

Slide 1

Australian Government
Department of Education, Employment and Workplace Relations

**Labour Market Conditions and
Survey of Employers' Recruitment
Experiences**

Northern Adelaide
Employment Service Area

Australian Government

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Northern Adelaide Employment Service Area

Slide 2



Northern Adelaide ESA

This map shows the Local Government Areas (LGAs) within the Northern Adelaide Employment Service Area.

The Playford, Salisbury and Tea Tree Gully LGAs fall entirely within the Northern Adelaide ESA.

Slightly fewer than one fifth of people living in the Adelaide Hills LGA live in the Northern Adelaide ESA.

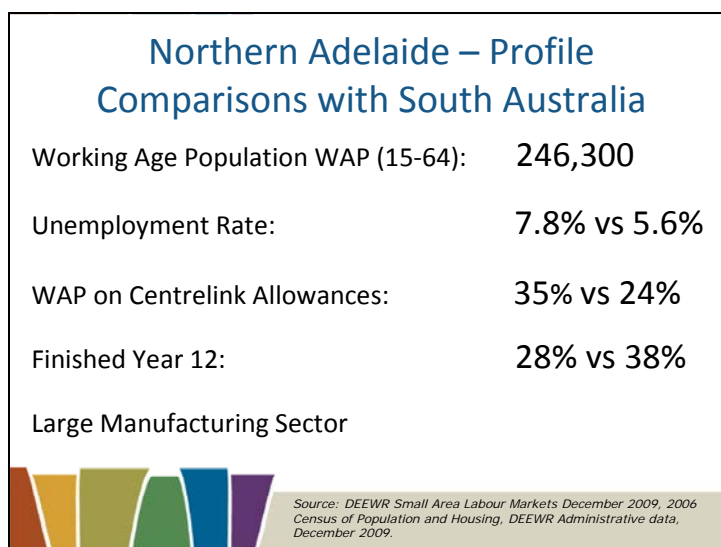
Around half of Port Adelaide Enfield LGA residents live in Northern Adelaide ESA.

Of the 39,703 people that reside in the Adelaide Hills LGA, 17.5% (or 6958 people) fall within the Northern Adelaide ESA

Of the 109,922 people that reside in the Port Adelaide Enfield LGA, 49.5% (or 54,416 people) fall within the Northern Adelaide ESA

2006 Census

Slide 3

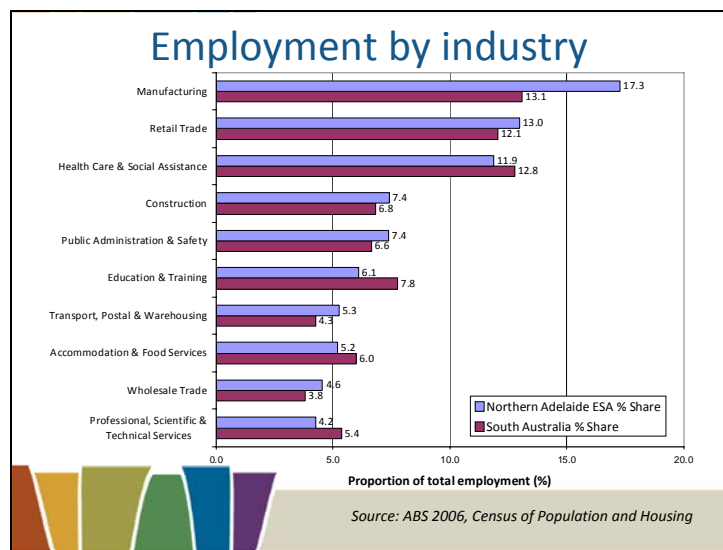


**Northern Adelaide – Profile
Comparisons with South Australia**

Source: DEEWR Small Area Labour Markets December 2009, 2006 Census of Population and Housing, DEEWR Administrative data, December 2009

Working Age Population WAP (15-64):	246,300
Unemployment Rate:	7.8% vs 5.6%
WAP on Centrelink Allowances:	35% vs 24%
Finished Year 12:	28% vs 38%
Large Manufacturing Sector	

