

Slide 1



Australian Government
Department of Education, Employment and Workplace Relations

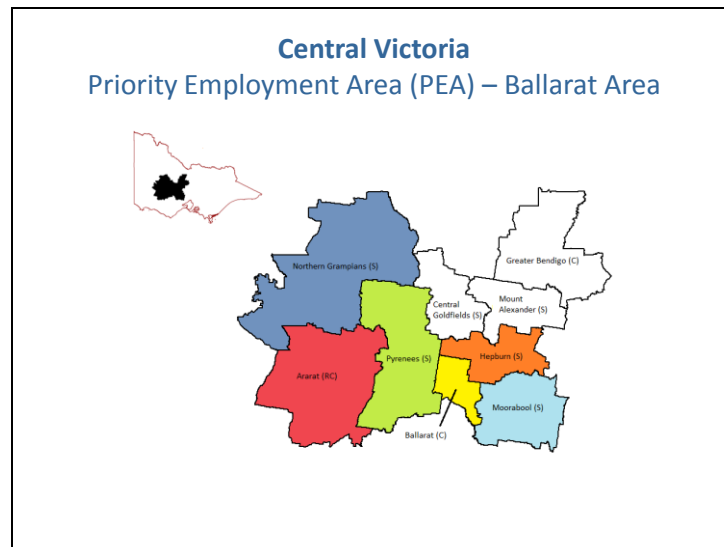
Overview of the Ballarat Area

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



Survey of Employers' Recruitment Experiences – September 2011

Central Victoria Priority Employment Area (PEA), Ballarat Area



Source: ABS (ASGC), 2006 LGA boundaries

The Central Victoria PEA region includes the Local Government Areas (LGAs) of:

- Ararat (RC)
- Ballarat (C)
- Central Goldfields (S)
- Greater Bendigo (C)
- Hepburn (S)
- Moorabool (S)
- Mount Alexander (S)
- Northern Grampians (S)
- Pyrenees (S)

The Ballarat area includes the Local Government Areas (LGAs) of:

- Ararat (RC)
- Ballarat (C)
- Northern Grampians (S)
- Hepburn (S)
- Moorabool (S)
- Pyrenees (S)

The Ballarat area covers 83% of the Central Highlands-Wimmera Labour Force Region (LFR) based on 2010 Working Age Population Estimated Resident Population.

Ballarat Area Profile

| Region | Adult Population (15 +) | Growth 2005 to 2010 | Working Age Participation Rate (2006) | Median Age (2006) |
|----------------------|-------------------------|---------------------|---------------------------------------|-------------------|
| Ararat (RC) | 10,000 | 6% | 69% | 43 |
| Ballarat (C) | 77,900 | 12% | 74% | 36 |
| Hepburn | 12,300 | 7% | 70% | 44 |
| Moorabool | 22,600 | 13% | 74% | 37 |
| Northern Grampians | 10,200 | 1% | 73% | 42 |
| Pyrenees | 5,800 | 6% | 65% | 45 |
| Ballarat Area | 138,800 | 10% | 73% | 38 |
| Central Victoria PEA | 249,000 | 10% | 73% | 39 |
| Victoria | 4,528,700 | 11% | 75% | 37 |
| Australia | 18,098,600 | 11% | 75% | 37 |

Source: ABS Estimated Resident Population, 2005 and 2010; ABS 2006 Census of Population and Housing

Ballarat Area

Source: ABS Estimated Resident Population, 2005 and 2010, ABS Census of Population and Housing, 2006

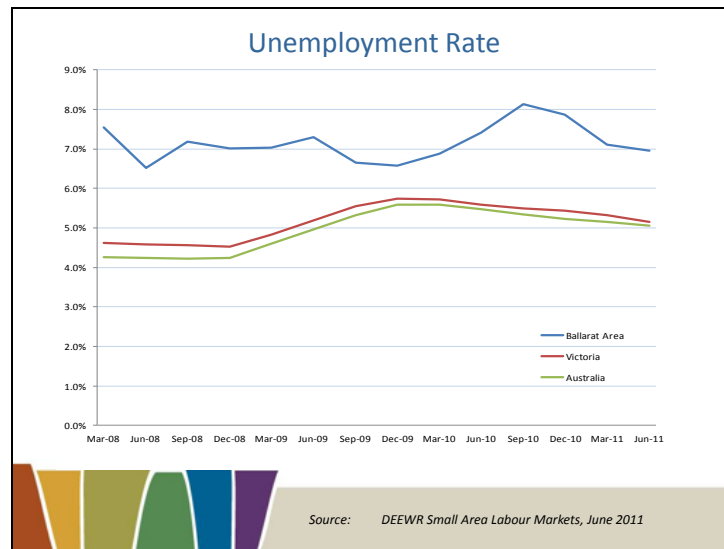
The adult population (15 years+) in the Ballarat Area increased by 10 per cent between 2005 and 2010 and stood at 138,800 as of June 2010. Population growth for Victoria and Australia during the same period was 11 per cent.

Moorabool had the largest population growth (13 per cent) of all the Local Government Areas (LGA) within the Ballarat Area. The Ballarat LGA accounts for 56 per cent (77,900 persons) of the adult population within the Ballarat Area.

At the time of the 2006 Census, the working age participation rate (15-64 years) for the Ballarat Area was 73 per cent, the same as Central Victoria PEA, but slightly lower than that of Victoria and Australia (both 75 per cent). The Ballarat and Moorabool LGAs recorded the highest participation rates in the Ballarat Area (both 74 per cent), while the Pyrenees LGA recorded the lowest participation rate (65 per cent).

At the time of the 2006 Census, the median age of a person in the Ballarat Area was 38, which was slightly higher than that for Victoria and Australia (both 37 years).

