Survey of Employers’ Recruitment Experiences in the Greater Hobart region. This area was surveyed, as part of a Tasmania-wide survey, in March 2013.
**Map of Greater Hobart Statistical Division (SD)**

The Greater Hobart SD is comprised of the following Statistical Local Areas (SLAs):

- Brighton
- Clarence
- Derwent Valley – Part A
- Glenorchy
- Hobart – Inner
- Hobart – Remainder
- Kingborough – Part A
- Sorell – Part A

The neighbouring Southern SD is comprised of the following SLAs:


For the sake of convenience:

- Hobart – Inner and Hobart – Remainder will hereafter be combined as ‘Inner Hobart’.
- The ‘Part A’ will be omitted from SLA names.
Profile of Greater Hobart


Greater Hobart has an older median age than the national average, although it is slightly younger than Tasmania overall.

Some regions have experienced strong population growth in recent years, particularly in Brighton, Kingborough and Sorell.
**Ageing population**

*Source: ABS, Population Estimates by Age and Sex, Regions of Australia, 1991-2011*

Greater Hobart is facing an ageing population. This is demonstrated by the rightward shift in the age profile over time, as a larger proportion of the population becomes concentrated in older age groups.
Labour force participation in Greater Hobart has been consistently below the national average. The participation rate has fallen by 2.3 percentage points since September 2008 (the start of the GFC), making the rising unemployment rate (to be discussed in later slides) over that time even more concerning.
**Unemployment rate**

*Source: ABS, Labour Force, Australia, Detailed – Electronic Delivery, July 2013 (cat. no. 6291.0.55.001), three-month averages of original data*

The unemployment rate in Greater Hobart has trended upwards since the onset of the Global Financial Crisis in September 2008. Despite this, it remains well below its 15-year-high of 10.6 per cent, recorded in February 1999.
### Considerable variation across the city

<table>
<thead>
<tr>
<th>Region</th>
<th>Unemployment Rate</th>
<th>Annual Change (% pts)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brighton</td>
<td>9.8%</td>
<td>1.1% pts</td>
</tr>
<tr>
<td>Derwent Valley</td>
<td>10.7%</td>
<td>0.8% pts</td>
</tr>
<tr>
<td>Inner Hobart</td>
<td>4.2%</td>
<td>0.4% pts</td>
</tr>
<tr>
<td><strong>Greater Hobart</strong></td>
<td><strong>6.2%</strong></td>
<td><strong>0.7% pts</strong></td>
</tr>
<tr>
<td>Southern</td>
<td>9.3%</td>
<td>3.0% pts</td>
</tr>
<tr>
<td>Tasmania*</td>
<td>8.2%</td>
<td>1.7% pts</td>
</tr>
<tr>
<td>Australia*</td>
<td>5.7%</td>
<td>0.5% pts</td>
</tr>
</tbody>
</table>

Source: DEEWR, Small Area Labour Markets, June quarter 2013; *ABS, Labour Force, Australia, July 2013 (cat. no. 6202.0), seasonally adjusted estimates

### Regional variation in the unemployment rate

**Source:** DEEWR, Small Labour Markets, June quarter 2013; *ABS, Labour Force, Australia, July 2013 (cat. no. 6202.0), seasonally adjusted estimates

This table shows that there is considerable regional variation in the unemployment rate in Greater Hobart. While Inner Hobart recorded a low unemployment rate, Brighton and Derwent Valley fared much worse, with unemployment rates of 9.8 per cent and 10.7 per cent respectively in the June quarter 2013.

The neighbouring Southern SD recorded a high unemployment rate of 9.3 per cent in June 2013.
Employment growth flat since GFC

*Source: ABS, Labour Force, Australia, Detailed – Electronic Delivery, July 2013 (cat. no. 6291.0.55.001), three-month averages of original data*

The chart shows that employment growth was reasonably strong in Greater Hobart in the years leading up to the GFC. Over the five years to September 2008, for example, employment in Greater Hobart increased by 15.9 per cent.