Slide 4



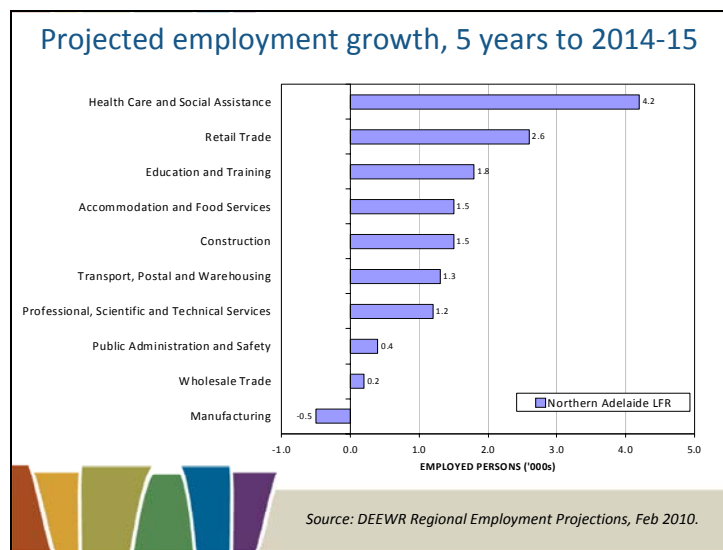
Employment by Industry

Source: ABS 2006, Census of Population and Housing

In this chart, employment by industry for Northern Adelaide ESA is compared with South Australia.

We can see here the importance of the Manufacturing sector to the region which, at the time of the 2006 Census, employed 17.3% of workers in the Northern Adelaide ESA.

Slide 5



Projected employment growth, 5 years to 2014-15

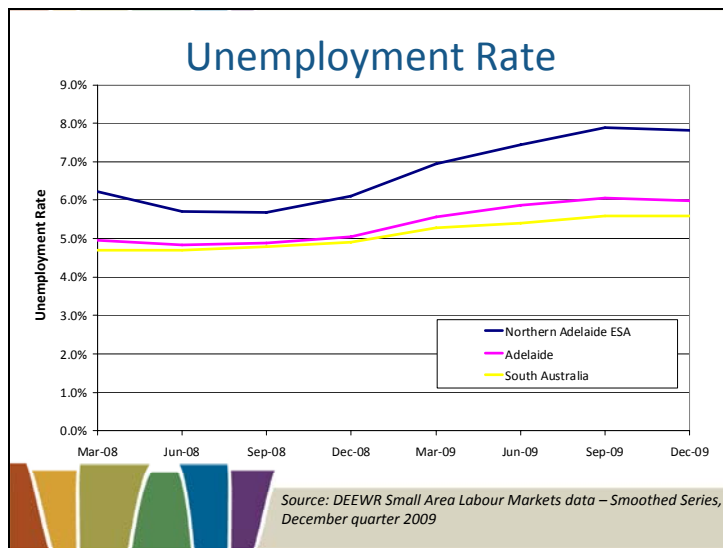
Source: DEEWR Regional Employment Projections, Feb 2010

This slide gives the projected employment growth in Northern Adelaide LFR over the 5 years to 2014-15.

These projections were updated in February 2010 to take into account recent economic developments in Australia and abroad.

Health Care and Social Assistance is projected to be a key growth area in the region.

Slide 6



Unemployment Rate

Source: DEEWR Small Area Labour Markets data – Smoothed Series, December quarter 2009

This chart shows the unemployment rate for the Northern Adelaide ESA (Blue line) compared to Metropolitan Adelaide (Pink line) and South Australia (Yellow line) between March 2008 and December 2009 (most recent data).

We can see that the unemployment rate in the Northern Adelaide ESA has remained consistently higher than the unemployment rates for Metropolitan Adelaide and for South Australia.

Unemployment rate by LGA

Region	Unemployment Rate (December 2008)	Unemployment Rate (December 2009)	Change (% pts)
Tea Tree Gully LGA	2.6%	3.4%	0.8
Salisbury LGA	6.3%	8.2%	1.9
Playford LGA	11.6%	14.4%	2.8
Adelaide Hills LGA*	1.9%	2.6%	0.7
Port Adelaide Enfield LGA*	7.4%	9.2%	1.8
Northern Adelaide ESA	6.1%	7.8%	1.7
South Australia	4.9%	5.6%	0.7
Australia	4.2%	5.6%	1.4

Source: DEEWR, Small Area Labour Markets data – Smoothed Series, December quarter 2009

Unemployment Rate by LGA

Source: DEEWR, Small Area Labour Markets data – Smoothed Series, December quarter 2009

This table shows unemployment rates in December 2008 and December 2009 for the LGA's that make up Northern Adelaide ESA and compares these results with South Australia and Australia.

