

Slide 1



The slide features the Australian Government logo at the top center, with the text "Australian Government" and "Department of Education, Employment and Workplace Relations" below it. The main title "Hume Local Government Area" is in a large blue font, followed by the date "December 2012" in a smaller blue font. The presenter's name "Presenter: Ivan Neville" and his role "Branch Manager" are listed below, followed by the branch name "Labour Market Research and Analysis Branch". At the bottom left, there is a decorative graphic consisting of several overlapping, curved shapes in orange, yellow, green, blue, and purple, set against a light beige background.

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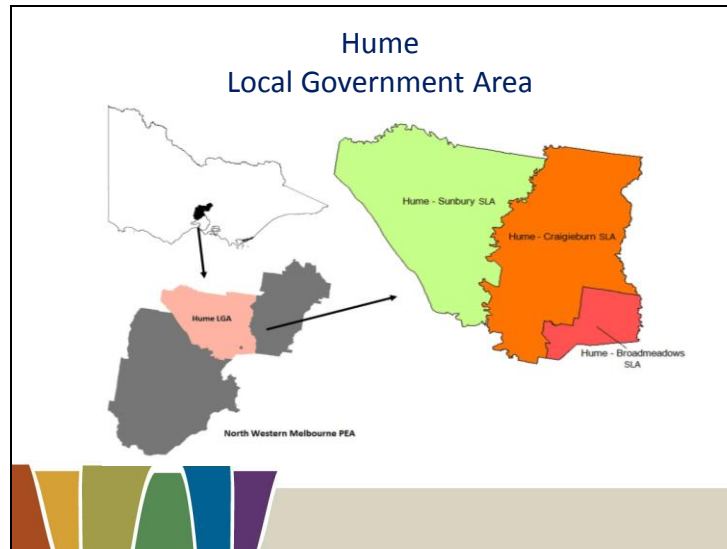
Hume Local Government Area

December 2012

Presenter: Ivan Neville
Branch Manager
Labour Market Research and Analysis Branch

Survey of Employers' Recruitment Experiences

Hume Local Government Area, Victoria, March 2012 (surveyed as part of the North Western Melbourne Priority Employment Area).



Map of the Hume Local Government Area

This map shows the Hume Local Government Area (LGA).

119 employers were surveyed in the LGA in March 2012 as part of a survey conducted in the North Western Melbourne Priority Employment Area (PEA). The region was previously surveyed in February 2010 and May 2009.

Statistical Local Areas (SLAs) included in the Hume LGA

- Hume (C) – Broadmeadows
- Hume (C) – Craigieburn
- Hume (C) – Sunbury

Strong population growth and a younger population - Hume LGA

Region	Adult Population (15+) 2011	Growth 2006 to 2011 (15+)	Median Age 2011
Hume - Broadmeadows SLA	49,600	3%	34
Hume - Craigieburn SLA	52,100	34%	30
Hume - Sunbury SLA	27,700	12%	36
Hume LGA	129,500	16%	33
North Western Melbourne PEA	734,000	21%	33
Victoria	4,355,200	9%	37
Australia	17,363,700	9%	37

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


Strong population Growth and a younger population - Hume LGA

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

The adult population (15 years+) for the Hume LGA at the time of 2011 Census was 129,500, an increase of 16 per cent from the 2006 Census. Population growth between 2006 and 2011 for Victoria and Australia were lower (both 9 per cent) than the Hume LGA, but higher for the North Western Melbourne PEA (21 per cent). The Hume - Craigieburn SLA had the largest population growth (34 per cent) of all the SLAs in the area.

Yet the 50 years + population is increasing at a faster rate

Age	2006	2011	Change
< 50 years	113,600	125,300	10%
50 years +	34,200	42,300	24%
Total	147,800	167,600	13%



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

Yet the 50 years + population is increasing at a faster rate
Source: ABS Census of Population and Housing, 2011 & 2006

The total number of people (all ages) in the Hume LGA increased since the 2006 Census by 13 per cent. The population for people under the age of 50 increased by 10 per cent whereas the population for people over the age of 50 increased by 24 per cent.

