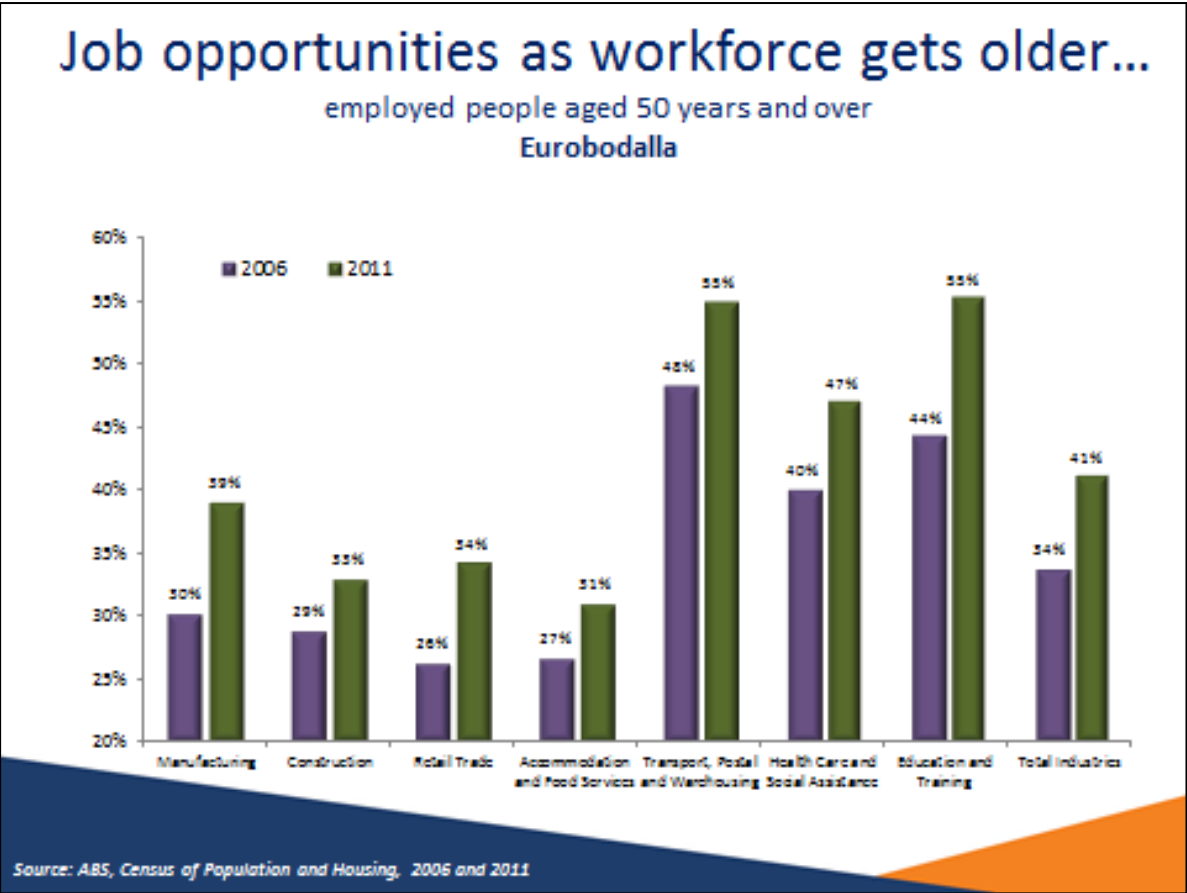


There are approximately 1630 workers in the Eurobodalla Health Care and Social Assistance industry made up of a great variety of occupations. The top 10 occupations are as diversified as: Midwives and Nurses, Receptionists, Medical Practitioners, Food Preparation assistants and Cleaners.

Additional workers in the top 5 growth occupations in the Health Care and Social Assistance industry in Eurobodalla (2006-2011) are:

Personal Carers and Assistants	90 workers
Midwifery and Nursing Professionals	60 workers
Child Carers	40 workers
Social and Welfare Professionals	30 workers
Health Therapy Professionals	20 workers

Slide 15 Job opportunities as workforce gets older...



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

The proportion of people aged 50 years and over in the Eurobodalla workforce has increased from 34 per cent in 2006 to 41 per cent in 2011. By comparison, the proportion of people aged 50 years and over in the NSW workforce has increased from 26 per cent in 2006 to 29 per cent in 2011.

Health and Social Assistance, a large industry in the region, now has close to half of the workforce (47 per cent) aged 50 years and over.