Slide 4



Unemployment Rate

Source: DEEWR Small Area Labour Markets, June 2011

This chart shows a time series of the unemployment rate from March 2008 to June 2011 for the Ballarat Area, Victoria and Australia. The unemployment rate for the Ballarat Area has remained well above that for the State and Australia during this period.

| Unemployment Rate | | | |
|------------------------|-------------------|-------------------|-----------------|
| Region | June Quarter 2010 | June Quarter 2011 | Annual Change |
| Ararat (RC) | 7.5% | 6.5% | -1.0 pts |
| Ballarat (C) | 8.0% | 7.8% | -0.2 pts |
| Hepburn (S) | 7.9% | 7.2% | -0.7 pts |
| Moorabool (S) | 5.2% | 4.6% | -0.6 pts |
| Northern Grampians (S) | 7.2% | 6.4% | -0.8 pts |
| Pyrenees (S) | 8.1% | 7.0% | -1.1 pts |
| Ballarat Area | 7.4% | 7.0% | -0.4 pts |
| Central Victoria PEA | 7.1% | 6.4% | -0.7 pts |
| Victoria | 5.5% | 5.1% | -0.4 pts |
| Australia | 5.5% | 5.1% | -0.4 pts |

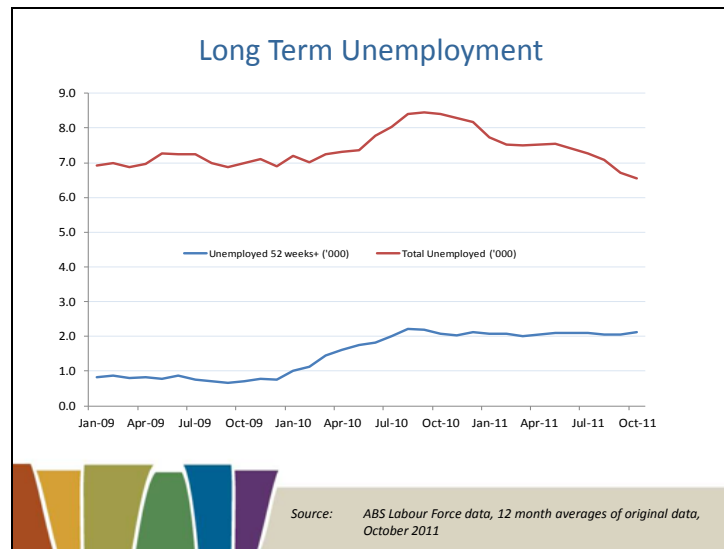
Source: DEEWR Small Area Labour Markets June 2011

Unemployment Rate

Source: DEEWR Small Area Labour Markets June 2011

Unemployment rates within the Ballarat Area vary considerably across LGAs, the highest being 7.8 per cent in Ballarat and the lowest 4.6 per cent in Moorabool.

The unemployment rate for the Ballarat Area decreased by 0.4 percentage points over the 12 months to June 2011 to 7.0 per cent. This decrease was smaller than for the Central Victoria PEA overall, but matches the change in unemployment rates for Victoria and Australia over the same period.



Long Term Unemployment

Source: ABS Labour Force data, 12 month averages of original data, October 2011, Central Highlands-Wimmera LFR

The total number of unemployed persons in the Central Highlands-Wimmera LFR peaked at 8,400 in September 2010 and has decreased steadily since that time to stand at 6,600 in October 2011.

However, the number of unemployed persons who have been unemployed for 52 weeks or more has remained steady since August 2010 ranging from 2,000 to 2,200 persons throughout the period August 2010-October 2011. The October 2011 figure was 2,100 persons.

Long Term Unemployment

| Region | Long-term unemployed (52 weeks or more) | | Average duration of unemployment (weeks) |
|-------------------------------|---|---------------------------|--|
| | Persons | Percent of all unemployed | |
| Central Highlands-Wimmera LFR | 2,120 | 32% | 57 |
| Victoria | 28,200 | 19% | 36 |
| Australia | 117,000 | 19% | 37 |

Source: ABS Labour Force data, 12 month averages of original data, October 2011

Long Term Unemployment

Source: ABS Labour Force data, 12 month averages of original data, October 2011, Central Highlands-Wimmera LFR

Long-term unemployed (LTU) are those who have been unemployed for 52 weeks or more.

The proportion of unemployed persons who were long-term unemployed in the Central Highlands-Wimmera LFR (32 per cent) had increased from October 2010 (25 per cent) and was considerably larger than the Victorian and Australian figures (both 19 per cent). The average duration of unemployment in the LFR was 57 weeks, also well above the average duration of unemployment for Victoria (36 weeks) and Australia (37 weeks).

Teenage Full-Time Unemployment

| Region | Teenage full-time unemployment rate (15-19 years) | | Full-time Unemployment to Population Ratio (October 2011) |
|-------------------------------|---|--------------|---|
| | October 2010 | October 2011 | |
| Central Highlands-Wimmera LFR | 50% | 31% | 4% |
| Victoria | 28% | 23% | 3% |
| Australia | 24% | 23% | 4% |

At the time of the 2006 Census, 7 per cent of 15 to 19 year olds in the Ballarat Area were neither studying nor working, a figure reflecting the national average at that time.