Since then, employment growth has stagnated. Over the last 12 months, employment was down by 3300 (or 3.2 per cent). Employment was flat or down in most occupation groups, part-time and full-time employment.
Full-time vs. part-time employment

Source: ABS, Labour Force, Australia, Detailed - Electronic Delivery, July 2013 (cat. no. 6291.0.55.001), three-month averages of original data

This chart demonstrates the decline in full-time employment over the five years to July 2013 (down by 12 per cent), offset somewhat by growth in part-time employment (up by 15 per cent). Overall, employment was down by 3 per cent (or 3600) over the five years.

Over this period of time, part-time employment’s share of total employment increased from 31 per cent to 37 per cent.
The Health Care and Social Assistance industry is the largest employing industry in Australia and is particularly important in Greater Hobart, accounting for 14 per cent of total employment. Retail Trade, Public Administration and Safety and Education and Training are also large employers in Greater Hobart.
Employment growth by industry

Source: ABS, Labour Force, Australia, Detailed, Quarterly, May 2013 (cat. no. 6291.0.55.003), four-quarter averages of original data

Over the five years to the May quarter 2013, employment in the Professional, Scientific and Technical Services industry rose by 1080 (or 19 per cent) in Greater Hobart.

Manufacturing (down by 2500 or 32 per cent) and Retail Trade (down by 1300 or 11 per cent) have struggled over the last five years. These two industries have struggled against the economic downturn and strength of the Australian dollar.
### Long-term unemployment
One in five unemployed for 52 weeks or more

<table>
<thead>
<tr>
<th>Region</th>
<th>Long-term unemployed (52 weeks or more)</th>
<th>Average duration of unemployment (weeks)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Persons</td>
<td>Incidence</td>
</tr>
<tr>
<td>Greater Hobart</td>
<td>1500</td>
<td>22%</td>
</tr>
<tr>
<td>Tasmania</td>
<td>4500</td>
<td>24%</td>
</tr>
<tr>
<td>Australia</td>
<td>125,900</td>
<td>19%</td>
</tr>
</tbody>
</table>

Source: ABS, Labour Force, Australia, Detailed - Electronic Delivery, July 2013 (cat. no. 6291.0.55.001), 12-month averages of original data

**Long-term unemployment:**

Source: ABS, Labour Force, Australia, Detailed - Electronic Delivery, July 2013 (cat. no. 6291.0.55.001), 12-month averages of original data

As at July 2013, more than one in five (or 22 per cent) unemployed people were long-term unemployed, which was higher than the national average. The average duration of unemployment, at 42 weeks, was also higher than the national average (of 37 weeks).
**Jobless families with children under 15**

*High incidence in some areas*

<table>
<thead>
<tr>
<th>Region</th>
<th>Jobless families</th>
<th>% of all families</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brighton</td>
<td>600</td>
<td>30%</td>
</tr>
<tr>
<td>Derwent Valley</td>
<td>170</td>
<td>26%</td>
</tr>
<tr>
<td>Greater Hobart</td>
<td>3510</td>
<td>17%</td>
</tr>
<tr>
<td>Tasmania</td>
<td>8860</td>
<td>18%</td>
</tr>
<tr>
<td>Australia</td>
<td>294,880</td>
<td>14%</td>
</tr>
</tbody>
</table>

Source: ABS, Census of Population and Housing, 2011

**Jobless families:**

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

In August 2011 there were more than 3500 jobless families with children under 15 in Greater Hobart, some 17 per cent of all families. This figure was considerably higher in Brighton and Derwent Valley.