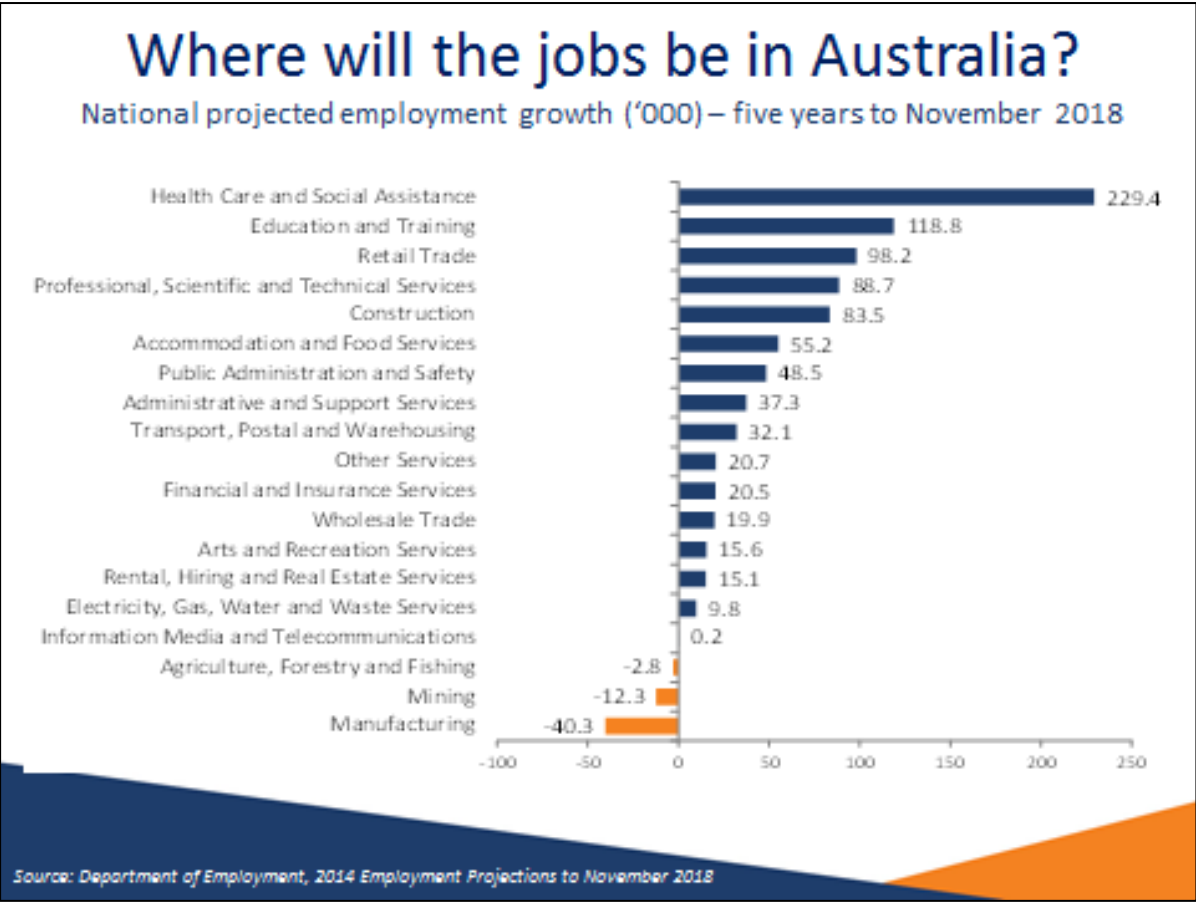
The biggest increase in people aged 50 years and over in Eurobodalla was in the Education and Training industry, up by 11 percentage points to 55 per cent, which is now much higher than NSW (38 per cent). This was followed by Manufacturing, up by 9 percentage points to 39 per cent (NSW 31 per cent), Retail Trade up by 8 percentage points to 34 per cent (NSW 23 per cent) and Transport, Postal and Warehousing; and Health Care and Social Assistance both up by 7 percentage points to 55 per cent (NSW fell 11 percentage points to 20 per cent) and 47 per cent (NSW 36 per cent) respectively.

Of the largest employing industries, Education and Training and Transport, Postal and Warehousing had the highest proportion of employees aged over 50 years (both 55 per cent), this was followed by Health Care and Social Assistance (47 per cent).

Apart from the Agriculture, Forestry and Fishing industry (52 per cent), Education and Training had the highest proportion of people aged 50 years and over in NSW (38 per cent).

NSW (workforce aged over 50 yrs)	2006	2011
Manufacturing	27%	31%
Construction	23%	29%
Retail Trade	20%	23%
Accommodation and Food Services	17%	18%
Transport, Postal and Warehousing	31%	20%
Health Care and Social Assistance	32%	37%
Education and Training	35%	38%
Total	26%	29%