Source: ABS Labour Force, October 2011 (12 month averages); ABS Census of Population and Housing, 2006

Teenage Full-time Unemployment

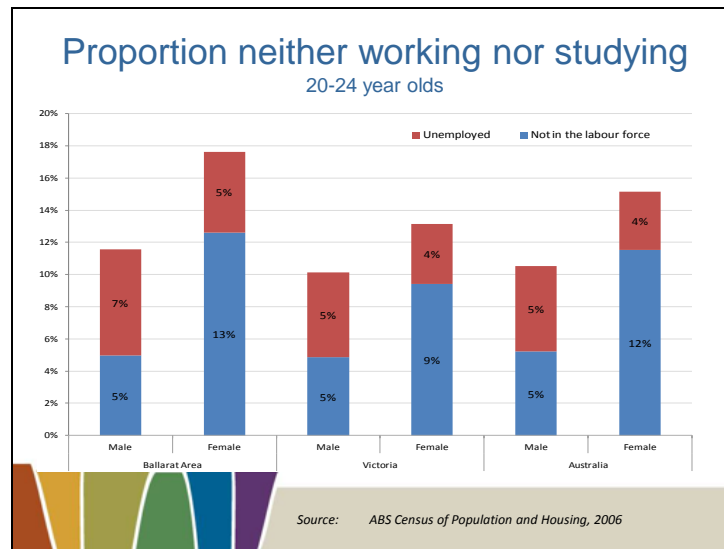
Source: ABS Labour Force, October 2011 (12 month averages); ABS Census of Population and Housing, 2006

Due to their lack of skills and experience, teenagers participating in the full-time labour market can be particularly vulnerable during a labour market downturn.

In October 2011, the teenage full-time unemployment rate for the Central Highlands-Wimmera LFR was 31 per cent, a decrease of 20 percentage points since October 2010. However, the full-time unemployment rate was still considerably higher than that for Victoria and Australia (both 23 per cent).

The teenage full-time unemployment to population ratio in the Central Highlands-Wimmera LFR was 4 per cent, slightly higher than for Victoria (3 per cent) but the same as for Australia (4 per cent).

At the time of the 2006 Census, 7 per cent of 15 to 19 year olds in the Ballarat Area were neither studying nor working, a figure reflecting the national average at that time.

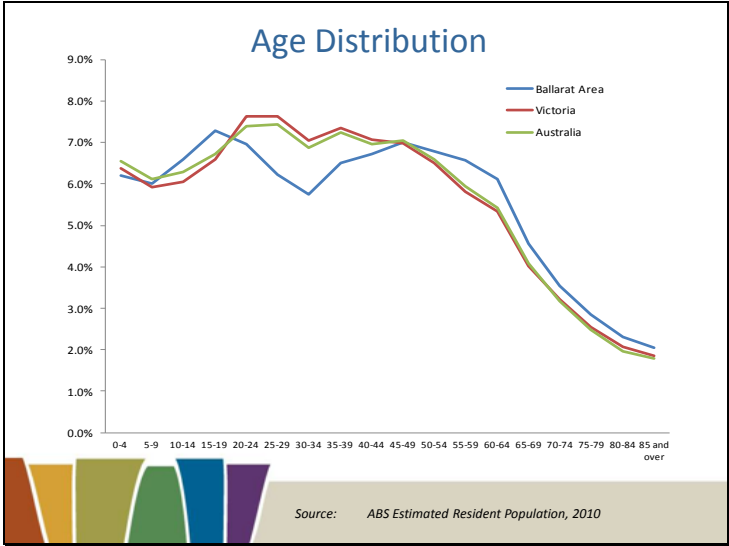


Proportion of 20-24 year olds neither working nor studying

Source: ABS Census of Population and Housing, 2006

At the time of the 2006 census 15 per cent of 20-24 year olds in the Ballarat area were neither employed nor studying, which is higher than the state and national figures (12 and 13 per cent respectively).

There are areas in the Ballarat region that have a particularly high proportion of non-participation. In the Northern Grampians LGA, the proportion neither employed nor studying was 17 per cent for males and 34 per cent for females. In the Ararat LGA, the proportions were 20 per cent for males and 26 per cent for females.



Age Distribution — Ballarat Area 2010

Source: ABS Estimated Resident Population, 2010

The age distribution of the Ballarat Area population shows a markedly smaller proportion of the population is made up of people aged between 20 and 39 years, when compared with the Victorian and Australian age distributions. Similar demographic patterns exist for other regional areas and are due in part to young adults moving to major urban centres such as Melbourne.

Recipients of Centrelink Benefits

| Region | Proportion of the working age population (WAP) on a Centrelink benefit | Proportion of the WAP on an unemployment benefit |
|------------------------|--|--|
| Ararat (RC) | 21% | 5% |
| Ballarat (C) | 25% | 5% |
| Hepburn (S) | 24% | 5% |
| Moorabool (S) | 16% | 3% |
| Northern Grampians (S) | 24% | 5% |
| Pyrenees (S) | 26% | 5% |
| Ballarat Area | 23% | 5% |
| Central Victoria PEA | 24% | 5% |
| Victoria | 17% | 4% |
| Australia | 17% | 4% |

Source: DEEWR administrative data, September 2011; ABS Estimated Resident Population 2010.

Recipients of Centrelink Benefits

Source: DEEWR Administrative Data, September 2011; ABS Estimated Resident Population 2010

In September 2011, nearly one quarter (23 per cent) of the working age population (WAP) in the Ballarat Area were in receipt of a Centrelink benefit. This figure was considerably higher than Victoria and Australia (both 17 per cent).

There was variation in the proportion of the WAP receiving Centrelink benefits across the Ballarat Area. In the Pyrenees LGA, 26 per cent of the WAP were in receipt of a Centrelink benefit, while in the Moorabool LGA it was 16 per cent.

Approximately 5 per cent of the WAP in the Ballarat Area received unemployment benefits, a slightly higher figure than that for Victoria and Australia (both 4 per cent). The LGA with the lowest proportion of the WAP on unemployment benefits was Moorabool (3 per cent).