For the Northern Adelaide ESA we can see that:

- The unemployment rate for Northern Adelaide is higher than for South Australia, (7.8% compared to 5.6% for South Australia).
- The increase in the unemployment rate over the past 12 months has been greater in Northern Adelaide than for South Australia (1.7 percentage point increase for Northern Adelaide compared to a 0.7 percentage point increase for South Australia).

For LGA's within the Northern Adelaide ESA:

- unemployment rates vary greatly. The unemployment rate is particularly high in Playford (14.4%).
- unemployment has not increased evenly in different regions.
- regions with the highest levels of unemployment have experienced the greatest percentage point increases in their unemployment rates over the past 12 months (Playford 2.8 percentage points, Salisbury 1.9 percentage points, Port Adelaide/Enfield 1.8 percentage points).

Working age population receiving Centrelink Allowances

Region	Receiving a Centrelink Allowance	Receiving Disability Support Pension
Tea Tree Gully LGA	14%	5%
Salisbury LGA	25%	8%
Playford LGA	35%	11%
Adelaide Hills LGA*	9%	3%
Port Adelaide Enfield LGA*	27%	10%
Northern Adelaide ESA	24%	8%
South Australia	20%	7%
Australia	17%	5%

Source: ABS Estimated Resident Population (ERP), June 2008
DEEWR Administrative data, December 2009

Working Age Population Receiving Centrelink Allowances

Source: ABS Estimated Resident Population (ERP), June 2008 DEEWR Administrative data, December 2009

In December 2009, there were 60,300 Northern Adelaide residents (24% of the working age population) in receipt of a Centrelink allowance. This compares to 20% for South Australia and 17% for Australia.

There is also an above average proportion of the Working Age Population Receiving the Disability Support Pension in the Northern Adelaide ESA.


8% in Northern Adelaide compared to 7% in South Australia and 5% for Australia.

Most prominent in this table are the results for the Playford LGA where:

More than one in three people of working age (35%) receive a Centrelink Allowance of some kind; and 11% of people of working age receive the Disability Support Pension.

Slide 9

	South Australia		
	Schooling or employment restriction	All with reported disability	No reported disabilities
Employed People (%)	8%	13%	87%
Unemployment Rate (%)	10.2%	9.2%	5.5%
Participation Rate (%)	45.2%	51.4%	81.0%

 Source: ABS, Disability, Ageing and Carers, Australia: Summary of Findings 2003, cat. no. 4430.0

Disability and Labour Force Status

Source: ABS, Disability, Ageing and Carers, Australia: Summary of Findings 2003, cat. no. 4430.0

This table shows that 13 per cent of employed persons have a reported disability and that people with disabilities have worse labour market outcomes (latest figures available are from 2003).

Educational attainment by LGA

Region	Proportion of working age population (aged 15 to 64 years)	
	Finished Year 12 or equivalent	Attained Bachelor degree or higher
Tea Tree Gully LGA	43%	12%
Salisbury LGA	35%	7%
Playford LGA	28%	4%
Adelaide Hills LGA*	55%	24%
Port Adelaide Enfield LGA*	42%	13%
Northern Adelaide ESA	38%	9%
South Australia	43%	15%
Australia	47%	17%

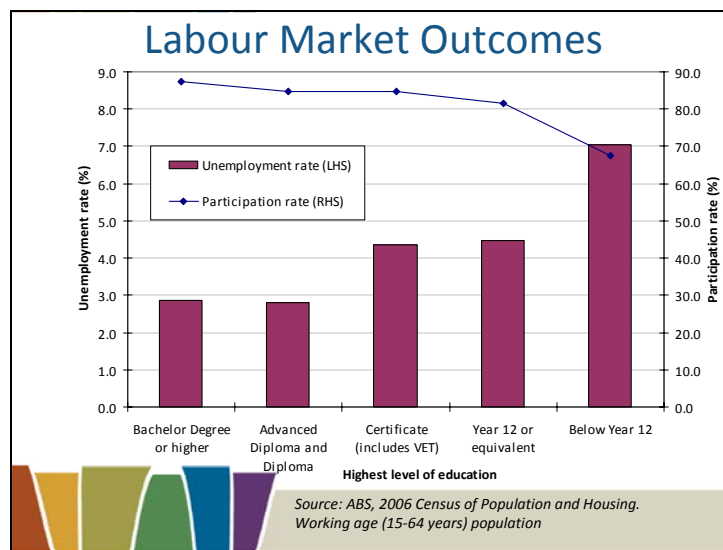
Source: ABS, 2006 Census of Population and Housing