Slide 16 Where will the jobs be in Australia

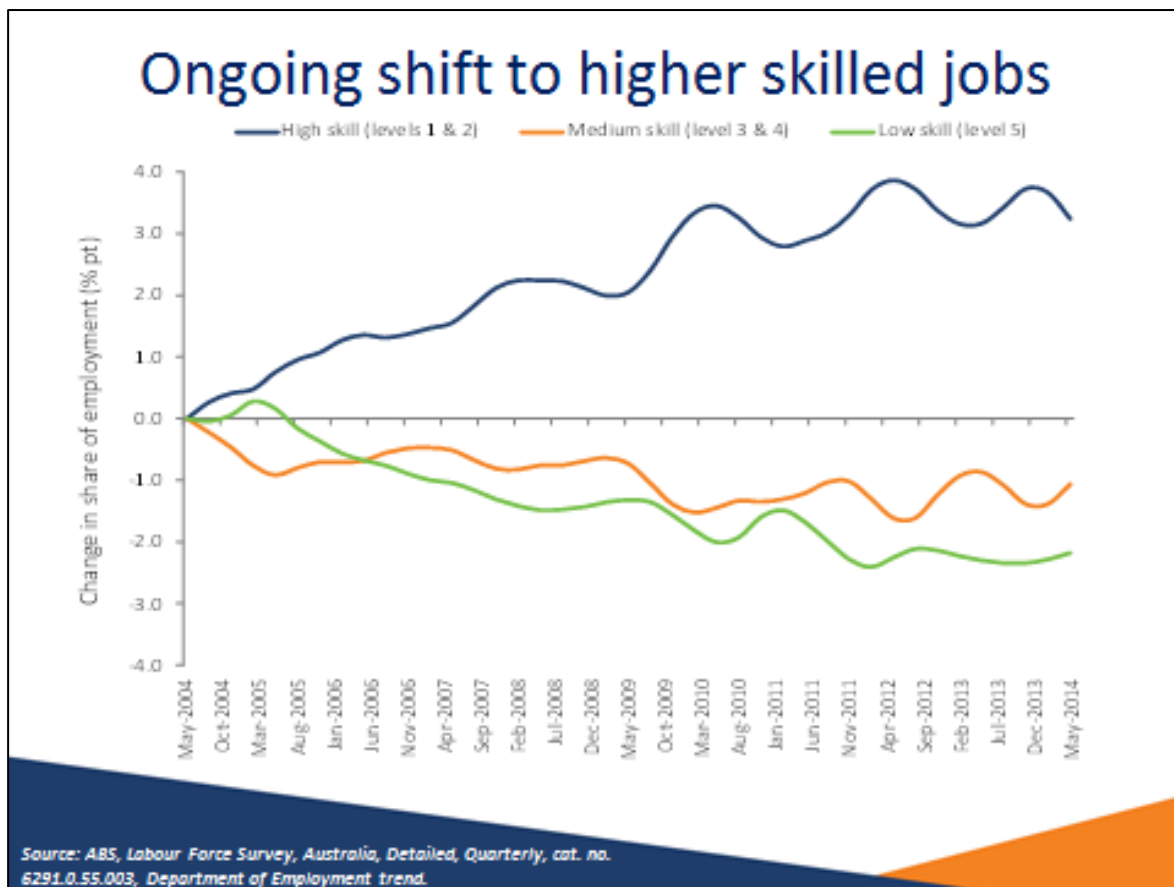


Source: Department of Employment, 2014 Employment Projections to November 2018.

The Department of Employment has projected that Australia’s workforce will grow by 838,100 jobs in the five years to 2018. The largest projected jobs growth will be in the Health Care and Social Assistance industry (229,400 jobs or 16.3 per cent). This industry accounts for 27 per cent of the overall projected jobs growth for Australia. The Education and Training industry has the second largest projected jobs growth (118,800 jobs) followed by Retail Trade (98,200).

The Department has projected that the Manufacturing industry will lose the most jobs (40,300) over the five years to November 2018 followed by the Mining industry (12,300). Although Mining is projected to lose fewer jobs, the impact on the industry is slightly larger than that for Manufacturing (4.5 per cent and 4.3 per cent respectively).

## Slide 17 Ongoing shift to higher skilled jobs



Source: ABS, Labour Force, Australia, Detailed, Quarterly, cat. no. 6291.0.55.003, May 2014, Department of Employment trend.

The attainment of educational qualifications remains important given the strong past and projected growth of higher skilled occupations, as well as the lower unemployment rates recorded for people with higher qualifications.

Looking over the 10 year period from May 2004 to May 2014, it is clear that jobs at the higher skill levels (skill levels 1 and 2) are increasing as a proportion of overall employment – up from 37.7 per cent to 41.0 per cent. At the same time, jobs at the lowest skill level (skill level 5) are diminishing as a proportion of total employment from 19.7 per cent to 17.5 per cent.

What this means for school leavers is that they may get a job when they leave school, but they may not experience the same employment stability or earn as much as those students whose education choices set them up for a career, rather than a series of low skilled jobs.

The key technical and trade group at skill level 3, corresponding to a Certificate IV or a formal apprenticeship, is declining as a share of employment, but growth rates vary considerably within this category.

Note:

- Skill Level 1 is commensurate with a Bachelor degree or higher qualification
- Skill Level 2 is commensurate with an Advanced Diploma or Diploma
- Skill Level 3 is commensurate with a Certificate IV or III (including at least 2 years of on-the-job training)
- Skill Level 4 is commensurate with a Certificate II or III
- Skill Level 5 is commensurate with a Certificate I or secondary education

## Slide 18 Lower educational attainment (Persons aged 25 to 34 years)

Region	Completed Year 12 (2011)	Then completed no post school education (2011)	Highest non-school qualification	
			Advanced Diploma, Diploma or Certificate III & IV	Attained Bachelor Degree or Higher
Eurobodalla LGA	51%	31%	39%	14%
Illawarra Region	63%	25%	37%	24%
New South Wales	75%	23%	29%	37%

Source: ABS, Census of Population and Housing, 2011

At the time of the 2011 Census, a low proportion (51 per cent) of 25 to 34 year olds in Eurobodalla LGA had completed year 12 or equivalent compared to the Illawarra region and NSW (63 per cent and 75 per cent respectively). Similarly, a low proportion (14 per cent) of 25 to 34 year olds had attained a Bachelor Degree or higher compared with the NSW and national figures (37 per cent and 34 per cent respectively).

Since 2006, there was a 4 percentage point increase in Year 12 completion in Eurobodalla, slightly below the increase in NSW overall (5 percentage point increase over the same period of time).