Educational Attainment Persons aged 25-34 years				
Region	Completed Yr 12	% Change Completed Yr 12 (2006-2011)	Attained Advanced Diploma, Diploma or Certificate III & IV Level	Attained Bachelor Degree or Higher
Hume - Broadmeadows SLA	67%	8% pts	26%	20%
Hume - Craigieburn SLA	73%	8% pts	30%	25%
Hume - Sunbury SLA	71%	6% pts	39%	21%
Hume LGA	70%	8% pts	30%	23%
Victoria	79%	6% pts	29%	40%
Australia	75%	6% pts	30%	35%

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

Educational Attainment – Persons aged 25-34 years

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

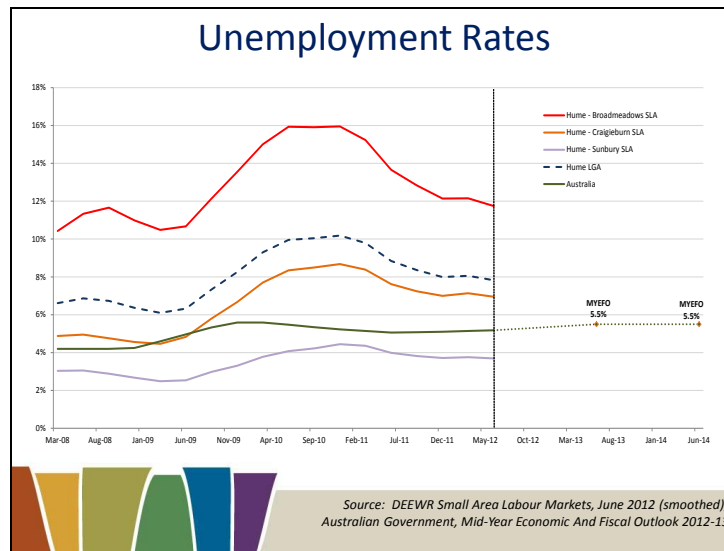
The level of educational attainment is strongly linked with labour market performance and a region’s ability (or its population) to respond flexibly to economic shocks. Accordingly, regions with relatively low levels of educational attainment tend, on average, to be less flexible in the face of economic slowdowns and face greater labour market difficulties.

At the time of the 2011 Census, the proportion of 25 to 34 year olds in the Hume LGA who had completed Year 12 or equivalent was 70 per cent, smaller than Victoria (79 per cent) and Australia (75 per cent). This varied across SLAs, with the Hume - Broadmeadows SLA having the smallest Year 12 attainment level (67 per cent), while the Hume - Craigieburn SLA had the largest (73 per cent).

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.

At the time of the 2011 Census, the proportion of 25 to 34 year olds who had attained an Advanced Diploma, Diploma or Certificate in the Hume LGA (30 per cent) was slightly larger than the state (29 per cent) and on a par with Australia (30 per cent), while the proportion who had attained a Bachelor Degree or higher (23 per cent) was significantly lower than the state and national averages (40 per cent and 35 per cent respectively).

**Figures may include some people who are still attending secondary school*



Unemployment Rates

Source: DEEWR Small Area Labour Markets, June 2012 (smoothed); Australian Government, Mid-Year Economic And Fiscal Outlook 2012-13; ABS Census of Population and Housing, 3222.0 - Population Projections, Australia, 2006 to 2101

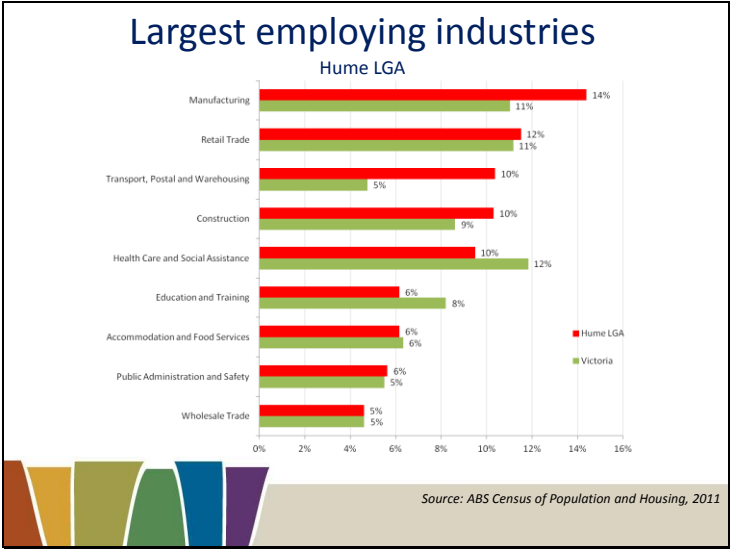
The LGA unemployment rate has remained consistently above the national unemployment rate.

