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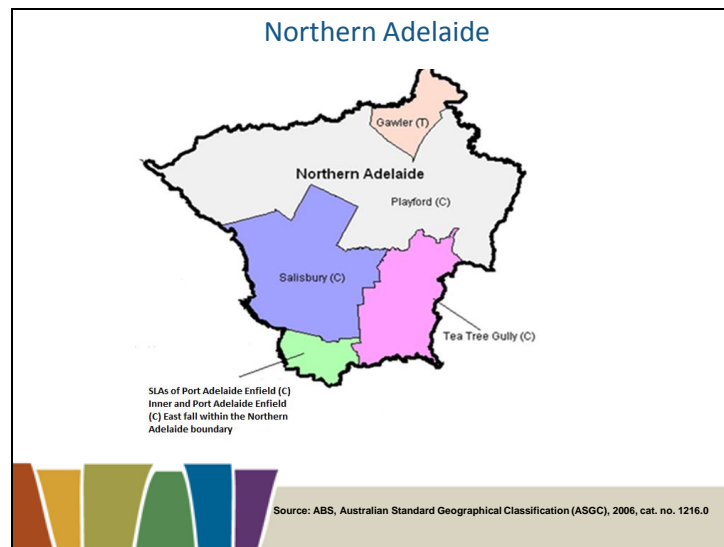
Australian Government
Department of Education, Employment and Workplace Relations

Labour Market Conditions in Northern Adelaide

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This map shows the Northern Adelaide Statistical Region.

The Local Government Areas (LGA) within the Northern Adelaide region are:

- Gawler (T);
- Playford (C);
- Salisbury (C);
- Tea Tree Gully (C); and
- Part of Port Adelaide Enfield (C)

The LGA of Port Adelaide Enfield (C) is split across both Northern Adelaide and Western Adelaide Statistical Regions, with 49 per cent of the working age population of the Port Adelaide Enfield LGA in Northern Adelaide.

**Northern Adelaide
labour market profile**

	Northern Adelaide	South Australia	Australia
Adult population (15+)	310 000	1 361 400	18 292 800
% aged 65 years and over	15.1%	19.2%	16.8%
% born in a non-English speaking country (2006)	13.4%	11.7%	16.9%
Participation rate (15-64yrs)	72.9%	76.6%	76.9%
% of Working Age Population on Centrelink Benefits	24.2%	20.1%	16.9%
% of Working Age Population on Unemployment Benefits	6.3%	5.2%	4.4%

Source: ABS Labour Force, Electronic Delivery, cat. no. 6291.0.55.001, March 2011, three month averages of original data; ABS Census of Population and Housing 2006; ABS Estimated Resident Population, cat. no. 3235.0; DEEWR Administrative Data, March 2011.

Overview of the labour market for the Northern Adelaide Statistical region.

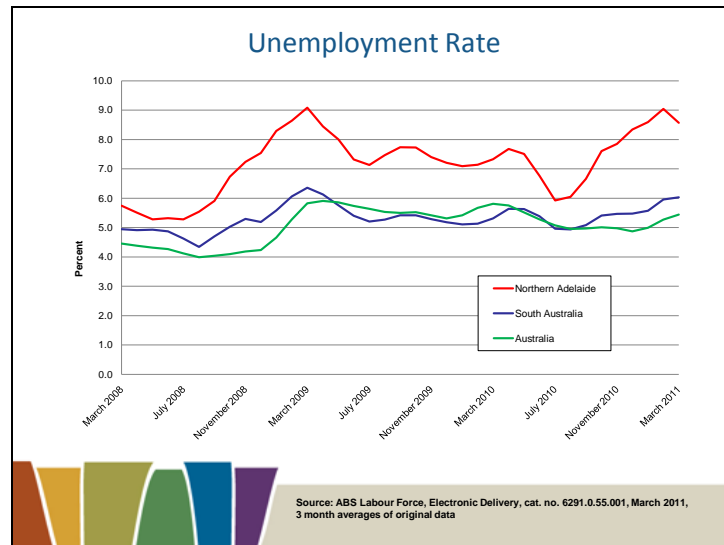
Working Age Population in receipt of Centrelink Benefits