The proportion of 25 to 34 year olds who had attained an Advanced Diploma, Diploma or Certificate level III or IV in Eurobodalla (39 per cent) was higher than the Illawarra region and state averages (37 per cent and 29 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.

Slide 19 Low education levels for Indigenous people  
(Working age Population)

Eurobodalla LGA	Indigenous	Non-Indigenous
Completed Year 12	16%	40%
Highest non-school qualification		
<ul style="list-style-type: none"> <li>Bachelor Degree or higher</li> </ul>	5%	14%
<ul style="list-style-type: none"> <li>Advanced Diploma, Diploma or Certificate III &amp; IV</li> </ul>	21%	34%

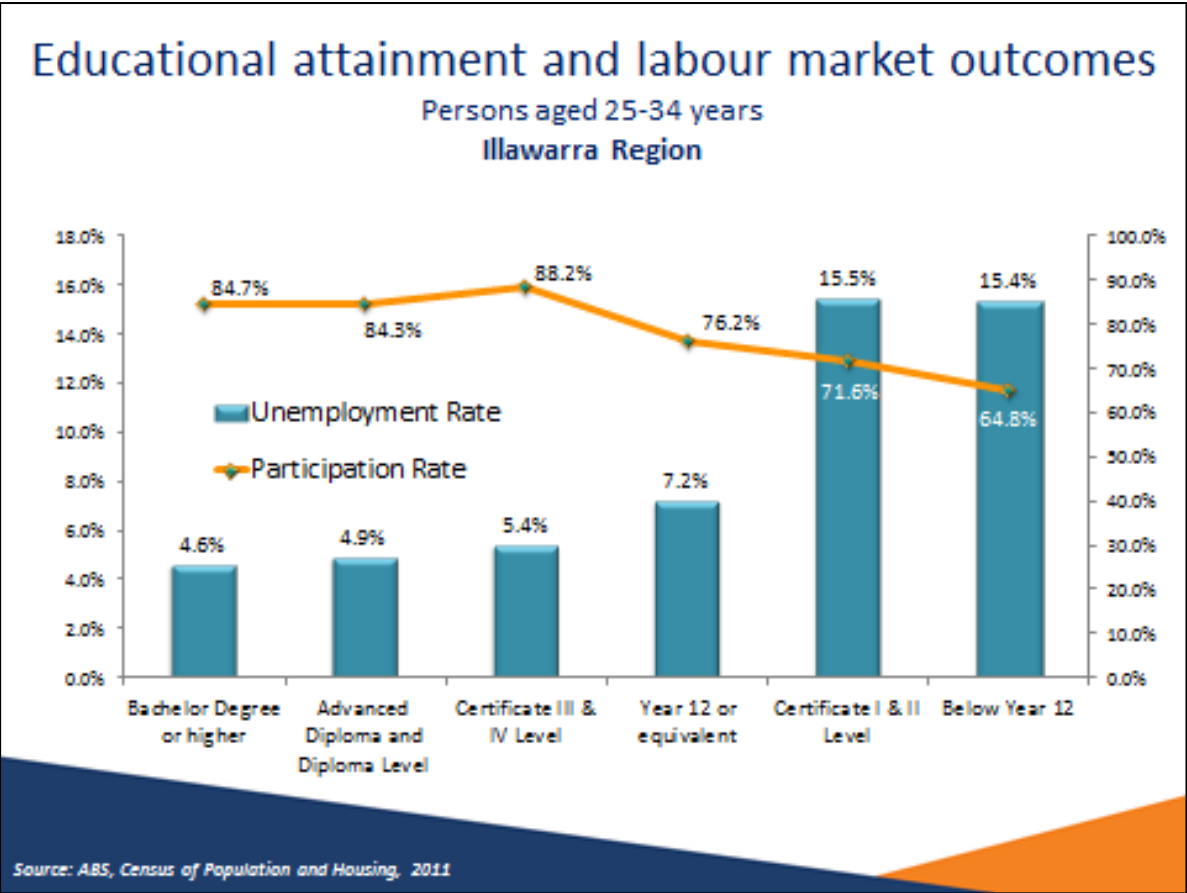
Source: ABS, Census of Population and Housing, 2011

The education attainment levels of the Indigenous population are lower than for the non-Indigenous population, with only 16 per cent of the Indigenous working aged population having completed Year 12 or equivalent levels of study, compared to 40 per cent of the non-Indigenous population.

Of the Indigenous working age population in Eurobodalla, 21 per cent had obtained an advanced diploma, diploma or certificate III or IV, compared with 34 per cent for non-Indigenous working age population while 5 per cent of the have achieved a bachelor degree or higher, compared with 14 per cent for non-Indigenous working age population.