The Hume LGA unemployment rate stood at 7.8 per cent in June 2012 compared with 5.4 per cent and 5.2 per cent for Victoria and Australia respectively.

Labour market conditions are expected to remain soft in the medium term, with Treasury's Mid-Year Economic and Fiscal Outlook (MYEFO) forecasting the unemployment rate to edge up to 5 ½ per cent by mid-2013, and to remain at that level until mid-2014, while the participation rate will remain around 65 per cent over the period.

Australia's population is set to change substantially over the next 50 years, with around one in four Australians being 65 years or older by 2056, according to population projections from the Australian Bureau of Statistics (ABS). These projections are based on a series of assumptions that take into account recent trends in fertility, mortality and migration.

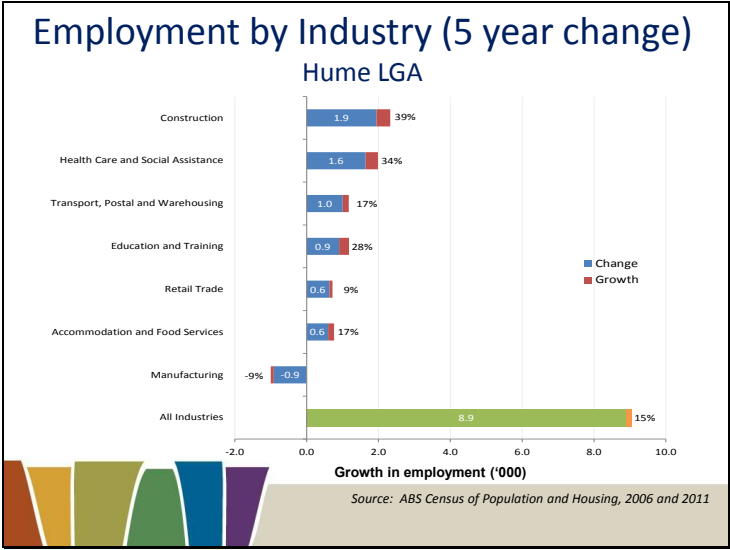
By 2056 Australia's population is projected to increase to between 31 and 43 million people, with around 23% to 25% being 65 years or older. In 2007 Australia's population was 21 million people, with 13% being 65 years or older. The ageing of Australia's population is the result of sustained low fertility, combined with increasing life expectancy. (ABS Census of Population and Housing, 3222.0 - Population Projections, Australia, 2006 to 2101)



Largest employing Industries – Hume LGA

Source: ABS Census of Population and Housing, 2011

In the Hume LGA, the Manufacturing and Retail industries were the largest employing industries (14 per cent and 12 per cent of total employed working age persons respectively). The Hume LGA also had a larger proportion of the working age population working in the Transport, Postal and Warehousing industry and the Construction industry (both 10 per cent) when compared with Victoria (5 per cent and 9 per cent for the Transport, Postal and Warehousing and Construction industries respectively). The Health Care and Social Assistance also employed a large proportion of the working age population (10 per cent), although this figure was smaller compared with Victoria (12 per cent).



Employment by Industry (5 Year Change) – Hume LGA

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

In the Hume LGA the Construction and Health Care and Social Assistance industries had the largest growth in employed persons over the 5 years to 2011. The Manufacturing industry had the largest decline in employed persons.

In the Hume LGA the Construction industry had the largest job growth in the 5 years to 2011, with 1,941 additional employees (39 per cent) growth.

This was followed by the Health Care and Social Assistance (1,643 employees) and Transport, Postal and Warehousing (1,006 employees) industries.

The Manufacturing industry had negative job growth in the 5 years to 2011 (-914 employees).