In Brighton, 60 per cent of all jobless families were lone parent jobless families.
### High rates of income support in some areas

<table>
<thead>
<tr>
<th>Region</th>
<th>% Working age population (15-64) receiving Centrelink allowance</th>
<th>Unemployment allowance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brighton</td>
<td>31%</td>
<td>9%</td>
</tr>
<tr>
<td>Derwent Valley</td>
<td>36%</td>
<td>12%</td>
</tr>
<tr>
<td>Glenorchy</td>
<td>31%</td>
<td>10%</td>
</tr>
<tr>
<td>Inner Hobart</td>
<td>17%</td>
<td>5%</td>
</tr>
<tr>
<td>Greater Hobart</td>
<td>22%</td>
<td>7%</td>
</tr>
<tr>
<td>Tasmania</td>
<td>24%</td>
<td>8%</td>
</tr>
<tr>
<td>Australia</td>
<td>17%</td>
<td>5%</td>
</tr>
</tbody>
</table>

- 8% of the working age population in Greater Hobart in receipt of DSP (5% for Australia)

### Income support recipients

*Source: DEEWR, Administrative Data, June quarter 2013; ABS, Population Estimates by Age and Sex, Regions of Australia, 2011*

More than one in five (22 per cent) persons of working age (15-64) in Greater Hobart were in receipt of some form of income support payment, higher than the national average (of 17 per cent). Some areas within Greater Hobart had particularly high levels of income support, including Brighton, Derwent Valley and Glenorchy.
## Educational attainment

(25 – 34 year olds)

<table>
<thead>
<tr>
<th>Region</th>
<th>Year 12 or equivalent 2011</th>
<th>Change since 2006</th>
<th>Advanced Diploma, Diploma, or Certificate III/IV</th>
<th>Bachelor Degree or higher</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brighton</td>
<td>46%</td>
<td>10% pts</td>
<td>34%</td>
<td>7%</td>
</tr>
<tr>
<td>Derwent Valley</td>
<td>39%</td>
<td>6% pts</td>
<td>34%</td>
<td>5%</td>
</tr>
<tr>
<td>Inner Hobart</td>
<td>88%</td>
<td>4% pts</td>
<td>20%</td>
<td>56%</td>
</tr>
<tr>
<td>Greater Hobart</td>
<td>68%</td>
<td>7% pts</td>
<td>30%</td>
<td>31%</td>
</tr>
<tr>
<td>Tasmania</td>
<td>59%</td>
<td>9% pts</td>
<td>32%</td>
<td>24%</td>
</tr>
<tr>
<td>Australia</td>
<td>75%</td>
<td>6% pts</td>
<td>30%</td>
<td>35%</td>
</tr>
</tbody>
</table>


**Educational attainment**

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

The proportion of the Greater Hobart 25-34 year old population who had completed Year 12 or equivalent (68 per cent) or attained a Bachelor Degree or higher (31 per cent) compare well with the average for Tasmania. Educational attainment is considerably lower in Brighton and Derwent Valley, with just 46 per cent and 39 per cent having completed Year 12 or equivalent respectively.
Education and labour market outcomes
(Source: ABS, Census of Population and Housing, 2011)

There is a strong relationship between educational attainment and employment outcomes. People with higher levels of education are more likely to participate in the labour force and less likely to be unemployed.
Survey results

Soft recruitment conditions

<table>
<thead>
<tr>
<th>Survey results</th>
<th>Greater Hobart</th>
<th>All regions surveyed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Past 12 months</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average annual vacancies per 100 staff</td>
<td>11</td>
<td>17</td>
</tr>
<tr>
<td>Most recent recruitment round</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average no. of applicants per vacancy</td>
<td>14.7</td>
<td>8.8</td>
</tr>
<tr>
<td>Unfilled vacancies</td>
<td>2.7%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Recruitment difficulty</td>
<td>35%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Source: DEEWR, Survey of Employers’ Recruitment Experiences, March 2013; DEEWR, Survey of Employers’ Recruitment Expectations, All regions surveyed in the 12 months to March 2013

The survey results suggest that recruitment activity was softer in Greater Hobart than all regions surveyed in the 12 months to March 2013. The low recruitment rate and high number of applicants per vacancy, relative to all regions surveyed, are indicative of softer labour market conditions.
Change in staff numbers

Source: DEEWR, Survey of Employers’ Recruitment Experiences, March 2013; DEEWR, Internet Vacancy Index, July 2013, trend data

The majority of employers surveyed reported that their staff numbers were unchanged in the past 12 months, with fewer than one in five increasing staff numbers.
Most applicants don’t get an interview

Averages, per vacancy

Total applicants: 14.7

- Not interviewed: 11.5
- Received an interview: 3.2

Of the 14.7 average applicants per vacancy, 11.5 of them did not get an interview. Of the 3.2 average applicants who were interviewed, around half were considered suitable for the job.