Jobless Families

| Region | Number of jobless families (with children) | Proportion of all families (with children) that are jobless | Proportion of couple families (with children) that are jobless | Proportion of lone parent families that are jobless |
|---------------|--|---|--|---|
| Ballarat Area | 4,700 | 21% | 9% | 50% |
| Victoria | 152,200 | 20% | 10% | 48% |
| Australia | 596,300 | 20% | 10% | 48% |

Source: ABS Census of Population and Housing, 2006

Jobless Families

Source: ABS Census of Population and Housing, 2006

Overall, just over one in five (21 per cent) families with children in the Ballarat Area did not have an employed parent, a figure slightly higher than for Victoria and Australia (both 20 per cent). Half of sole parent families (50 per cent) in the Ballarat Area were jobless, again this was slightly higher than the state and national figures.

The Pyrenees LGA had the highest proportion of families with children who were jobless (24 per cent). Hepburn LGA had the highest proportion of sole parent families who were jobless (54 per cent).

| Australia (persons aged 15 – 74) | | | |
|----------------------------------|--|--|---|
| | Has a disability/health condition that restricts their employment or schooling | Has a disability/health condition that does NOT restrict their employment or schooling | Without a reported disability or health condition |
| Share of total employment (%) | Accounts for 10.4% of total employment | Accounts for 18.3% of total employment | Accounts for 71.3% of total employment |
| Key Labour Market Indicators | | | |
| Unemployment rate | 10.1% | 4.6% | 5.5% |
| Participation rate* | 54.4% | 80.5% | 81.9% |

** Please note, data excludes persons aged 65-74 years who are not in or are not marginally attached to the labour force*

Source: ABS Customised Tables, Survey of Education and Training, 2009

Labour Market Outcomes for Persons (aged 15-74) with a Disability, 2009

Source: ABS Customised Tables, Survey of Education and Training, 2009

This slide shows the effect of having a disability on labour market outcomes.

In 2009, over one in four (28.7 per cent) of employed persons aged 15-74 years reported having a disability.

- 10.4 per cent of employed persons (aged 15-74 years) reported having a disability that restricted their employment or schooling.

In contrast, almost one in three (32.9 per cent) of the total population aged 15-74 years reported having a disability in 2009.

- 15.5 per cent of the population (aged 15-74 years) reported having a disability that restricted their employment or schooling.
- The unemployment rate was much higher and the participation rate was much lower for people with a disability that restricts their employment/schooling.

Please note: data excludes persons aged 65-74 years who are not in or marginally attached to the labour force.

Educational Attainment
persons aged 25-34 years

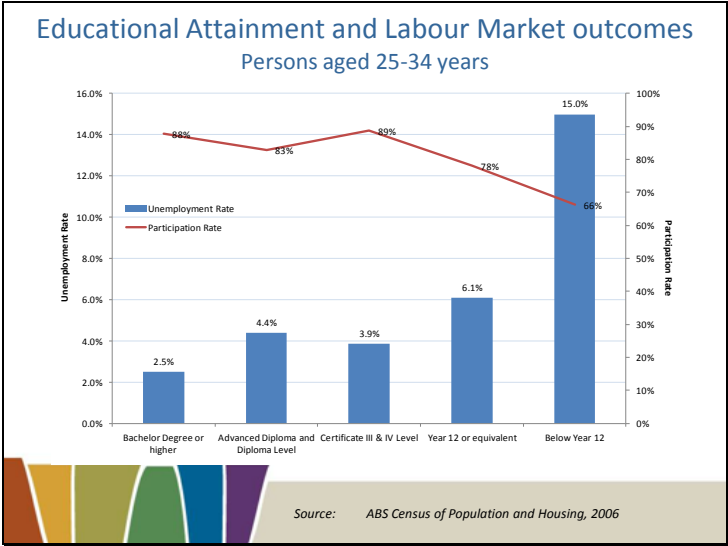
| Region | Completed Yr 12 | Attained Advanced Diploma, Diploma or Certificate Level | Attained Bachelor Degree or higher |
|------------------------|-----------------|---|------------------------------------|
| Ararat (RC) | 55% | 37% | 13% |
| Ballarat (C) | 63% | 34% | 25% |
| Hepburn (S) | 58% | 39% | 18% |
| Moorabool (S) | 57% | 37% | 19% |
| Northern Grampians (S) | 56% | 37% | 15% |
| Pyrenees (S) | 50% | 40% | 15% |
| Ballarat Area | 61% | 36% | 22% |
| Central Victoria PEA | 60% | 36% | 21% |
| Victoria | 73% | 30% | 34% |
| Australia | 69% | 32% | 29% |

Source: ABS Census of Population and Housing, 2006

Educational Attainment

Source: ABS Census of Population and Housing, 2006

- The level of educational attainment is strongly linked with labour market performance and the ability of a region (or its population) to weather an economic shock. For example, upon retrenchment, people with lower educational attainment will usually have fewer opportunities to find alternative employment than higher skilled counterparts. Accordingly, regions with relatively low levels of educational attainment tend to be less able to adjust to economic slowdowns and will have greater labour market difficulty.
- At the time of the 2006 Census, a smaller proportion of people aged 25 to 34 years old had completed Year 12 or equivalent in the Ballarat Area (61 per cent) when compared with Victoria (73 per cent) and Australia (69 per cent).
- Jobseekers who have not completed Year 12 and have limited experience in the workforce are likely to lack basic employability skills, skills that are valuable for entry level positions and apprenticeships and traineeships.
- Just over one-fifth (22 per cent) of 25 to 34 year olds had attained a Bachelor Degree or higher qualification in the Ballarat Area. Again, this figure was lower than those for Victoria (34 per cent) and Australia (29 per cent).
- On the other hand, the proportion of 25 to 34 year olds who had completed an Advanced Diploma, Diploma or Certificate Level qualification (36 per cent) was slightly larger when compared to Victoria and Australia (30 and 32 per cent respectively).



Educational Attainment and Labour Market Outcomes – Ballarat Area

Source: ABS Census of Population and Housing, 2006

There is a strong relationship between educational attainment and employment outcomes. For those aged 25 to 34 years in the Ballarat Area, there was a high unemployment rate for those who did not complete Year 12 (15.0 per cent) and, to a lesser extent, those who had completed a Year 12 without post-school qualifications (6.1 per cent). For those who attained a Certificate Level III or IV or above, the unemployment rate was considerably lower.