Total industry growth for the Hume LGA was 15 per cent (8,900 employees), this was larger compared to 10 per cent for Australia (851,000).

**Change in employment for Manufacturing
Hume LGA (5 year change)**

Manufacturing in Hume LGA	Employed persons	% change
Food Product Manufacturing	1,494	24%
Basic Chemical and Chemical Product Manufacturing	405	20%
Petroleum and Coal Product Manufacturing	33	18%
Polymer Product and Rubber Product Manufacturing	629	-24%
Transport Equipment Manufacturing	1,736	-29%
Textile, Leather, Clothing and Footwear Manufacturing	436	-38%
Total Manufacturing	9,729	-9%

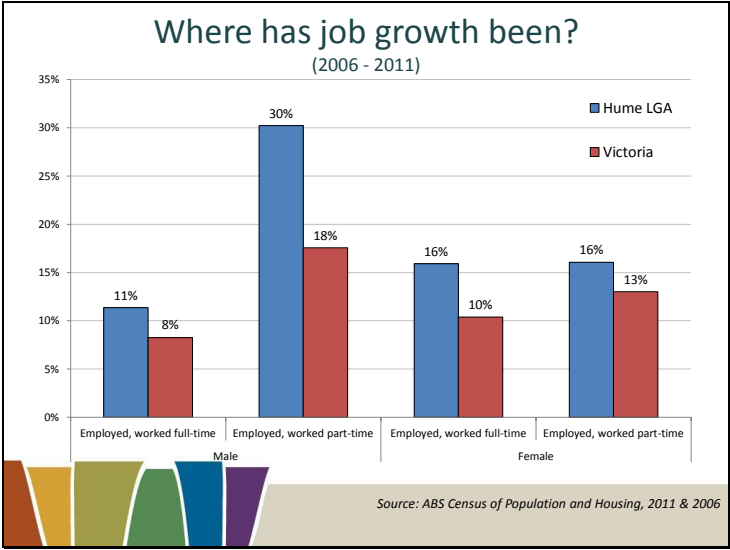
Source: ABS Census of Population and Housing, 2011 & 2006

Change in employment for Manufacturing – Hume LGA (5 year change)

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

The table includes selected subdivisions within the Manufacturing industry. There are 15 Manufacturing subdivisions within the Manufacturing industry. This table shows the subdivisions with the largest increases and decreases in employment over the 5 year to 2011 in the Hume LGA.

The Manufacturing industry in Australia has recorded a decline in employment of 96 100 over the ten years to May 2012, yet remains the fourth largest employing industry, employing 962 000 people (or 8.4 per cent of total employment). Nearly one third of employment in the Manufacturing industry (32.5 per cent) is concentrated in Victoria, where employment fell by 18 800 over the five years to May 2012. In Victoria the fall was largely due to declines in the Machinery and Equipment Manufacturing, Transport Equipment Manufacturing, and Fabricated Metal Product Manufacturing.



Where has job growth been? (2006-2011)

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

Job growth in the Hume LGA in the 5 years to the 2011 Census was primarily driven by males who found part time employment (30 per cent growth), this was much higher than Victoria (18 per cent).

Females working full-time and part-time (both 16 per cent) had greater job growth compared with Victoria (10 per cent full-time and 13 per cent part-time).

Which occupations are growing?
Hume LGA

Occupations	Employed persons (2011)	% Growth
Community and Personal Service Workers	6765	28%
Managers and Professionals	15227	21%
Technicians and Trades Workers	11821	16%
Sales Workers	7163	11%
Clerical and Administrative Workers	11642	11%
Machinery Operators and Drivers	7269	6%
Labourers	7818	5%
- Product Assemblers	527	-32%
Total	67705	14%