78% of applicants didn’t get an interview

Applicants and suitability

Source: DEEWR, Survey of Employers’ Recruitment Experiences, March 2013

This diagram breaks down the number and suitability of applicants in employers’ most recent recruitment round.

Of the 14.7 average applicants per vacancy, 11.5 of them did not get an interview. Of the 3.2 average applicants who were interviewed, around half were considered suitable for the job.
**Essential skills and personal qualities**

*Source: DEEWR, *Survey of Employers’ Recruitment Experiences*, March 2013*

Employers were asked whether there were any skills or personal qualities essential in an applicant. Some 49 per cent of responding employers said that some form of employability skill (such as communication, people skills or motivation) was essential for an applicant to be successful.
Recruitment methods

Source: DEEWR, Survey of Employers’ Recruitment Experiences, March 2013

Although most employers surveyed used formal methods of recruitment, such as the internet and newspapers, 42 per cent used informal methods to recruit staff, including word of mouth.
Informal recruitment methods
Less competition for job seekers

Source: DEEWR, Survey of Employers' Recruitment Experiences, March 2013

Informal method
70%
Informal method ONLY
21 applicants per vacancy

30%
4 applicants per vacancy

Competition for vacancies by method of recruitment
Source: DEEWR, Survey of Employers’ Recruitment Experiences, March 2013

30 per cent of employers surveyed only used informal methods of recruitment, such as word of mouth or being approached directly by an applicant.

Job seekers who can take advantage of these opportunities are likely to face less competition from other job seekers.

Job seekers should use a range of search methods when looking for a job.
Occupations difficult to fill

Opportunities in Accommodation & Food Services and Health Care & Social Assistance

<table>
<thead>
<tr>
<th>Bar Attendants and Baristas</th>
<th>Waiters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chefs</td>
<td>Child Carers</td>
</tr>
<tr>
<td>Registered Nurses</td>
<td>Housekeepers</td>
</tr>
<tr>
<td>Kitchenhands</td>
<td>Café Workers</td>
</tr>
<tr>
<td>Early Childhood (Pre-primary School) Teachers</td>
<td>Generalist Medical Practitioners</td>
</tr>
</tbody>
</table>

Source: DEEWR, Survey of Employers’ Recruitment Experiences, March 2013. Please note: Occupations listed above are for the whole of Tasmania.

Overall, employers surveyed had relatively little difficulty filling vacancies in their most recent recruitment round. However, there were some occupations that were frequently cited as difficult to fill.

The most common reason given for difficulty recruiting was that applicants lacked the technical skill requirement of the job (49 per cent of employers surveyed).
**Single greatest future concern**


There has been a shift in employers’ single greatest future concern over the last few years. The most recent survey results suggest that employers are now more concerned about demand and the state of the economy than they are about recruitment or retention difficulties.
Conclusion

- Labour market conditions remain subdued
  - Rising unemployment
  - Fall in full-time employment
  - High job applicant numbers

- Challenges
  - Long-term unemployment, jobless families, lower levels of education
  - Ageing population

- Opportunities
  - Fast-growing industries like Health Care and Social Assistance
  - Broad range of occupations difficult to fill
  - Vacancies across all skill levels still being advertised

- Job seekers need to be job ready
  - Experience, qualifications and training, employability skills

- Collaboration with key stakeholders
More information on labour market conditions and other research on small areas can be found on these web sites.

A report on the survey findings for Tasmania overall is available on the regional reports section of the DEEWR web site.

Thank you.
For any questions about this presentation please contact the Recruitment Analysis Section on 1800 059 439 or email recruitmentsurveys@deewr.gov.au