- A higher proportion of persons in Northern Adelaide were in receipt of Centrelink benefits (24.2 per cent) compared with South Australia (20.1 per cent) and Australia (16.9 per cent).
- In the 12 months to March 2011, the number of recipients of Centrelink benefits in Northern Adelaide increased by 3.3 per cent, with increases for South Australia (1.9 per cent) and Australia (0.7 per cent).

Working Age Population in receipt of Unemployment Benefits

- A higher proportion of persons in Northern Adelaide were in receipt of unemployment benefits (6.3 per cent) compared with South Australia (5.2 per cent) and Australia (4.4 per cent).
- In the 12 months to March 2011, the number of recipients of unemployment benefits in Northern Adelaide increased by 5.0 per cent, compared with an increase of 3.5 per cent for South Australia and a decrease of 3.4 per cent for Australia.

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Unemployment rate - 3 month moving average (at March 2011)

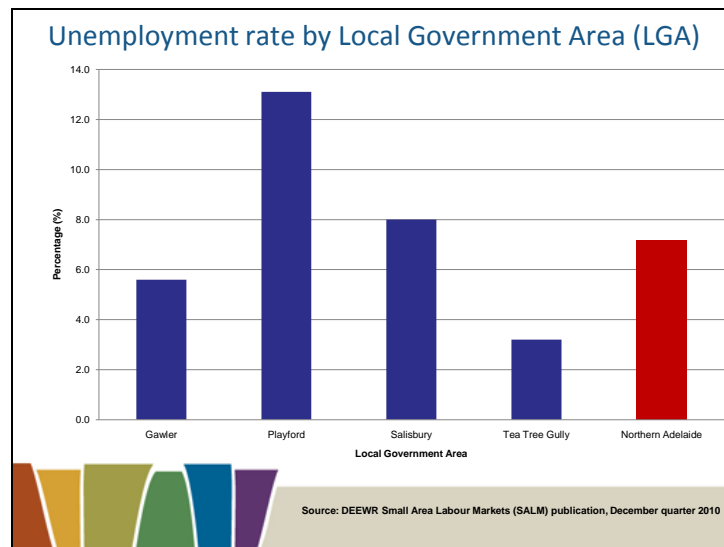
Northern Adelaide – 8.6%

South Australia - 6.0%

Australia - 5.4%

- The unemployment rate for Northern Adelaide has been consistently higher than the State and National average.
- The unemployment rate for Northern Adelaide has increased by 2.6 percentage points since July 2010 to stand at 8.6 per cent in March 2011, while both South Australia and Australia have shown smaller increases over that period.

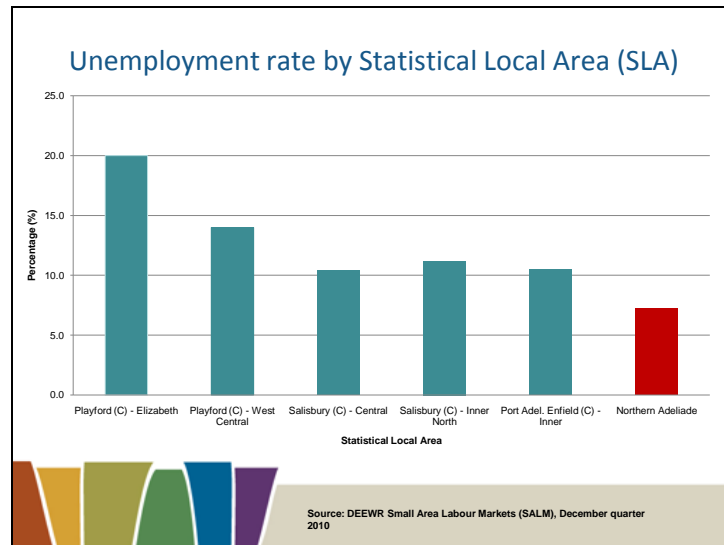
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Unemployment rate by Local Government Area (LGA)