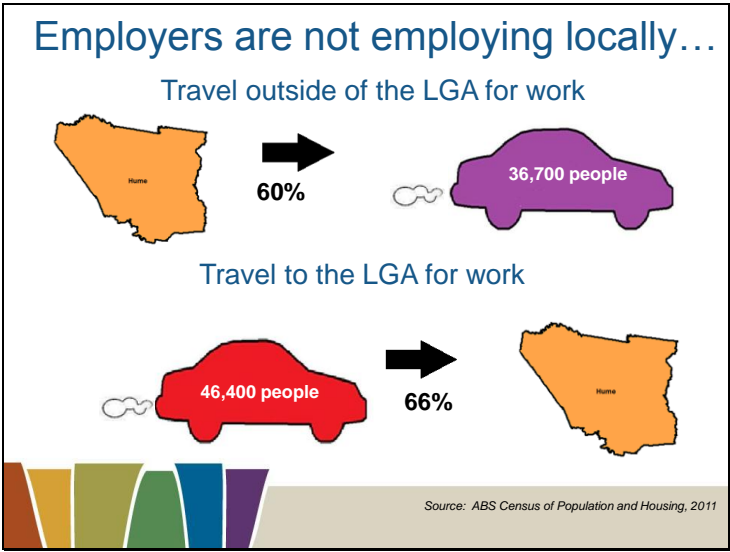
Source: ABS Census of Population and Housing, 2006 & 2011

Which occupations are growing?

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

In the 5 years to 2011, the occupations that had the largest job growth were Community and Personal Service Workers (28 per cent), followed by Managers and Professionals (21 per cent) and Technicians and Trades Workers (16 per cent).

The occupations that had the smallest job growth were Labourers (5 per cent) and Machinery Operators and Drivers (6 per cent).



Employers are not employing locally... - Travel outside of the LGA for work / Travel to the LGA for work

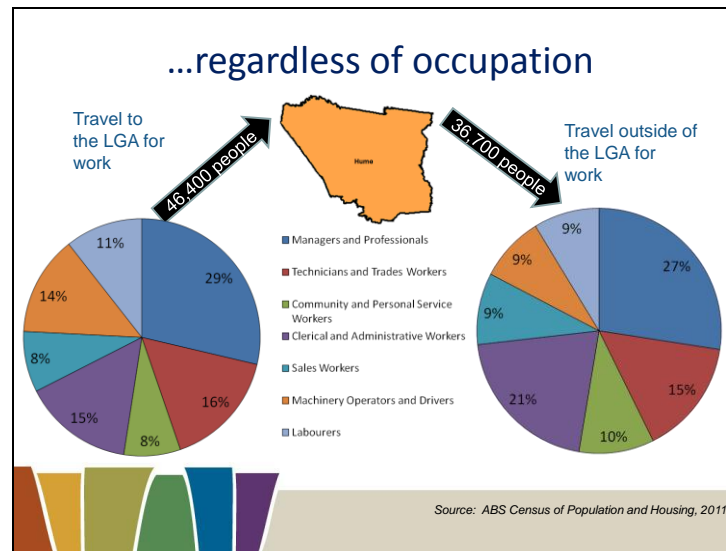
Source: ABS Census of Population and Housing, 2011

At the time of the 2011 Census, 70,400 people worked in the Hume LGA. Of these, 46,400 lived outside the LGA (66%) and travelled to the region for work. Another 24,100 people who worked in the Hume LGA also lived in the LGA.

Of the 60,800 people that lived in the LGA, 36,700 (60%) travelled outside the LGA for work.

	Number	Proportion
People who work in the LGA	70,400	
- and live in the LGA	24,100	34%
- and live outside the LGA	46,400	66%
People who live in the LGA	60,800	
- and work in the LGA	24,100	40%
- and work outside the LGA	36,700	60%

Of those who work outside the LGA, approximately 9000 work in the Melbourne CBD. Of those who work outside the LGA, approximately 11,000 are from Hume-Broadmeadows SLA, approximately 16,400 are from the Hume-Craigieburn SLA, and approximately 9,400 are from the Hume-Sunbury SLA.