Educational Attainment by LGA

Source: ABS, 2006 Census of Population and Housing

This table highlights the lower than average levels of educational attainment in most LGA's that make up Northern Adelaide ESA.

Slide 11



Labour Market Outcomes

Source: ABS, 2006 Census of Population and Housing. Working age (15-64 years) population

The level of educational attainment is strongly linked with labour market performance and the ability of a region (or its population) to respond flexibly to an economic shock. High levels of educational attainment, for instance, allows people to gain employment in higher skilled occupations, such as Professional, Manager and Technician and Trades Worker occupations, which tend to be more stable, more in demand and higher paid.


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. For example, upon retrenchment, those with lower educational attainment will find it significantly more difficult to find subsequent employment than their more highly skilled counterparts.

As can be seen in this chart, those people in the Northern Adelaide ESA with relatively high levels of education perform better in the labour market, with higher labour force participation rates and lower unemployment rates, compared with those with lower levels of educational attainment.

Slide 12

Playford – indicators of disadvantage

Indicator	Playford	South Australia
% Unemployed	14	6
% of families with children where no parent is working	31	20
% of families with children where family income is less than the average wage (\$800 per week)	42	29
% of population aged 15-64 who have not completed Year 10	15	10
% of population aged 15-64 on a Centrelink allowance	27	18



Source: ABS, 2006 Census of Population and Housing, DEEWR Administrative data, December 2009, SALM Dec 2009


Playford – Indicators of Disadvantage

Source: ABS, 2006 Census of Population and Housing, DEEWR Administrative data, December 2009, SALM Dec 2009

There is a high incidence of disadvantage in Playford LGA.

Employer Survey

- Northern and Western Adelaide Priority Employment Area
- 249 employers surveyed in March 2010
- 80% of employers recruited
 - 51% of employers had difficulty recruiting
- 7.1% of recent vacancies unfilled



Source: DEEWR, Northern and Western Adelaide Priority Region Survey of Employers' Recruitment Experiences, March 2010.

Employer Survey

Source: DEEWR, Northern and Western Adelaide Priority Region Survey of Employers' Recruitment Experiences, March 2010

The survey covered the priority region of Northern and Western Adelaide, which includes the Labour Force Regions of Northern Adelaide and Western Adelaide and the Local Government Area of Adelaide.

Northern and Western Adelaide Priority Employment Area:

- 249 employers surveyed in March 2010
- 80% of employers recruited
- 51% of employers had difficulty recruiting
- 7.1% of recent vacancies unfilled

Changes to staff numbers

Industry of business	Proportion of employers	
	Staff Increase in past 6 months	Staff Decrease in past 6 months
Construction	45%	18%
Professional, Scientific and Technical Services.	40%	20%
Retail Trade	26%	26%
Health Care and Social Assistance	25%	0%
Manufacturing	24%	33%
Total	28%	21%

Source: DEEWR, Northern and Western Adelaide Priority Region Survey of Employers' Recruitment Experiences, March 2010

Changes to Staff Numbers


Source: DEEWR, Northern and Western Adelaide Priority Region Survey of Employers' Recruitment Experiences, March 2010

The past 12 months has been a volatile time for many businesses in the region and this is reflected in changes in the number of workers employed in local workplaces.

Across all industries 28% of surveyed businesses increased staff numbers while 21% reduced staff numbers.

Recruitment Difficulty

Industry group of most recent vacancy	% of employers reporting that recruitment was 'Difficult'
Health Care	63%
Construction	60%
Accommodation and Food Services	53%
Manufacturing	49%
Professional, Scientific and Technical Services	41%
All Industries	51%



Source: DEEWR, Northern and Western Adelaide Priority Region Survey of Employers' Recruitment Experiences, March 2010.

Recruitment Difficulty

Source DEEWR, Northern and Western Adelaide Priority Region Survey of Employers' Recruitment Experiences, March 2010

More than half of recruiting employers said that recruitment for at least one occupation was 'difficult'.