- Unemployment rates (as of December 2010) were particularly higher in the Local Government Areas (LGAs) of Playford (13.1 per cent) and Salisbury (8.0 per cent), and lower in the LGAs of Gawler (5.6 per cent) and Tea Tree Gully (3.2 per cent). Northern Adelaide's unemployment rate was 7.2 per cent at December 2010.

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Unemployment rate by Statistical Local Area (SLA)

- Within the Local Government Areas in Northern Adelaide, some Statistical Local Areas (SLAs) have had high unemployment rates for many years. Notably, the unemployment rate for Playford (C) – Elizabeth have been high for decades. Time series data going back to 1990 shows that the unemployment rate in this SLA has never been below 15 per cent which has resulted in intergenerational unemployment becoming a major issue.

Unemployment rate of SLAs

Total Northern Adelaide - 7.2 per cent

Playford (C) - East Central - 10.6 per cent

Playford (C) - Elizabeth - 20.0 per cent

Playford (C) - Hills - 7.1 per cent

Playford (C) – West – 7.3 per cent

Playford (C) - West Central - 14.0 per cent

Salisbury (C) - Central - 10.4 per cent

Salisbury (C) - Inner North - 11.2 per cent

Salisbury (C) - North-East - 6.1 per cent

Salisbury (C) - South-East - 5.7 per cent

Salisbury (C) Bal - 6.7 per cent

Port Adel. Enfield (C) - East - 6.7 per cent

Port Adel. Enfield (C) - Inner - 10.5 per cent

Levels of Disadvantage by SLA				
Key Indicators	Playford (C) - Elizabeth	Salisbury (C) – Inner North	Port Adelaide Enfield (C) – Inner	South Australia
Individual median weekly income	\$313	\$420	\$343	\$433
Jobless Families	48.9%	27.2%	43.1%	20.4%
<i>Couple jobless families</i>	25.7%	12.8%	22.0%	9.7%
<i>Lone parent jobless families</i>	69.8%	53.4%	72.0%	47.4%
Renters	43.6%	25.7%	41.7%	25.6%
<i>Public Housing</i>	52.8%	34.8%	44.0%	25.9%
OTMESC population (WAP)	7.3%	15.8%	28.7%	11.7%
% completed Year 12	26.1%	32.2%	47.9%	45.8%
Year 9 govt school students who did not meet minimum standard for reading in 2010	34%	17%	44%	9%
<i>Who did not meet minimum standard for numeracy</i>	32%	13%	25%	7%
% of working age population receiving Centrelink benefits	48.2%	32.6%	31.5%	20.4%
<i>Receiving Unemployment benefits</i>	14.1%	9.6%	8.6%	5.3%

Source: ABS Census of Population and Housing 2006; ABS Estimated Resident Population, cat. no. 3235.0; DEEWR Administrative Data, March 2011; Myschool website

Disadvantaged Statistical Local Areas

- Several SLAs within the Northern Adelaide Statistical Region have high levels of disadvantage. These include Playford (C) – Elizabeth, Playford (C) – West Central, Salisbury (C) – Inner North and Port Adelaide. Enfield (C) – Inner. All three of these SLAs contain a high proportion of families who are jobless, a high proportion of renters who live in public housing, a low proportion of the working age population who have completed year 12 and a high proportion of the population who are in receipt of Centrelink benefits.