Slide 20 Educational outcomes and labour market outcomes

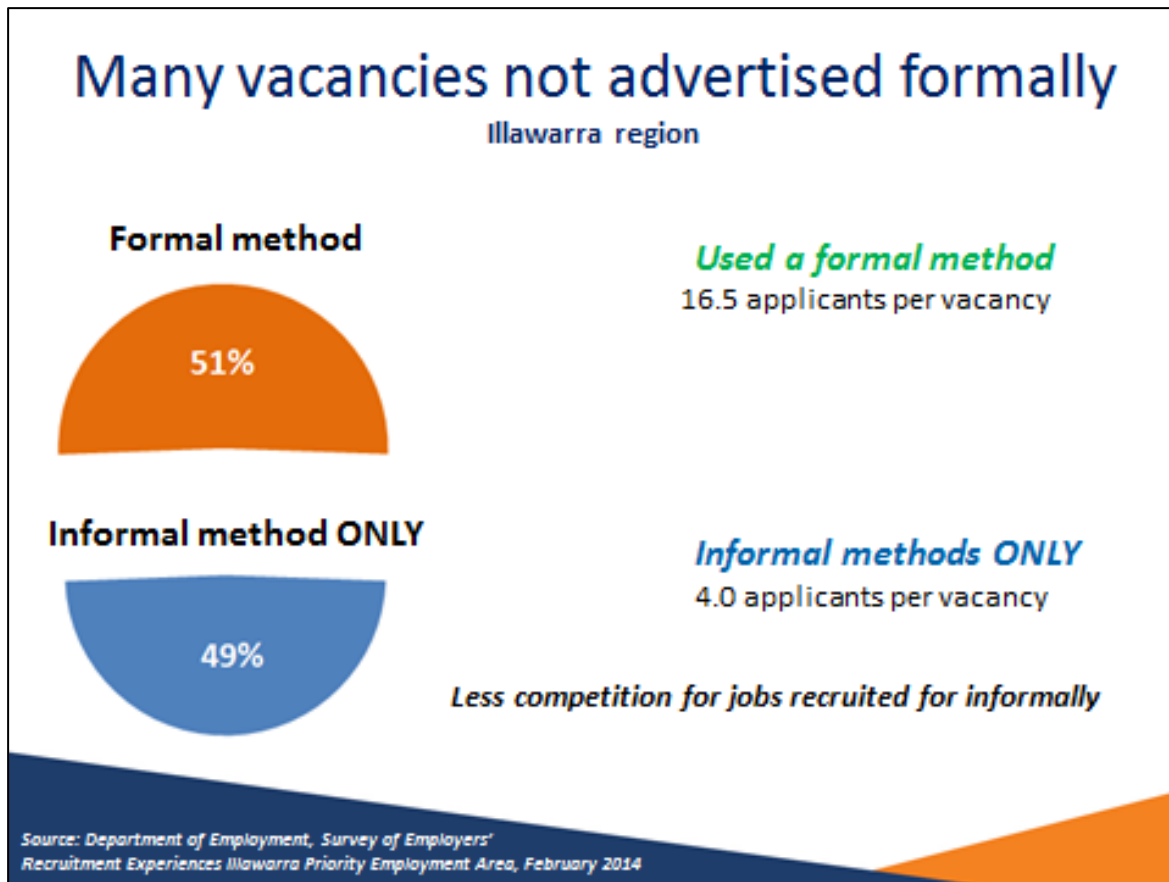


Source: ABS, Census of Population and Housing, 2011

There is a strong relationship between educational attainment and employment outcomes. For those aged 25 to 34 years in the Illawarra region, there were high unemployment rates for those who had completed Certificate I & II but did not complete Year 12 (15.5 per cent) and those who did not complete Year 12 without any further post school qualification (15.4 per cent).

Unemployment rates are lower for those who have completed a tertiary education at the Bachelor degree, Advanced Diploma and Diploma Level. This emphasises the importance post school education has in ensuring success in gaining employment. It should also be noted that employment outcomes are vastly better for those who have attained Certificate Levels III or IV than for those who have not completed Year 12 or only attained Certificate Levels I & II.

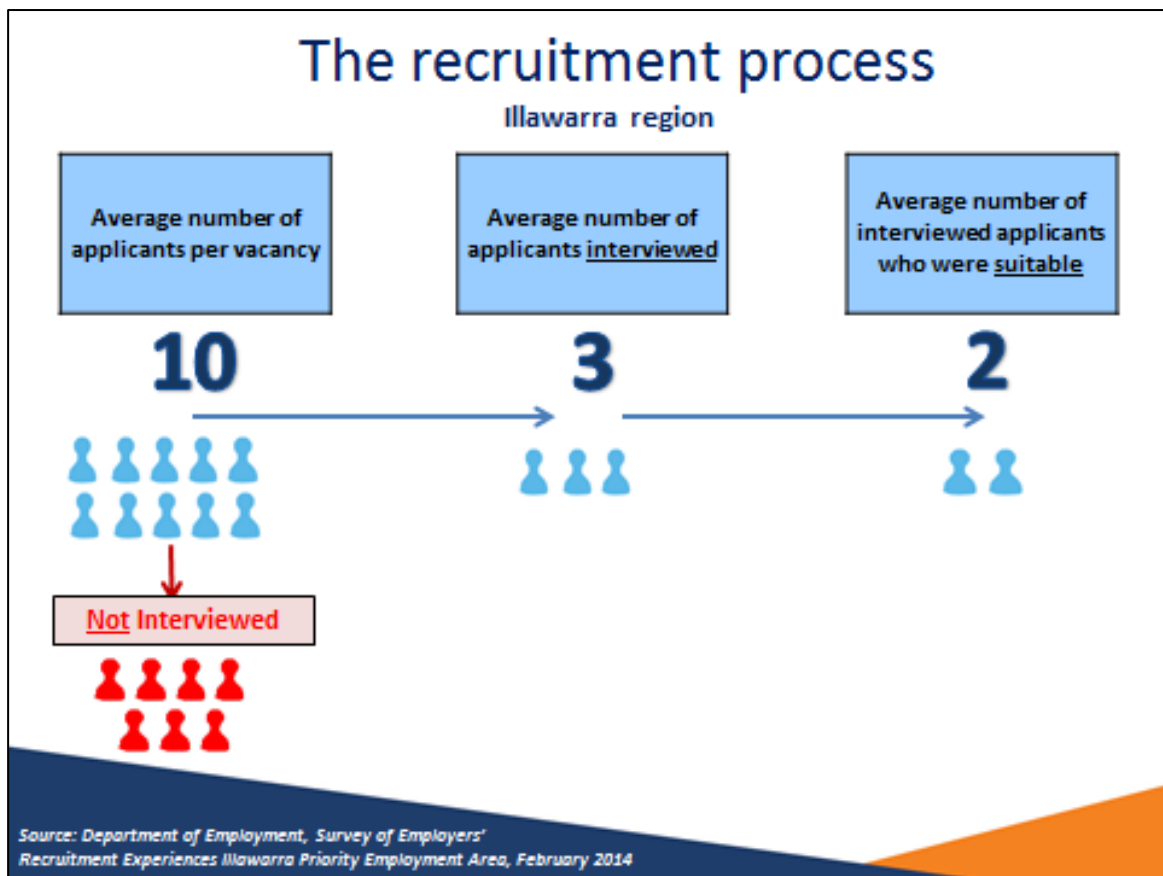
## Slide 21 What are employers telling us? - Many vacancies not advertised formally