Socio – economic indicators by LGA

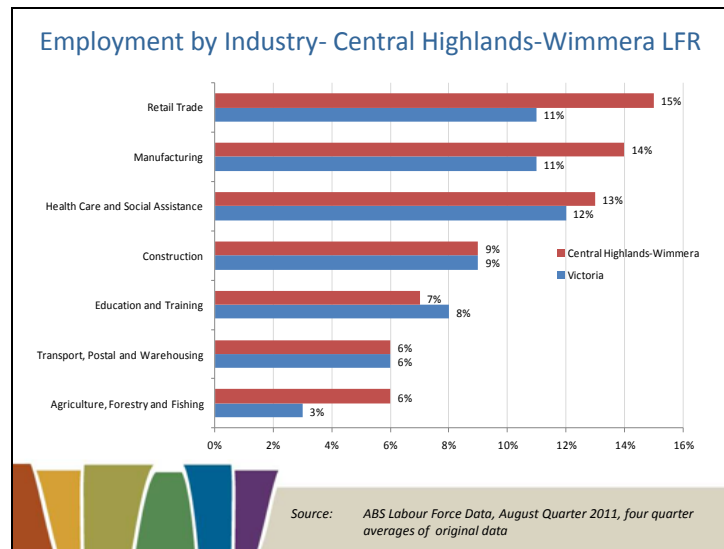
| Key Indicators | Ballarat | Hepburn | Pyrenees | Victoria | Australia |
|---|----------|---------|----------|----------|-----------|
| Median household income (weekly) | \$839 | \$674 | \$621 | \$1,022 | \$1,027 |
| Unemployment Rate | 7.8% | 7.2% | 7.0% | 5.1% | 5.1% |
| Jobless Families | 22% | 23% | 24% | 20% | 20% |
| Lone parent jobless families | 49% | 54% | 52% | 48% | 48% |
| % of renters public housing | 18% | 12% | 7% | 12% | 15% |
| % 25-34 year olds completed Year 12 | 63% | 58% | 50% | 73% | 69% |
| Year 9 govt school students who did not meet minimum standard for reading in 2010 | 23% | 5% | 6% | 5% | 8% |
| Who did not meet minimum standard for numeracy | 16% | 3% | 6% | 3% | 5% |

Source: ABS Census of Population and Housing 2006; ABS Estimated Resident Population 2010; DEEWR Administrative Data, September 2011; Myschool website: www.myschool.edu.au; DEEWR Small Area Labour Markets June 2011

Indicators of Disadvantage by Local Government Area

Source: ABS Census of Population and Housing 2006; ABS Estimated Resident Population 2010; DEEWR Administrative Data, September 2011; Myschool website: www.myschool.edu.au; DEEWR Small Area Labour Markets, June 2011

All Local Government Areas within the Ballarat Area had indicators of disadvantage when compared to state and national figures. These included lower median income, higher unemployment rates, higher proportions of persons using public housing and lower Year 12 completion rates. Also, at least one school in the Ballarat LGA had high levels of students not meeting national literacy and numeracy standards.



Employment by Industry – Central Highlands-Wimmera Labour Force Region

Source: ABS Labour Force Data, August Quarter 2011, four quarter averages of original data

In August 2011, the Retail Trade industry accounted for a larger proportion of employment in the Central Highlands-Wimmera LFR (15 per cent) than any other industry. This figure was higher than that for Victoria (11 per cent). The Manufacturing and Health Care and Social Assistance industries were the two next largest employers (14 and 13 per cent respectively), these industries also accounted for a larger proportion of employment in the Central Highlands-Wimmera LFR than they did for Victoria overall.

| Vic-Regional IVI – 2010-2011 | Index October 2011 (May 2010 = 100) | Number of vacancies (October 2011) |
|---|-------------------------------------|------------------------------------|
| Managers | 110.0 | 18 |
| Professionals | 101.6 | 39 |
| Technicians and Trades Workers | 139.9 | 67 |
| Community and personal Service Workers | 143.4 | 55 |
| Clerical and Administrative Workers | 125.1 | 55 |
| Sales Workers | 110.3 | 67 |
| Machinery Operators and Drivers | 120.8 | 52 |
| Labourers | 164.4 | 191 |
| Ballarat & Central Highlands | 125.6 | 543 |
| Melbourne | 111.3 | 50549 |

Source: DEEWR, Internet Vacancies Index, October 2011

Internet Vacancies Index

Source: DEEWR, Internet Vacancies Index, September 2011

The entire Ballarat & Central Highlands IVI region is situated within the Ballarat Area and accounts for 82 per cent of its population.

In October 2011, the number of internet vacancies in the Ballarat & Central Highlands IVI region was 26 per cent higher than in May 2010.

Note: The monthly Internet Vacancy Index (IVI) is based on a monthly count of online vacancies lodged on SEEK, MyCareer, CareerOne, and Australian JobSearch. Vacancy numbers are three month moving averages. Figures are indexed with May 2010 being the base month (100).

Survey Results

Recruitment experiences in the 12 months preceding the survey

| | Ballarat Area (May 2010) | Ballarat Area (Sept 2011) | Central Victoria PEA (May 2010) | Central Victoria PEA (Sept 2011) | All Regions Surveyed (12 months to September 2011) |
|-------------------------|--------------------------|---------------------------|---------------------------------|----------------------------------|--|
| Employers who recruited | 78% | 74% | 75% | 73% | 71% |
| - Growth | 59% | 57% | 61% | 54% | 53% |
| - Staff turnover | 85% | 83% | 86% | 85% | 86% |
| Vacancies per 100 staff | 9 | 18 | 11 | 16 | 22 |
| % of vacancies unfilled | 6.9% | 8.7% | 6.7% | 9.4% | 8.0% |
| Experienced difficulty | 53% | 57% | 53% | 59% | 60% |

Source: DEEWR, Survey of Employers' Recruitment Experiences, May 2010 and September 2011.