Persons born in an Other Than Main English Speaking Country (OTMESC)

- Lack of English language skills are often a barrier to employment for OTMESC migrants.
- There is a higher proportion of OTMESC persons in Northern Adelaide (13.4 per cent) than South Australia (11.7 per cent), but is lower than the national average of 16.9 per cent. However, over a quarter (28.7%) of the working age population in Port Adelaide Enfield (C) – inner was born in an Other Than Main English Speaking Country.

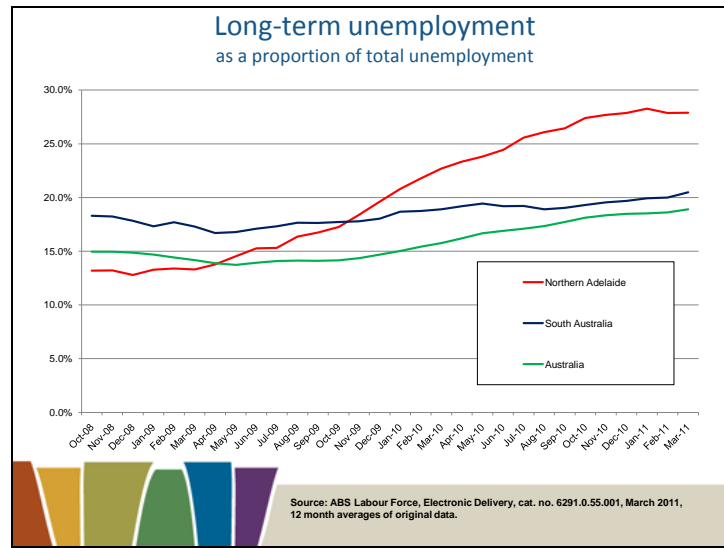
Percentage of Working Age Population in receipt of Centrelink Benefits

- Playford (C) Elizabeth – 48.2 per cent
- Salisbury (C) Inner North – 32.6 per cent
- Port Adelaide Enfield (C) – Inner – 31.5 per cent
- South Australia – 20.4 per cent

Percentage of Working Age Population in receipt of Unemployment benefits

- Playford (C) Elizabeth – 14.1 per cent
- Salisbury (C) Inner North – 9.6 per cent
- Port Adelaide Enfield (C) – Inner – 8.6 per cent
- South Australia – 5.3 per cent

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The proportion of unemployed who are long term unemployed (ie. unemployed 52 weeks or longer)

- As this slide shows, the proportion of unemployed people who are long term unemployed in Northern Adelaide is well above the level for South Australian and Australia. The proportion of unemployed who are long term unemployed in Northern Adelaide has increased steadily since October 2008 to stand at 27.9 in March 2011. This is well above the South Australian rate (20.5 per cent) and National rate (18.9 per cent).
- The longer that people are unemployed the harder it is to regain employment. Employers will often take on someone that has recently become unemployed over someone who has been out of the workforce for an extended period.