Source: Department of Employment, Survey of Employers' Recruitment Experiences Illawarra Priority Employment Area, February 2014

Employers in the Illawarra region relied on informal recruitment methods only, such as word of mouth and being approached by job seekers, almost as commonly as formal methods, such as newspapers, the internet and recruitment agencies. Additionally, vacancies for which employers used informal recruitment methods attracted less than one quarter the number of applicants than when the employers used formal methods. This highlights the value of job seekers actively approaching employers when looking for work.

## Slide 22 The recruitment process



Source: Department of Employment, Survey of Employers' Recruitment Experiences Illawarra Priority Employment Area, February 2014

On average employers in Illawarra receive 10 applicants per vacancy.

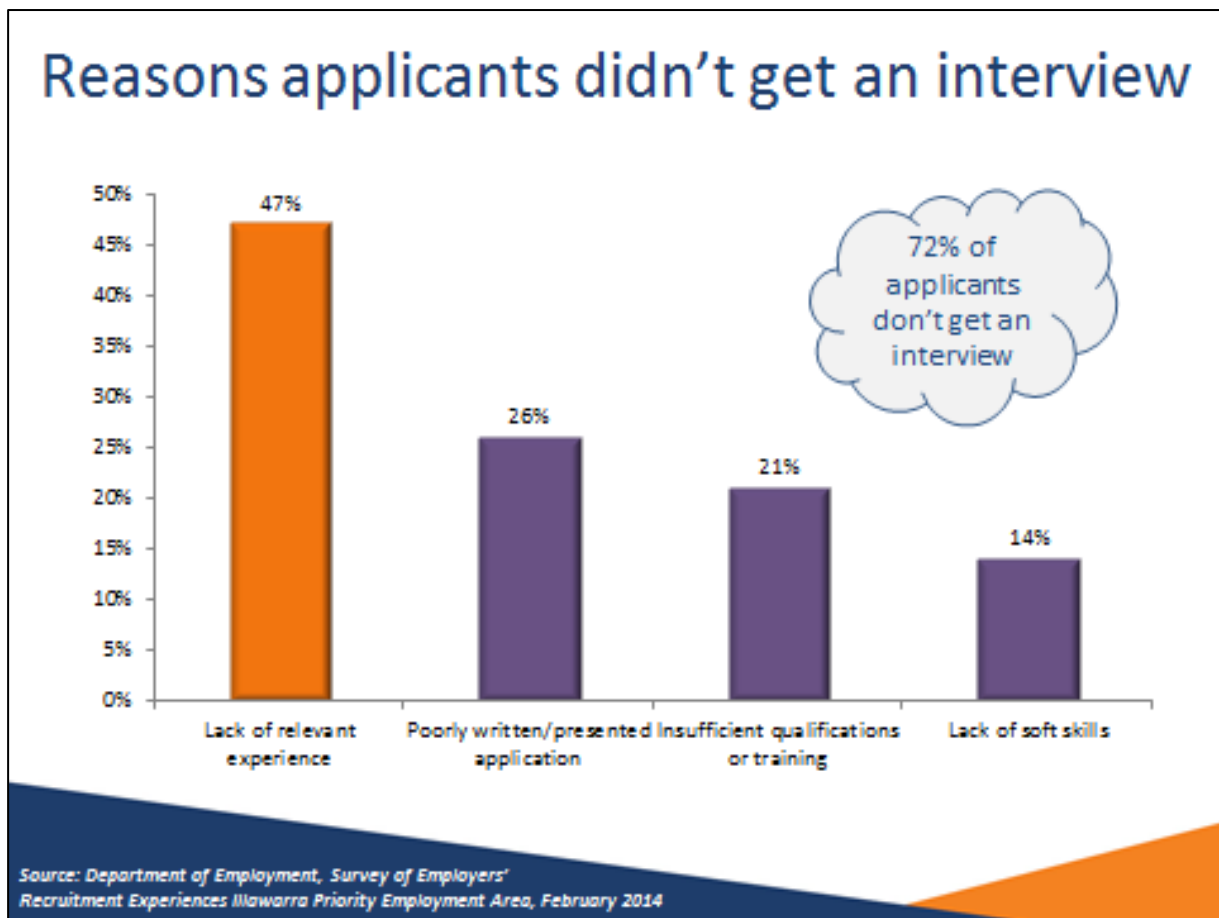
Of these applicants on average only 3 are interviewed.