Employers had difficulty recruiting across a range of industries.

Vacancies unfilled or inadequately filled			
Occupation group of most recent vacancy	Vacancies Unfilled	Vacancies filled with workers who lacked desired skills/ capabilities	Total
Managers and Professionals	8.7%	4.3%	13.0%
Technicians and Trades Workers	6.0%	14.3%	20.2%
Community and Personal Service Workers	1.9%	23.8%	25.7%
Clerical and Administrative Workers	16.4%	9.7%	26.0%
Machinery Operators and Drivers	5.1%	30.8%	35.9%
Sales Workers	2.1%	14.8%	16.9%
Labourers	11.7%	26.7%	38.4%
Total	7.1%	16.5%	23.6%

Source: DEEWR, Northern and Western Adelaide Priority Region Survey of Employers' Recruitment Experiences, March 2010.

Vacancies Unfilled or Inadequately Filled

Source: DEEWR, Northern and Western Adelaide Priority Region Survey of Employers' Recruitment Experiences, March 2010

Despite the above average levels of unemployment in the region, many employers could not fill vacancies with the workers who had the skills that they were looking for.

This table shows the proportion of vacancies that remained unfilled by each major occupation group and the proportion of vacancies that were filled with workers who lacked the skills or capabilities desired by the employer.

Across all occupation categories:

7% of recent vacancies remained unfilled (this compares to 5.2% for surveys conducted in the 12 months to December 2009).

16.5% of recent vacancies were filled with an applicant who did not have the skills or capabilities that the employer was looking for

About three quarters (76%) of employers said that successful applicants lacked the appropriate job specific skills.

About one quarter (26%) of employers said that the workers that they hired lacked the generic or basic skills that they were looking for.

In particular employers said workers lacked the necessary motivation (21%) and workload management skills (7%).

Overall almost one quarter (23.6%) of vacancies were either not filled, or filled with a worker who did not have the desired skills capabilities! This suggests that opportunities do exist for job seekers in the region if they have the skills and characteristics that employers are looking for.

Slide 17

Bachelor Degree or Higher VET Qualifications		
Civil Engineers	Structural Steel and Welding Trades Workers	Motor Mechanics
Chefs	Registered Nurses	Electrician
Other occupations		
Commercial Cleaners	Factory Process Labourers	Café Workers
Store persons	Call or Contact Centre information Clerks	Waiters
Kitchen hands	Hotel Service Managers	Bar Attendants

Source: DEEWR, Northern and Western Adelaide Priority Region Survey of Employers' Recruitment Experiences, May 2009, March 2010.

Employment Opportunities

Source: DEEWR, Northern and Western Adelaide Priority Region Survey of Employers' Recruitment Experiences, May 2009, March 2010

This slide shows the occupations that employers most commonly told us that they:
Were unable to fill vacancies for.

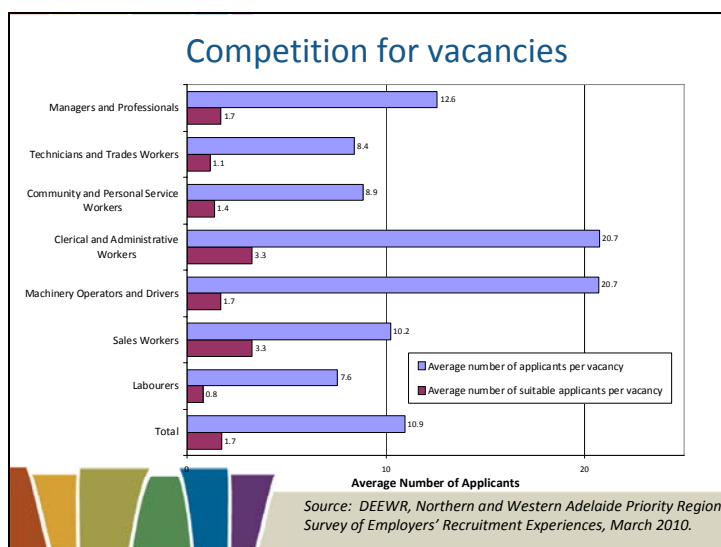
They were forced to fill vacancies with applicants who did not have the skills or capabilities that they were looking for; or

Had to delay the completion of the recruitment exercise because they could not find suitable candidates.