Northern Adelaide

Average duration of unemployment – 54 weeks

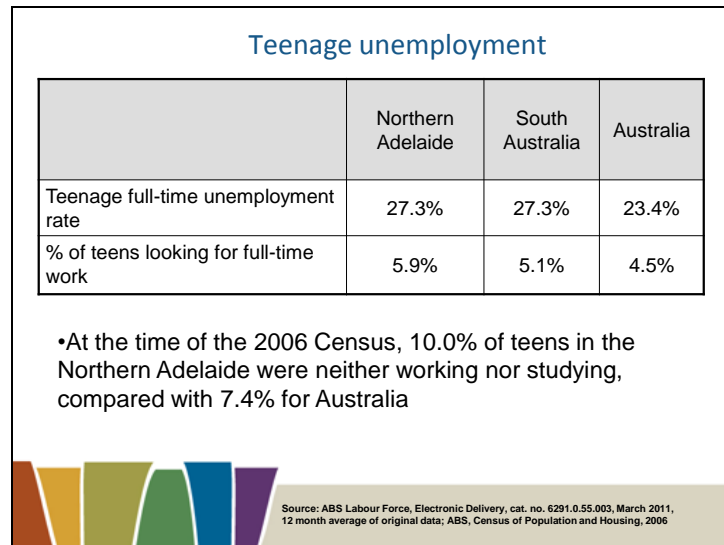
South Australia

Average duration of unemployment – 45 weeks

Australia

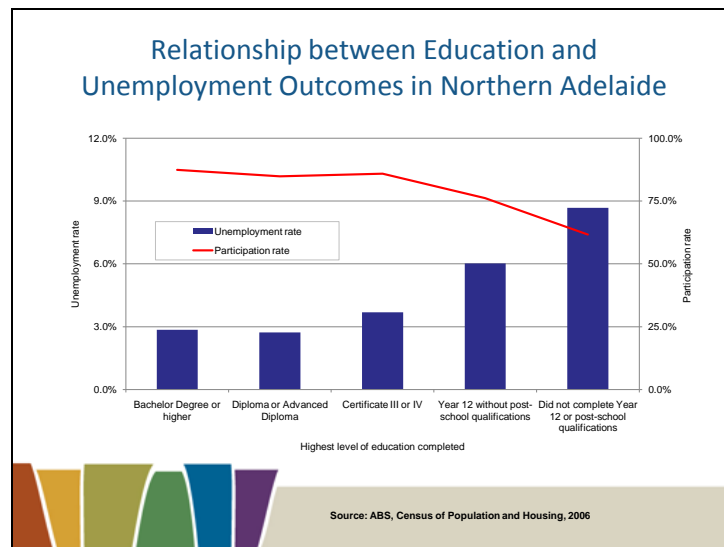
Average duration of unemployment – 36 weeks

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Labour market outcomes for teenagers

- Lower levels of experience and skills leave teenagers vulnerable to economic downturns.
- The teenage full time unemployment rate is the number of teens who are unemployed (looking for full time work) as a proportion of teens in the full-time labour force (both employed and unemployed).
- The teenage full-time unemployment rate was high in Northern Adelaide, South Australia and Australia as a whole.
- A higher proportion of teenagers were unemployed looking for full-time work in Northern Adelaide compared with both South Australia and Australia.
- At the 2006 Census, one in ten teenagers in Northern Adelaide were neither working nor studying, a higher proportion than for Australia.



Educational Attainment for Northern Adelaide Statistical region

- Education attainment is significantly lower in Northern Adelaide than the National and State average.
- Level of educational attainment are strongly linked with labour market performance and the ability of a region (or its population) to respond flexibly to an economic shock. 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.

Educational Attainment – Proportion of Working Age Population

- A significantly lower proportion of people Northern Adelaide have completed post-school qualifications compared with South Australia and Australia, although a slightly higher proportion have completed a Certificate III or IV qualification.

Northern Adelaide

- Proportion of the population who completed:
 - Bachelor Degree of higher - 10.6 per cent
 - Diploma or Advanced Diploma - 7.0 per cent
 - Certificate Level III or IV - 18.4 per cent
 - Year 12 completion - 40.0 per cent

South Australia


- Proportion of the population who completed:
 - Bachelor Degree or higher - 16.3 per cent
 - Diploma or Advance Diploma - 7.7 per cent
 - Certificate Level III or IV - 16.7 per cent
 - Year 12 completion - 45.8 per cent

Australia

- Proportion of the population who completed:
 - Bachelor degree or higher - 19.7 per cent
 - Diploma or Advanced Diploma - 8.5 per cent
 - Certificate Level III or IV - 16.5 per cent
 - Year 12 completion - 50.7 per cent

Employer Survey

- Data for both Northern and Western Adelaide regions
- 249 employers surveyed in March 2010
- 80% of employers recruited
- 7.1% of recent vacancies unfilled
- 51% of employers reported difficulty recruiting
 - Difficulty most common in the Health Care and Social Assistance (63%) and Construction (60%) industries



Source: DEEWR, Survey of Employers' Recruitment Experiences, March 2010.