Employers not employing locally...regardless of occupation

Source: ABS Census of Population and Housing, 2011

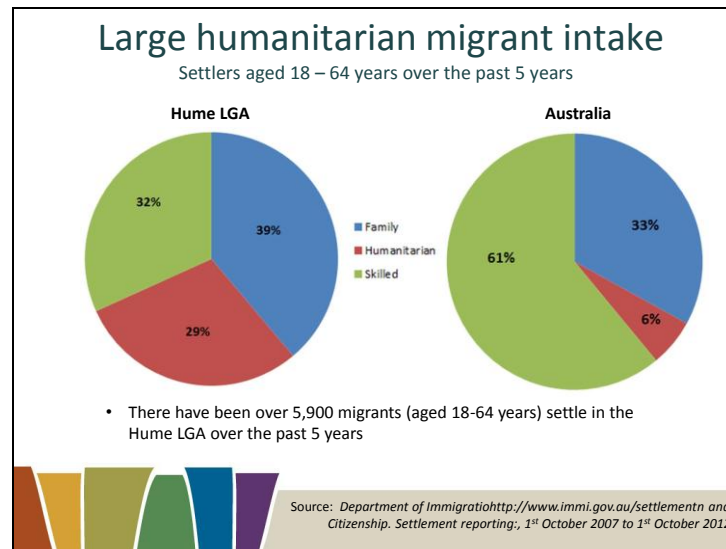
According to the 2011 Census, it appears that employers are not employing locally regardless of occupation.

Managers and Professionals made up the largest proportion of those workers who live outside of the Hume LGA and travel to the LGA for work (29 per cent). This was followed by Technicians and Trades Workers (16 per cent) and Clerical and Administrative Workers (15 per cent).

Managers and Professionals also made up the largest proportion of workers who live in the Hume LGA and travel outside the LGA for work (27 per cent). This was followed by Clerical and Administrative Workers (21 per cent) and Technicians and Trades Workers (15 per cent).

Machinery Operators and Drivers made up 14 per cent of employers who travel to the LGA for work, while only 9 per cent of workers in the same occupation group who live the LGA travel outside the LGA for work.

Clerical and Administrative Workers made up 21 per cent of employers who travel outside of the LGA for work, while 15 per cent of workers who travel to the LGA for work are employed in the same occupation group.



Large humanitarian migrant intake – Settlers aged 18-64 years over the past 5 years

Source: Department of Immigration and Citizenship. Settlement reporting: <http://www.immi.gov.au/settlement>, 1st October 2007 to 1st October 2012

There have been over 5,900 migrants (aged 18-64 years) settle in the Hume LGA over the past 5 years:

32 per cent (1,900 migrants) settled under the skilled migration stream, compared with 61 per cent for Australia.

39 per cent (2,300 migrants) settled under the family migration stream, compared with 33 per cent for Australia.

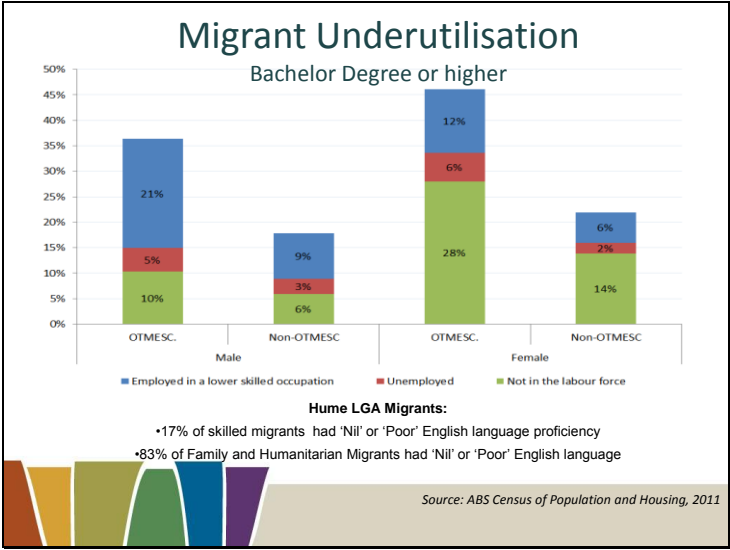
29 per cent (1,800 migrants) settled under the humanitarian migration stream, compared with 6 per cent for Australia.

Hume LGA migrants:

17 per cent of skilled migrants had 'nil' or 'poor' English language proficiency.

83 per cent of family and humanitarian migrants had 'nil' or 'poor' English language proficiency.

Of all migrants aged 18-64 who settled in Australia over the past 5 years, 0.9 per cent settled in the Hume LGA.