These occupations show that employment opportunities exist for appropriate staff across a range of skill levels and a range of industries. Local workers with the appropriate qualifications and/or characteristics in these occupations would have a very strong likelihood of securing employment in the region.

Although there are a number of jobs that require a higher level of education (either higher VET (Cert III/IV) or Bachelor Degree or higher), many of the occupations mentioned as difficult to fill are medium to lower skill level jobs such as cleaners and factory process labourers.

Slide 18



Competition for Vacancies

Source: DEEWR, Northern and Western Adelaide Priority Region Survey of Employers' Recruitment Experiences, March 2010

Across all occupations

There was a slightly higher than usual average number of applicants per vacancy (10.9) when compared with all employers surveyed in the 12 months to December 2009 (9.7).

But employers reported a low average number of applicants being suitable per vacancy (1.7). This compares to 2.7 applicants suitable per vacancy for all employers surveyed in the 12 months to December 2009. This suggests that many applicants did not have the necessary skills to do the job for which they had applied.

By Occupation

There was a high average number of applicants for vacancies in all occupation categories.


The average number of suitable applicants were particularly low for Technicians and Trades Workers (1.1), Community and Personal Workers (ie Welfare workers and Bar/Café Workers) (1.4), and Labourers (0.8).

Reasons applicants unsuitable

88% of employers received applications from job seekers who they did not regard being suitable.

Reasons for unsuitability included:

- Applicants having insufficient experience to perform job duties
- Applicants having insufficient technical skills or expertise to perform job duties
- Basic employability skills



Source: DEEWR, Northern and Western Adelaide Priority Region Survey of Employers' Recruitment Experiences, March 2011, May 2009.

Reasons Applicants Unsuitable

Source: DEEWR, Northern and Western Adelaide Priority Region Survey of Employers' Recruitment Experiences, March 2011, May 2009

Of those employers that recruited 88% received one or more applicants who they did not regard as being suitable for the job during their most recent recruitment round. In a May 2009 survey in the region employers were asked the reasons why job seekers were considered unsuitable. Lack of work experience was the most common reason for applicant unsuitability, followed by insufficient technical skills or expertise.

Employers in Northern and Western Adelaide Priority Region also placed importance on the personality traits or qualities of applicants. The sorts of personality traits or qualities most sought after by employers included positive attitude, communication skills, teamwork skills, motivation and reliability.



Basic Employability Skills

Source: DEEWR, Northern and Western Adelaide Priority Region Survey of Employers' Recruitment Experiences, May 2009

Employers in the Northern and Western Adelaide Priority Region were asked when recruiting, whether they placed more importance on the applicant's personal traits and qualities or on their technical skills and experience:

- 35% said that personal traits and qualities were most important
- 23% said that technical skills were most important
- 41% said that both personal traits and technical skills were equally important.

These survey results indicate that in today's labour market, jobs seekers need to have both technical or job-specific skills and basic employability skills.



Expectations for the Next Six Months

Source: DEEWR, Northern and Western Adelaide Priority Region Survey of Employers' Recruitment Experiences, May 2009


Employment expectations for the next six months were reasonably optimistic in the region.

Employee Numbers

- 41% expect increase
 - Across a broad range of Industries.
- 6% expect decrease
 - Manufacturing 12%

Northern Adelaide - Conclusion

- Labour market conditions have weakened.
- Pockets of significant disadvantage.
- Still opportunities
 - employers continuing to recruit
 - unfilled vacancies across all skill levels
- Target growth industries and occupations difficult to fill.
- Job-seekers need to be job ready
 - Work Experience
 - Training
 - Apprenticeships
- Continue to work with employers
- Work with local employment coordinator



Source: DEEWR, Northern and Western Adelaide Priority Region Survey of Employers' Recruitment Experiences, March 2010.

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Further Information

- For more information:
 - www.workplace.gov.au/lmip
 - www.workplace.gov.au/skillsindemand
 - www.workplace.gov.au/bcw
 - www.workplace.gov.au/regionalreports
 - www.productivityplaces.deewr.gov.au
 - www.deewr.gov.au/Employment/Pages/JobsFund.aspx



Further Information

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- www.productivityplaces.deewr.gov.au
- www.deewr.gov.au/Employment/Pages/JobsFund.aspx