Employer Survey – Results

DEEWR conducted a survey of 2500 businesses across all State capital cities in March 2010.

- 249 employers were from the Northern Adelaide and Western Adelaide regions.
- 80% of employers recruited.
- 51% of these employers said that recruitment was difficult.
- 7.1% of recent vacancies remained unfilled.
- Employers most commonly reported recruitment difficulties filling vacancies in the Health Care and Social Assistance and Construction industries with 63 per cent and 60 per cent of employers respectively reporting difficulty when recruiting.

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Bachelor Degree or Higher VET Qualifications		
Civil Engineers	Structural Steel and Welding Trades Workers	Motor Mechanics
Chefs	Registered Nurses	Electricians
Other Occupations		
Commercial Cleaners	Factory Process Workers	Truck Drivers
Café Workers	Call or Contact Centre information Clerks	Waiters
Kitchen Hands	Hotel Service Managers	Bar Attendants

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

Occupations Difficult to Fill

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

Applicant Suitability


Less than 20% of job applicants were regarded as being suitable by employers.

Reasons applicants were unsuitable included:

- Insufficient experience
- Insufficient technical skills
- Lacking basic employability skills

Personal Traits and qualities employers wanted:

- Positive attitude
- Communication
- Motivation
- Reliability




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

Applicant Suitability

- Just under 20 per cent of job applicants were regarded as being suitable for the job for which they had applied (during the employer's most recent recruitment round). Lack of experience was the most common reason for applicant unsuitability, followed by insufficient technical skills or expertise.
- Employers in Northern and Western Adelaide 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.
- 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.

Northern Adelaide - Conclusion

- Labour market conditions are soft in the region
- Australian labour market is strengthening
 - Employers continuing to recruit
 - Skills shortages
- Pledge support to develop the local workforce
 - Consider your future workforce needs
 - Provide work experience opportunities
 - Training / up-skilling existing workers
 - Additional support for disadvantaged groups
(Youth, Long Term Unemployed, OTMESC, Less Educated)
- Employ local people



Northern Adelaide - Conclusion

- Labour market conditions in Northern Adelaide remain soft, although conditions differ markedly across the region. There are pockets of concern with high unemployment and disadvantage, particularly in the Playford and Salisbury (Local Government Area) LGAs.
- The Australian Labour market more broadly is continuing to strengthen, unemployment nationally is at 4.9 per cent and skill shortages are being reported in some areas. Competition for labour and skills will continue to increase. You will not just be competing with each other for skills but with employers across Adelaide and interstate.
- Many jobs don't go to locals. At the time of the last census just under a quarter (23 per cent) of persons employed in Northern Adelaide did not live in the region. Looking just at the Playford Local Government Area almost 60 per cent of people who work in the area do NOT live within the Local Government Area and just over one in eight (14 per cent) of people live outside Northern Adelaide.
- Consider your businesses' future workforce needs. How will you find the skills and labour you need?
- Pledging to provide work experience opportunities to local people and training / upskilling for existing workers.
- There is considerable disadvantage in the region. As the labour market strengthens, it is important that disadvantaged groups are not left behind - Youth, Long Term Unemployed, OTMESC and Less Educated. Often all that's needed is a chance for these people to prove themselves.
- Investing in the local workforce will increase the pool of people and skills available to local businesses and it will also start to break down the entrenched disadvantage experienced by some groups in Northern Adelaide.

Further Information

- www.deewr.gov.au/lmip
- www.deewr.gov.au/SkillShortages including publication [Skill Shortages, Australia](#)
- www.deewr.gov.au/regionalreports
- www.deewr.gov.au/australianjobs
- www.skillsinfo.gov.au
- www.joboutlook.gov.au



Further information

More information on labour market conditions 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.skillsinfo.gov.au
- www.joboutlook.gov.au



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