Survey Results

Recruitment Experiences 12 Months Preceding the Survey

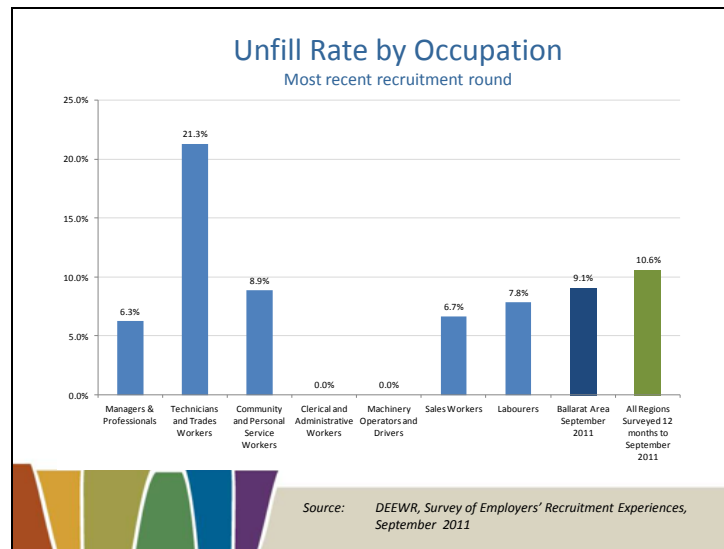
Source: DEEWR, Central Victoria Priority Employment Area (PEA) Survey of Employers' Recruitment Experiences, May 2010 and September 2011.

200 employers were surveyed in the Ballarat Area in September 2011.

The proportion of employers in the Ballarat Area who had recruited in the 12 months to September 2011 (74 per cent) was larger than that for all regions surveyed in the 12 months to September 2011 (71 per cent). However, this figure was smaller than that reported in the May 2010 survey (78 per cent). A slightly smaller proportion of employers in the Ballarat Area recruited due to business growth (57 per cent) when compared to the May 2010 results (59 per cent), although this figure was greater than for all regions surveyed (53 per cent).

Overall, recruitment activity in the Ballarat Area was greater than it was in May 2010 (18 vacancies per 100 staff compared with 9 vacancies per 100 staff), but lower than that for all regions (22 vacancies per 100 staff). The unfill rate (8.7 per cent) was also higher than in the May 2010 survey (6.9 per cent) and all regions surveyed in the 12 months to September 2011 (8.0 per cent).

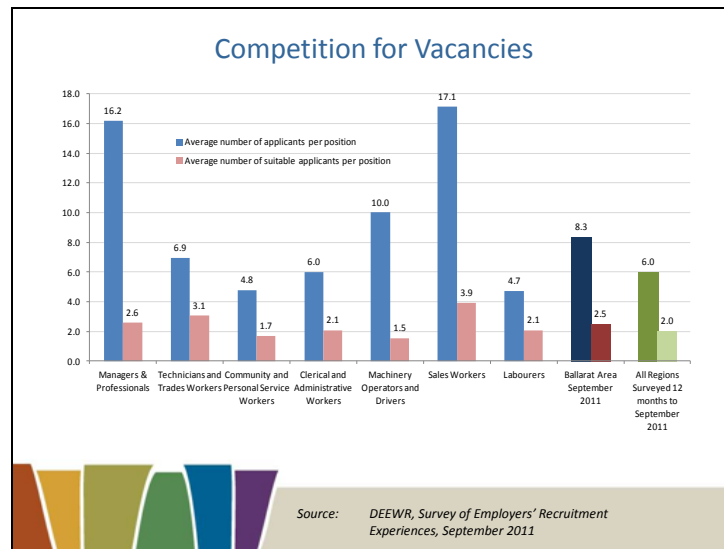
In accord with the higher unfill rate, a slightly larger proportion of employers in the Ballarat Area reported difficulty recruiting (57 per cent) when compared with the May 2010 survey results (53 per cent), although it was smaller than all areas surveyed to September 2011 (60 per cent).



Recruitment Difficulty by Occupation — Most recent recruitment round

Source: DEEWR, Central Victoria PEA Survey of Employers' Recruitment Experiences, September 2011.

The unfill rate differed by occupation in the Ballarat Area. Technicians and Trades Workers had the highest rate of unfilled vacancies (21.3 per cent), followed by Community and Personal Service Workers (8.9 per cent) and Managers and Professionals (6.3 per cent). By contrast, employers recruiting for Clerical and Administrative Workers and Machinery Operators and Drivers filled all their vacancies.



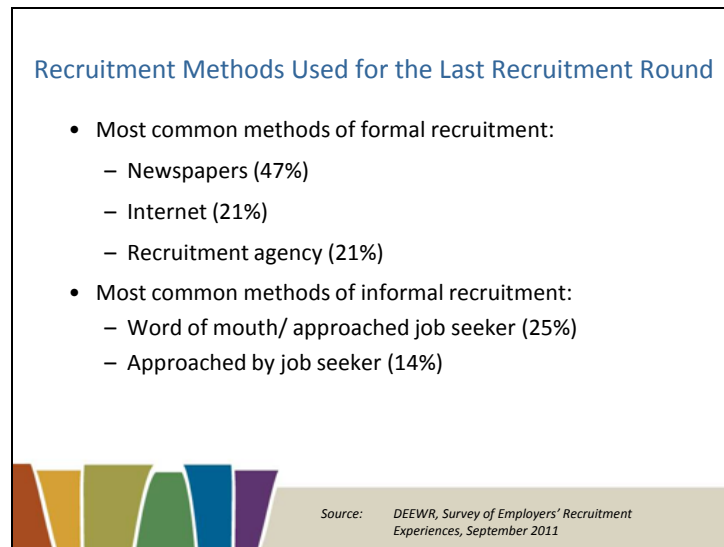
Competition for vacancies— Most recent recruitment round

Source: DEEWR, Central Victoria PEA Survey of Employers' Recruitment Experiences, September 2011.