Of these interviewed applicants only 2 are suitable for the vacancy.

The reasons applicants do not get an interview were:

- Lack of relevant experience
- Quality of application
- Insufficient qualifications or training
- Basic employability skills

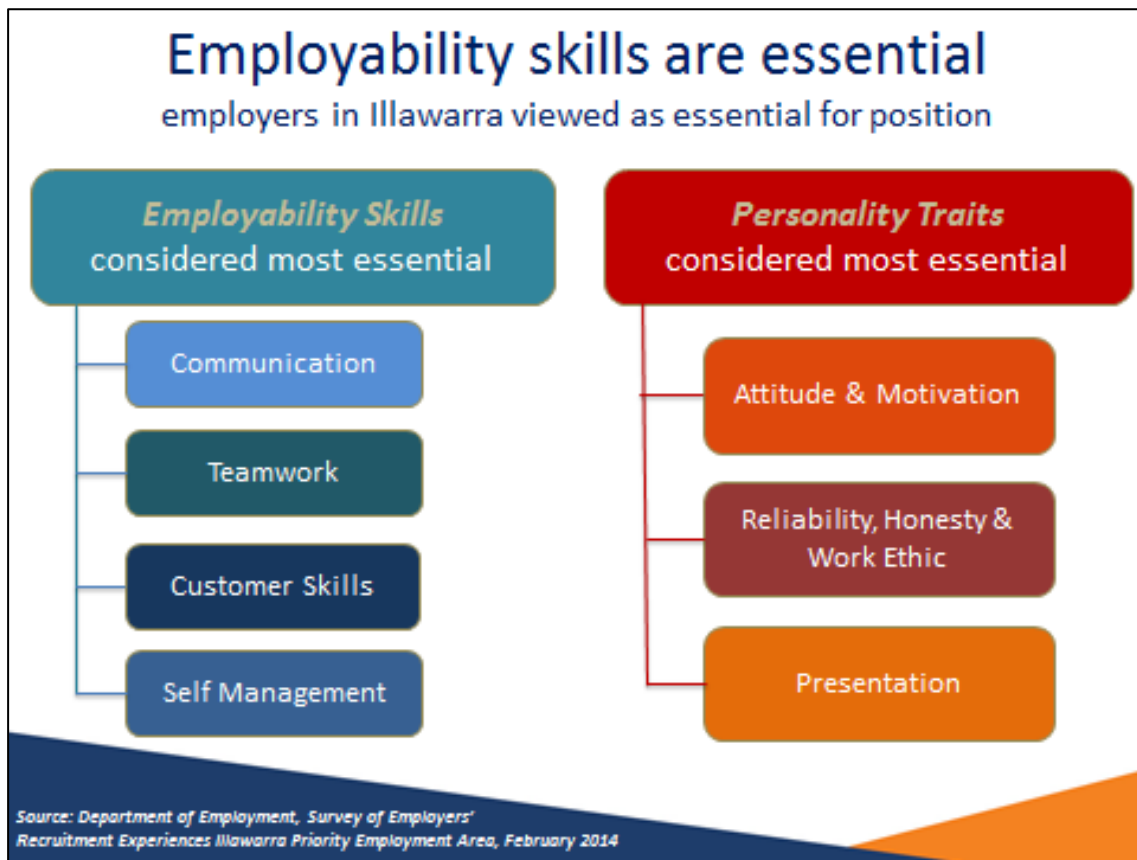
## Slide 23 Reasons applicants didn't get an interview



Source: Department of Employment, Survey of Employers' Recruitment Experiences Illawarra Priority Employment Area, February 2014

On average, 72 per cent of applicants do not get an interview. When asked why applicants didn't get an interview, 47 per cent of employers mentioned that a lack of relevant work experience was a factor. This was followed by Poorly written/presented application (26 per cent), Insufficient qualifications or training (21 per cent) and Lack of soft skills (14 per cent).