Migrant Underutilisation- For Persons with a Bachelor Degree or higher

Source: ABS, Census of Population and Housing, 2011

Overall, 17 per cent of the working age OTMESC population in the Hume LGA had obtained a Bachelor Degree or higher qualification. This compares with 11 per cent for the MESC population.

There was a lower level of labour market participation for highly qualified OTMESC persons compared with the MESC population in the Hume LGA. For both males and females, a larger proportion of the OTMESC population with a Bachelor Degree or higher were either not in the labour force, unemployed or employed in a low skilled occupation.

Many employers are recruiting to grow their business

- Strong recruitment activity in Hume LGA over last 12 months
- Many employers increasing staffing numbers
 - And having difficulty filling their vacancies
- 7.2 per cent of vacancies unfilled

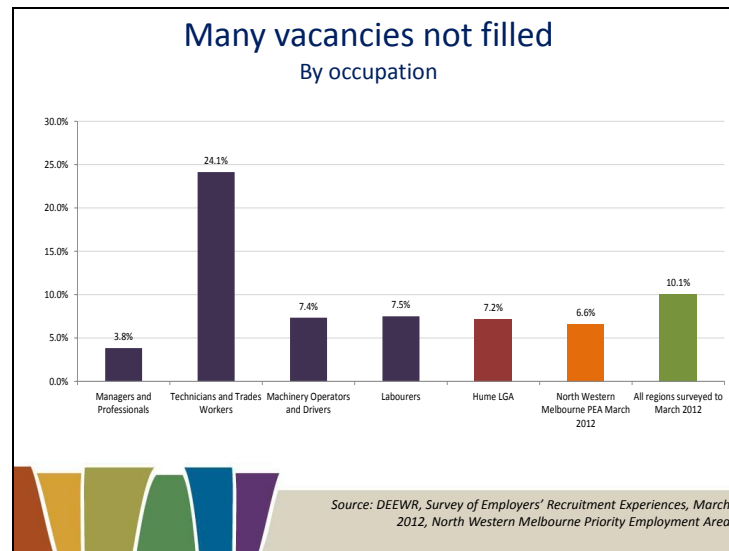


Source: DEEWR, Survey of Employers' Recruitment Experiences, March 2012, North Western Melbourne Priority Employment Area

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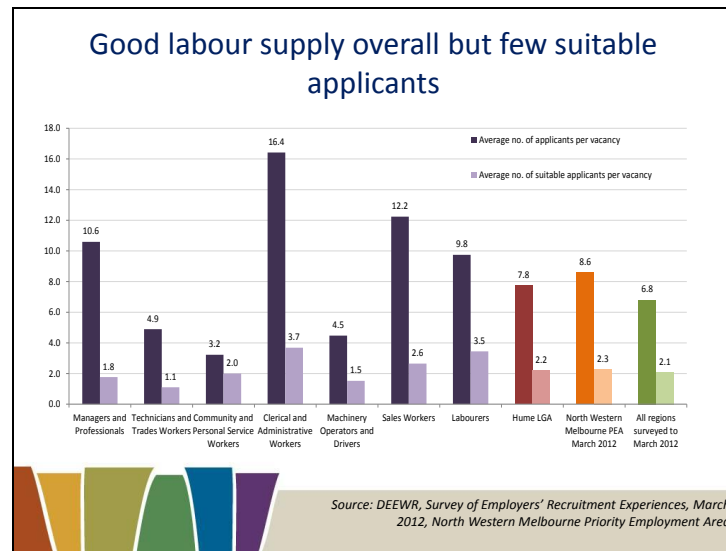


Many vacancies not filled – By occupation

Source: DEEWR, Survey of Employers' Recruitment Experiences, March 2012, North Western Melbourne Priority Employment Area; DEEWR, Survey of Employers' Recruitment Experiences, combined results for all regions surveyed in the 12 months to March 2012

Employers in the Hume LGA had less success filling their most recent vacancies (7.2 per cent) compared with the North Western Melbourne PEA (6.6 per cent), but had more success compared with the result for all regions surveyed in the 12 months to March 2012 (10.1 per cent).