The average number of applicants per vacancy in the Ballarat Area (8.3 applicants per vacancy) was higher compared with all regions surveyed in the 12 months to September 2011 (6.0 applicants per vacancy). There was also a higher average number of suitable applicants in the Ballarat Area (2.5 applicants per vacancy) than all regions surveyed (2.0 applicants per vacancy).

The occupation groups with the highest average number of applicants per vacancy were Sales Workers (17.1 applicants per vacancy) and Managers and Professionals (16.2 applicants per vacancy).

There were few applicants and suitable applicants per vacancy on average for Community and Personal Service Workers (4.8 applicants and 1.7 suitable applicants respectively) and Labourers (4.7 applicants and 2.1 suitable applicants respectively). Machinery Operators and Drivers had the lowest average number of suitable applicants (1.5 applicants).



Recruitment Methods Used for the Last Recruitment Process

Source: DEEWR, Central Victoria PEA Survey of Employers' Recruitment Experiences, September 2011

Methods of Formal Recruitment Used by Employers:

Newspapers (47 per cent)
Internet (21 per cent)
Recruitment Agency (21 per cent)
Internal Advertising (8 per cent)


Methods of Informal Recruitment Used by Employers:

Word of mouth/ approached job seeker (25 per cent)
Approached by job seeker (14 per cent)

Almost one third (29 per cent) of recruiting employers used informal recruitment methods only.

Reasons Applicants Unsuitable

- 62% of recruiting employers received applications from job seekers who they regarded as unsuitable
- Reasons applicants were considered unsuitable include:
 - Insufficient experience to perform job duties (60%)
 - Insufficient qualifications or training (25%)
 - Employability skills:
 - Lack of work readiness (20%)



Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2011

Reasons Applicants Unsuitable

Source: DEEWR, Central Victoria PEA Survey of Employers' Recruitment Experiences, September 2011

62 per cent of recruiting employers received applications from job seekers who they considered as unsuitable.

Reasons applicants were considered unsuitable include:

- Insufficient experience to perform job duties (60 per cent)
- Insufficient qualifications or training (25 per cent)
- Employability skills, including lack of work readiness (20 per cent)



Basic Employability Skills

Source: DEEWR, Survey of Employers' Recruitment Experiences, all regions surveyed in the 12 months to December 2010.

Most importance placed on:


- 30 per cent personal traits and qualities only
- 28 per cent technical skills only
- 41 per cent both equally important

Personal traits and qualities applicants lacked:

- Enthusiasm
- Motivation
- Communication
- Confidence

Apprentices and Trainees

- 35% of businesses employed at least one Apprentice or Trainee (35% in all regions surveyed to September 2011)
 - 25% of these employers reported they had experienced challenges employing an apprentice or trainee
 - Challenges most commonly reported were apprentices and trainees did not complete their training (37%) and lacked soft skills (32%)
 - Employers also commonly reported that apprentices and trainees lacked general work readiness (26 per cent)
- 25% of businesses expected to recruit at least one apprentice or trainee in the 12 months following the survey



Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2011

Apprentices and Trainees

Source: DEEWR, Central Victoria PEA Survey of Employers' Recruitment Experiences, September 2011


35 per cent of businesses employed at least one apprentice or trainee (35 per cent in all regions surveyed to September 2011)

- 25 per cent of these employers reported they had experienced challenges
- Challenges most commonly reported were apprentices and trainees did not complete their training (37 per cent) and lacked soft skills (32 per cent)
- Employers also commonly reported that apprentices and trainees lacked general work readiness (26 per cent)

25 per cent of businesses expect to recruit at least one apprentice or trainee in the 12 months following the survey.

Staff Training

- 43% of businesses had employees undertake recognised training (44% in all regions surveyed to September 2011)
 - Training most commonly supplied by a commercial training provider (45%)
 - TAFE or an industry body were the other common providers of training (both 17%)
- Almost one in five employers (16%) had a barrier to providing training
 - Most common barriers included location of training (28%), cost (25%), and the timing of training (13%).



Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2011

Staff Training

Source: DEEWR, Central Victoria PEA Survey of Employers' Recruitment Experiences, September 2011

Over two fifths of those surveyed (43 per cent) had employees undertake recognised training (44 per cent in all regions surveyed to September 2011)

- Training most commonly supplied by a commercial training provider (45 per cent).
- TAFE or an industry body were the other common providers of training (both 17 per cent)

Almost one in five employers (16 per cent) had a barrier to providing training

- Most common barriers included location of training (28 per cent), cost (25 per cent), and the timing of training (13 per cent).

| Occupations Difficult to Fill | |
|---|------------------------------|
| Bachelor Degree or Higher VET qualifications | |
| Chefs* | Motor Mechanics * |
| Architectural, Building and Surveying Technicians | Electricians |
| Plumbers * | Bakers and Pastrycooks |
| Cooks | |
| Other VET qualifications and lower skilled occupations | |
| General Clerks | Bar Attendants and Baristas* |
| Housekeepers | Kitchenhands |
| Sales Assistants (General)* | Storepersons |
| Waiters | |

*- Occupations also difficult to fill in the May 2010 Survey

Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2011

Occupations Difficult to Fill

Source: DEEWR, Central Victoria PEA Survey of Employers' Recruitment Experiences, May 2010 and September 2011

This slide shows the vacancies that employers most commonly reported as being difficult to fill in the Ballarat Area.

