



Labour Market Conditions in the North Eastern Victoria Priority Employment Area

Overall, labour market conditions in the North Eastern Victoria Priority Employment Area (PEA) are mixed.

- While the unemployment rate across the PEA decreased from 6.4 per cent to 5.7 per cent over the previous year, the unemployment rate in the Greater Shepparton LGA (6.6 per cent) remains above the national and state average.¹
- Employment increased by 2 per cent between 2006 and 2011, well below the national average of 8 per cent.²
 - Significantly, the increase in employment was due entirely to a rise in part-time employment of 2,450. Over the same period, full-time employment decreased by 140.³
- Manufacturing, Health Care and Social Assistance and Retail Trade are the three largest employing industries.⁴
 - Employment in Manufacturing decreased by 6 per cent between 2006 and 2011. Agriculture, Forestry and Fishing, another industry with a strong focus on full-time employment, also recorded a large fall in employment over this period (21 per cent).
 - On the other hand, employment in Health Care and Social Assistance (an industry which employs many part-time workers) increased by 21 per cent between 2006 and 2011.



Region	Unemployment Rate (SALM, December 2013)	Employment growth (Census, 2011)*	Population Growth (Census, 2006 - 2011)*	Proportion of WAP* receiving income support payments ⁵
NE Victoria PEA	5.7%	2%	2%	21%
Gr. Shepparton LGA	6.6%	4%	5%	25%
Australia	6.0% ⁶	10%	8%	16%

*working age population

What employers are telling us

The survey results suggest that recruitment conditions have improved since the region was surveyed in 2012, although they remain softer than in 2011.⁷

- Recruitment activity was relatively high with 62 per cent of employers recruiting in the year prior to the survey, compared with 52 per cent in 2012.
 - Recruitment activity was only slightly lower in the Greater Shepparton LGA with 57 per cent of employers recruiting.
- On average, there were 5.0 applicants per vacancy (compared with 7.7 in 2012 and 6.1 in 2011), of whom 1.3 applicants were considered suitable for the job.
 - In the Greater Shepparton LGA, competition for vacancies was low, with an average of only 3.1 applicants per vacancy, with 1.0 applicant suitable.
- Despite the low average number of applicants in the region, only 3.8 per cent of vacancies remained unfilled, although this was higher than in 2012. One third of employers experienced recruitment difficulty.
- Employers remain cautious about the future, with 37 per cent expecting to recruit in the year following the survey.



Where are the opportunities?

Opportunities exist in growth industries such as Accommodation and Food Services and Health Care and Social Assistance, with employers expecting to recruit for occupations such as Waiters, Chefs and Registered Nurses. Employers also reported difficulty filling vacancies for skilled occupations such as Early Childhood (Pre-primary School) Teachers and Motor Mechanics.

¹ The Department of Employment, Small Area Labour Market data, December quarter 2013

² ABS, Census of Population and Housing, 2006 and 2011, working age population

³ Ibid

⁴ Ibid

⁵ Department of Employment, Administrative data, December 2013; ABS Estimated Resident Population, 2012

⁶ ABS labour force (Seasonally Adjusted), February 2014

⁷ This report is based on a Survey of Employers' Recruitment Experiences of 435 employers undertaken in October 2013