## Slide 24 Employability skills are essential



Source: Department of Employment, Survey of Employers' Recruitment Experiences Illawarra Priority Employment Area, February 2014

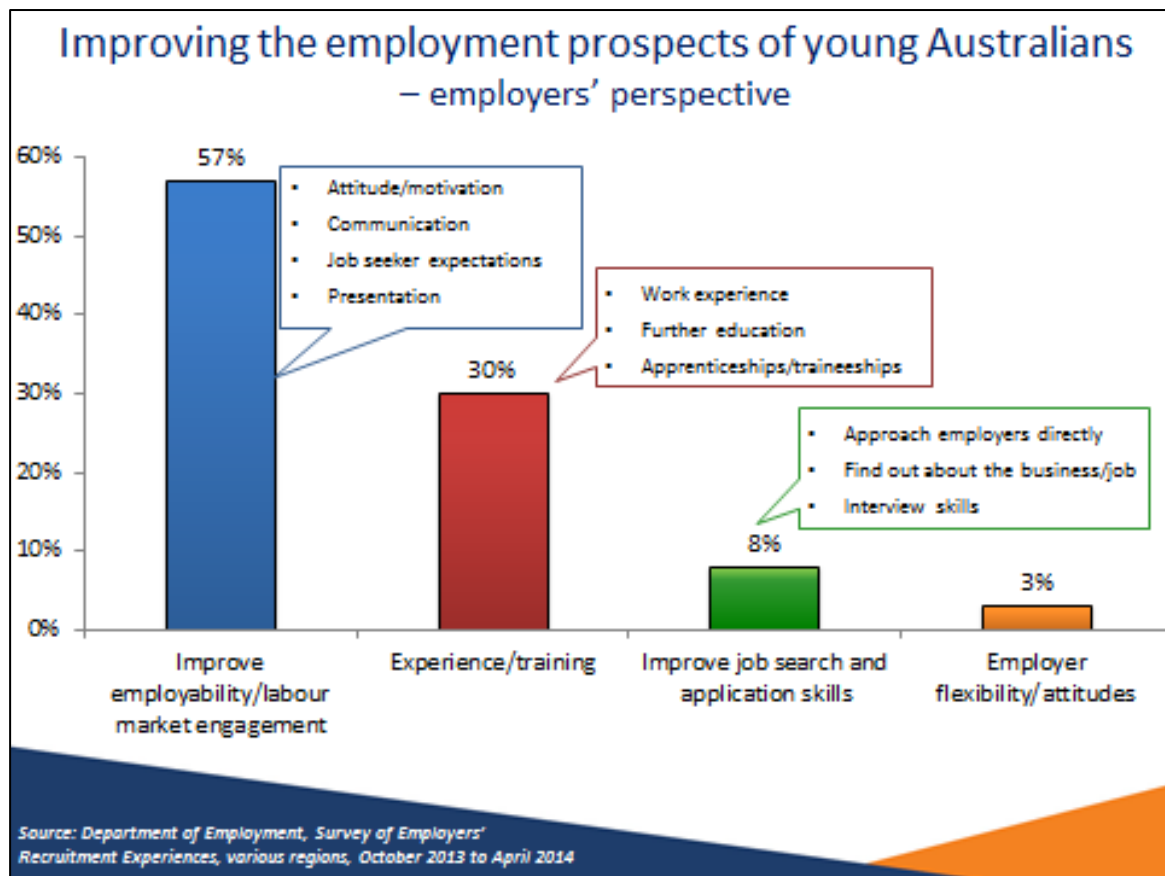
There were was range of general employability skills and personality traits that employers in the Illawarra region commonly viewed as essential for the position they recently recruited for.

- Employability skills commonly considered essential included:
- Communication
- Teamwork
- Customer Skills
- Self-Management

Personality traits commonly considered essential included:

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

## Slide 25 Improving the employment prospects of young Australians



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

Over half of employers surveyed (57 per cent) said 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 experience, further education or training would improve youth labour market outcomes, in particular:

- Work experience
- Education
- Traineeships

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?"

## Slide 26 Benefits of work experience



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

Employers provided reasons as to why they believed work experience is an effective way to improve employment prospects.

Around 13 per cent of employers said that some form of work experience or volunteer work, particularly while still at school, was an effective way for young people to improve their employment prospects. The benefits of work experience mentioned by employers were: provides practical skills, provides insight into specific occupations, demonstrated commitment to employers and educates on workplace expectations.

This finding aligns with results from the ABS survey which found that the second most common difficulty in finding work for unemployed persons aged 15-24 was 'insufficient work experience'. (Australian Bureau of Statistics Job Search Experience survey, July 2013).

In addition, the survey results found that around one in ten employers said that training and further education was the most effective way to improve the employment prospects of young people due to the acquisition of work specific skills and qualifications. Higher education, TAFE courses, and apprenticeships and traineeships were most commonly mentioned.



## Slide 27 What do young people need to do?



This slide presents stepping stones to transition into employment:

- Education/Training
- Improve employability and soft skills
- Work experience/Volunteer work
- Research – the job, employer and industry to assist with approaching employers, writing applicants and interviews
- Approach employers directly – and follow-up.

## Slide 28 Tools to assist job seekers

# Tools to assist with job search

**Websites**



**Publication**



**Phone App**



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

### Websites

- [www.lmip.gov.au](http://www.lmip.gov.au)
- [www.myfuture.edu.au](http://www.myfuture.edu.au)
- [www.jobsearch.gov.au](http://www.jobsearch.gov.au)
- [www.joboutlook.gov.au](http://www.joboutlook.gov.au)
- 

### Publications

- Australian jobs 2014

Phone Apps such as Australian Job Search

## Slide 29 Conclusion

### Opportunities

- Shift towards services sector, especially industries such as Health Care and Social Assistance and Education and Training
- Shift to higher skilled jobs

### What do employers want?

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

### What do job seekers need to do?

- Job seekers need to be mobile
- Tap into informal labour market – need well developed formal and informal job search skills
- Gain experience and build contacts

## Slide 30 Questions and Further information

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.

Australian Government  
Department of Employment