Understanding the jobs market is vital

Labour market conditions are:
- Always changing
- Different between regions

Impact on...
- Availability of jobs
- Pathways to employment
- Your relationship with employers
- Caseload
Fluctuating employment growth

Annual employment change, Launceston and North East

Source: ABS Labour Force, October 2016 (12 month averages of original data, and trend Australian data)
Slide 4 With falls in full-time employment driving recent negative growth

With falls in full-time employment driving recent negative growth
Launceston and North East, 2015-2016

Jobs growth
October 2015 – October 2016

<table>
<thead>
<tr>
<th>Type</th>
<th>Change</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment</td>
<td>-110</td>
<td>-0.2%</td>
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<tr>
<td>Full-time</td>
<td>-1,070</td>
<td>-2.5%</td>
</tr>
<tr>
<td>Part-time</td>
<td>+960</td>
<td>+4.2%</td>
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</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Change</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Males</td>
<td>-900</td>
<td></td>
</tr>
<tr>
<td>Females</td>
<td>-170</td>
<td></td>
</tr>
<tr>
<td>Males</td>
<td>+420</td>
<td></td>
</tr>
<tr>
<td>Females</td>
<td>+540</td>
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</tr>
</tbody>
</table>

Source: ABS Labour Force, October 2016 (12 month averages of original data)
How does Launceston compare?

SA4s, October 2015 - 2016

October 2016

Unemployment rate

Source: ABS Labour Force, October 2016 (12 month averages of original data, and trend data)
High and increasing youth unemployment...

Unemployment rate

Source: ABS Labour Force, October 2016 (12 month averages of original data, and Seasonally Adjusted data)

6% of 15-24 year olds in Tasmania have never worked
...and there is an increasing proportion of long-term unemployed youth on your caseload

Launceston and North East, Youth (15-24 years), 2011 to 2016

Source: Department of Employment, Administrative data, October 2011 and October 2016.
Some older people are also struggling to break into the jobs market.

Duration of unemployment by age, Australia

- 15-24: 30 weeks
- 25-34: 40 weeks
- 35-44: 47 weeks
- 45-54: 58 weeks
- 55 and over: 87 weeks

Source: ABS, Labour Force Survey, September 2016, 12 month averages of original data (Australia)
Ongoing unemployment can be a trap

- Confidence declines
- Employers become more wary
- Challenges adjusting to a new job
- Skills depreciate

And if job seekers have never worked, they have added challenges:

- Many opportunities require experience
- Limited understanding of employers’ needs

Many employers may not take the risk
There are emerging opportunities in the tourism sector...

Visitors (‘000) to Tasmania

Source: Tourism Tasmania, Tasmanian Tourism Snapshots 2011-2016
...with many businesses growing...

Launceston and North East, 2016

In the past year
23% increased staff

In the next 12 months
30% expect to increase staff numbers

The greatest future concern
17% said... staff retention or recruitment

Source: Department of Employment, Survey of Employers’ Recruitment Experiences, 2016
Slide 12 Jobs growth will be strong – especially in the services sector

...and jobs growth will be strong, particularly in the services sector

Launceston and North East, employment projections to 2020

Of all new jobs:
- Over 80% will be in services
- 71% will be higher skilled

Source: Department of Employment, Industry Employment Projections, five years to November 2020
Turnover will also create opportunities in many lower skilled occupations...

Projected growth to 2020, and turnover, Australia

Source: Calculated from Department of Employment, 2016 Employment Projections five years to November 2020 and ABS Participation, Job Search and Mobility, Australia, February 2015, Cat. No. 6226.0, custom data request, Department of Employment Gross Replacement Rates
...and several industries have an older workforce

Launceston and North East, 2011

Source: ABS Census of Population and Housing, 2011
Employers have many applicants to select from...

Internet and newspaper advertisements only, Launceston and North East, 2016

Employers may be faced with a group of applicants similar to this:

On average 20 applicants per vacancy

Employed

STU (Short-term unemployed)

LTU (Long-term unemployed)

...and, only 3 applicants are interviewed

*Breakdown of applicant numbers are estimated proportions using ABS Labour Force, and ABS Participation, Job Search, and Mobility survey data

Source: Department of Employment, Survey of Employers’ Recruitment Experiences, 2016
And inexperienced jobseekers are usually not interviewed

...and inexperienced job seekers are usually not interviewed

Reasons applicants not interviewed, Tasmania, 2015

Source: Department of Employment, Survey of Employers’ Recruitment Experiences, 2015
Many employers already provide work experience

42% have provided work experience or a work trial

- work experience for high school students
- placements for tertiary students
- trials for job seekers and work experience for unemployed persons

Source: Department of Employment, Survey of Employers' Recruitment Experiences, South Coast of Victoria, 2016
For young job seekers, soft skills are essential...

What employers are looking for in young job seekers, Tasmania

Source: Department of Employment, Survey of Employers' Recruitment Experiences, June 2015
...as is post school education

Unemployment Rates, Launceston and North East, 25-34 years

- Bachelor Degree or Higher: 3.1%
- Advanced Dip and Dip: 4.6%
- Cert III & IV: 4.8%
- Yr 12 or Equivalent: 9.0%
- Cert I & II: 13.1%
- Below Yr 12: 13.0%

Source: ABS Census of Population and Housing, 2011
Don’t ignore mature age job seekers

Skills and experience

Reliable with strong work ethic

More likely to ‘stick around’

Often same age as your client base

Source: Department of Employment, Survey of Employers’ Recruitment Experiences
Many opportunities are not advertised

35% of employers used informal methods only

Word of mouth
Employer approached by job seeker
Poached

Tapping into unadvertised opportunities improves the odds

Source: Department of Employment, Survey of Employers’ Recruitment Experiences, 2016

*Breakdown of applicant numbers are estimated proportions using ABS Labour Force, and ABS Participation, Job Search, and Mobility survey data

*Job seekers better able to show their enthusiasm and interest in the role
Why do employers use providers?

Main reasons for **first time** use
- Directly approached by provider

Main reasons for **returning**
- Referred job seekers met the employers’ needs
- Positive relationship with provider

*Source: Department of Employment, Survey of Employers’ Recruitment Experiences, All regions surveyed in the 12 months to December 2015*
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
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<tbody>
<tr>
<td>Do the skills of your caseload align with the opportunities?</td>
<td>Understanding opportunities in your local labour market</td>
</tr>
<tr>
<td></td>
<td>Retraining or up-skilling may be required</td>
</tr>
<tr>
<td>Do the skills of your caseload align with employers’ requirements?</td>
<td>Targeted education and training</td>
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<tr>
<td></td>
<td>Opportunities to gain experience</td>
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<tr>
<td></td>
<td>Employability skills and transferrable skills</td>
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<tr>
<td>Employer engagement is vital</td>
<td>Tapping into unadvertised vacancies</td>
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<tr>
<td></td>
<td>Referring the right applicants</td>
</tr>
<tr>
<td>Take advantage of programs on offer e.g. PaTH</td>
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</tbody>
</table>
If you have any questions about the presentation please contact the Recruitment and Employer Needs Analysis section on:
Tel: 1800 059 439 or
Email: recruitmentsurveys@employment.gov.au