



Labour Market Conditions in the Geelong Priority Employment Area

Overall, labour market conditions in the Geelong Priority Employment Area (PEA) are relatively subdued.

- Employment increased more slowly over the last 5 years than the national growth rate (5.2 per cent compared with 7.2 per cent respectively).¹
- The unemployment rate was 6.9 per cent for the Geelong PEA, with Corio (10.4 per cent) recording the highest rate across the PEA.²
- Health Care and Social Assistance, Retail Trade and Manufacturing are the three largest employing industries.
 - Significantly, employment in Manufacturing decreased by 13 per cent between 2006 and 2011, with Motor Vehicle and Motor Vehicle Part Manufacturing falling by 39 per cent.³



Region	Unemployment Rate (SALM, June 2013)	Participation Rate (Census, 2011)*	Proportion of WAP* receiving income support payments ⁴	Employment Growth (5 years, 2008 - 2013)
Geelong PEA	6.9%	74.8%	21%	5.2%
Australia	5.7% ⁵	75.8%	17%	7.2%

*working age population

What employers are telling us⁶

- Recruitment activity in the Geelong PEA was similar to the average across all regions surveyed, with 62 per cent of employers recruiting in the year before the survey.
 - Recruitment activity in Manufacturing was lower with 54 per cent of employers having recruited.
- Some 63 per cent of employers reported staff numbers had remained unchanged over the past year, which suggests that staff turnover was the main driver of recruitment activity.
- Only 2.6 per cent of vacancies remained unfilled while less than one third of employers (31 per cent) reported that they found it difficult filling their vacancies.
- Competition for vacancies was high, with an average of 9.6 applicants per vacancy, of whom only 1.6 were considered suitable for the job.
- The majority (72 per cent) of applicants did not receive an interview, with employers citing a lack of relevant experience and insufficient qualifications or training as the most common reasons.
- In the year following the survey 40 per cent of employers expected to recruit, while 21 per cent expected to increase staff numbers.

Region	% recruited	Applicants (Average Number)	Suitable Applicants (Average Number)	%Will Recruit
Geelong PEA	62%	9.6	1.6	40%
All regions surveyed ⁷	58%	8.8	2.4	42%

Where are the opportunities?

Opportunities exist in industries where recruitment activity is high (Health Care and Social Assistance and Retail Trade), with employers in these industries expecting to recruit for Nursing Support and Personal Care Workers, Enrolled and Mothercraft Nurses and Sales Assistants. Employers in the Accommodation and Food Services industry anticipated recruiting for occupations such as Chefs, Kitchenhands and Waiters.

¹ ABS Labour Force Survey, October 2013, 12 month average of original data; Barwon-Western District Labour Force Region

² Department of Employment, Small Area Labour Market data, June quarter 2013

³ ABS, Census of Population and Housing, 2006 and 2011, working age population

⁴ Department of Employment, Administrative data, June 2013 and June 2012; Estimated Resident Population, 2011

⁵ ABS Labour Force Survey, October 2013 (seasonally adjusted)

⁶ Based on a Survey of Employers' Recruitment Experiences of 378 employers undertaken by the Department of Employment in September 2013

⁷ All regions surveyed, 12 months to March 2013