At the occupation level, employers had the least success filling vacancies for Technicians and Trades Workers (24.1 per cent unfilled), followed by Labourers (7.5 per cent unfilled) and Machinery Operators and Drivers (7.4 per cent). By contrast, all vacancies for Community and Personal Trades Workers, Clerical Administrative Workers and Sales Workers were filled.



Good labour supply overall but few suitable applicants

Source: DEEWR, Survey of Employers' Recruitment Experiences, March 2012, North Western Melbourne Priority Employment Area; DEEWR, Survey of Employers' Recruitment Experiences, combined results for all regions surveyed in the 12 months to March 2012

There was, on average, less competition for vacancies in the Hume LGA (7.8 applicants per vacancy and 2.2 applicants considered suitable) compared with the North Western Melbourne PEA (8.6 applicants per vacancy and 2.3 applicants considered suitable), but slightly more than all regions surveyed (6.8 applicants per vacancy and 2.1 applicants considered suitable).

In the Hume LGA there was a high level of competition for Clerical and Administration Workers, with an average of 16.4 applicants per vacancy of which 3.7 were on average considered suitable.

Employers recruiting for Technicians and Trades Workers, only attracted 1.1 suitable applicants per vacancy.

Employers recruiting for Community and Personal Service Workers had little choice of suitable applicants (an average of 3.2 applicants per vacancy and 2.0 applicants considered suitable).

Future recruitment expectations strong

	Hume LGA	North Western Melbourne PEA March 2012	All regions surveyed (12 months to March 2012)
Expected to recruit	68%	64%	52%
Will increase staff numbers	41%	34%	29%
Expected difficulty	40%	39%	46%
Uncertain about future recruitment	6%	8%	10%

Source: DEEWR, Survey of Employers' Recruitment Experiences, March 2012, North Western Melbourne Priority Employment Area

Future recruitment expectations strong

Source: DEEWR, Survey of Employers' Recruitment Experiences, March 2012, North Western Melbourne Priority Employment Area; DEEWR, Survey of Employers' Recruitment Experiences, combined results for all regions surveyed in the 12 months to March 2012

Future recruitment expectations for the 12 months following the survey were higher in the Hume LGA (68 per cent) compared with the North Western PEA and all regions surveyed (64 per cent and 52 per cent respectively).

Overall a larger proportion of employers expected to increase staff numbers (41 per cent) compared with the North Western Melbourne PEA (34 per cent) and all regions (29 per cent).

Of those that expected to recruit in the Hume LGA, a lower proportion expected difficulty compared with all regions surveyed (40 per cent compared to 46 per cent).

What is the potential labour supply?

	Hume LGA		Australia	
	Untapped labour force	Participation rate	Untapped labour force	Participation rate
People aged 50-64 years	10,000	63.6%	1,235,800	69.8%
OTMESC (15-64 years)	17,700	59.0%	991,400	69.1%
Females (25-39 years)	7,200	63.5%	631,000	74.8%
Youth (20-24 years) not studying	2,000	54.1%	178,800	53.0%

Source: ABS Census of Population and Housing, 2011

What is the potential?

Source: ABS Census of Population and Housing, 2011


The untapped labour force is the number of people who are Not in the Labour Force or who are unemployed.

This slide shows potential areas of employment growth which are the outside traditional sources of labour, such as mature age workers, female carers or people from an ‘other than main English speaking country (OTMESC) background.

Issues for Employers

Hume LGA

- Consider how to reduce difficulty filling vacancies both now and in the longer term:
 - Pool of potential local labour
 - Provide work experience
 - Offer apprenticeships and training
 - Ongoing support to 'grow your own' and increase retention
 - Workplace flexibility
- Consider how you recruit staff and how you might employ more local job seekers
- Collaboration with key local stakeholders, including training providers



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Further Information

- www.deewr.gov.au/lmip
- www.deewr.gov.au/SkillShortages
- www.deewr.gov.au/regionalreports
- www.deewr.gov.au/australianjobs
- www.joboutlook.gov.au



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

A report on the survey findings for the Hume Local Government Area will be placed on the regional reports section of the DEEWR- Regional Reports web site.

Thank you.



Australian Government
Department of Education, Employment and Workplace Relations

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

[1800 059 439](tel:1800059439) or email

recruitmentsurveys@deewr.gov.au