(*- Occupations also difficult to fill in the May 2010 survey)

Bachelor Degree or Higher VET qualifications


- Chefs*
- Motor Mechanics*
- Architectural, Building and Surveying Technicians
- Electricians
- Plumbers*
- Bakers and Pastrycooks
- Cooks

Other VET qualifications and lower skilled occupations

- General Clerks
- Bar Attendants and Baristas*
- Housekeepers
- Kitchenhands
- Sales Assistants (General)*
- Storepersons
- Waiters

Employers experience with Job Services Australia

- Just over one in five (21 per cent) recruiting employers in the Ballarat area had used a Job Services Australia (JSA) provider to advertise a vacancy in the past 12 months, compared with 23 percent for all regions surveyed
- Of these, 71 per cent of employers were satisfied with the services they received from the JSA provider, compared with 80 per cent for all regions surveyed
 - The main reasons employers were not satisfied with JSA providers were that applicants lacked personal traits and qualities (78 per cent) and applicants lacked technical skills/experience (44 per cent)



Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2011.

Employers experience with Job Services Australia

Source: DEEWR, Central Victoria PEA Survey of Employers' Recruitment Experiences, September 2011

- Just over one in five (21 per cent) recruiting employers in the Ballarat area had used a Job Services Australia (JSA) provider to advertise a vacancy in the past 12 months, compared with 23 percent for all regions surveyed
 - Of these, 71 per cent of employers were satisfied with the services they received from the JSA provider, compared with 80 per cent for all regions surveyed
 - The main reasons employers were not satisfied with JSA providers were that applicants lacked other personal traits and qualities (78 per cent) and applicants lacked technical skills/experience (44 per cent)

| Future Recruitment Expectations | | | | |
|--|---------------------|----------------------------|----------------------------|---------------------|
| Industry/ Region | Expected to recruit | Expected to increase staff | Expected to decrease staff | Expected difficulty |
| Accommodation and Food Services | 77% | 30% | 0% | 43% |
| Manufacturing | 64% | 33% | 12% | 19% |
| Health Care and Social Assistance | 53% | 18% | 6% | 33% |
| Retail Trade | 43% | 23% | 3% | 38% |
| All Industries | 57% | 33% | 4% | 36% |
| Central Victoria PEA (Sep 2011) | 57% | 31% | 5% | 38% |
| All Regions Surveyed (12 months to September 2011) | 52% | 29% | 4% | 47% |

Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2011

Future Recruitment Expectations

Source: DEEWR, Central Victoria PEA Survey of Employers' Recruitment Experiences, September 2011

Employers in the Ballarat Area were asked about their recruitment expectations in the 12 months following the survey. Almost three fifths of employers (57 per cent) expected to recruit compared with 52 per cent for all regions surveyed in the 12 months to September 2011.

The proportion of employers in the Ballarat Area (33 per cent) expecting to increase staff numbers in the following 12 months was also larger than for all regions surveyed (29 per cent). Only 4 per cent of employers in the Ballarat Area expected to reduce staff numbers, which was the same for all regions surveyed (4 per cent).

A smaller proportion of employers in the Ballarat Area (36 per cent) expected recruitment difficulty in the 12 months following the survey compared with all regions surveyed (47 per cent).

Recruitment expectations in the Ballarat Area were greatest in the Accommodation and Food Services and Manufacturing industries (77 and 64 per cent respectively), as were intentions to increase staff numbers (30 and 33 per cent respectively). However, employers in the Manufacturing Industry were also more likely to report that they intended to decrease staff numbers (12 per cent).

Occupations Employers Expect to Recruit in the 12 months following the survey

| Bachelor Degree or Higher VET qualifications | |
|---|-------------------------|
| Motor Mechanics | Plumbers |
| Real Estate Sales Agents | Automotive Electricians |
| Sheetmetal Trades Workers | Welders |
| Vehicle Body Builders and Trimmers | |
| Other VET qualifications and lower skilled occupations | |
| Sales Assistants (General) | General Clerks |
| Bar Attendants and Baristas | Housekeepers |
| Sales Representatives | Waiters |

Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2011

Occupations Difficult to Fill

Source: DEEWR, Central Victoria PEA Survey of Employers' Recruitment Experiences, September 2011

This slide shows the vacancies that employers most commonly expect to recruit for in the Ballarat Area in the 12 months following the survey.

Bachelor Degree or Higher VET qualifications


- Motor Mechanics
- Plumbers
- Real Estate Sales Agents
- Automotive Electricians
- Sheetmetal Trades Workers
- Structural Steel and Welding Trades Workers (Welders)
- Vehicle Body Builders and Trimmers

Other VET qualifications and lower skilled occupations

- Sales Assistants (General)
- General Clerks
- Bar Attendants and Baristas
- Housekeepers
- Sales Representatives
- Waiters

Conclusion

- The labour market is relatively subdued across the Ballarat Area with relatively high unemployment, however, there are signs of improvement
- Areas of high unemployment and disadvantage
- Disadvantaged groups
 - Long-term unemployed, less educated, people with disabilities, jobless families, youth
 - Lower participation in the 20-24 age group
- Opportunities exist
 - Some unmet demand and recruitment difficulty
 - Low competition for some vacancies
 - Target growth industries / occupations difficult to fill
 - Majority of employer s expect to recruit
- Job seekers need to be job ready
 - Work experience
 - Training
 - Apprenticeships
 - Literacy and numeracy
 - Employability skills
- Further engagement with employers regarding their needs and expectations and their use of informal recruitment methods
- Work with the Local Employment Coordinator
- Future uncertain but there will always be opportunities




Conclusion

- The labour market is relatively subdued across the Ballarat Area with relatively high unemployment, however, there are signs of improvement
- Areas of high unemployment and disadvantage
- Disadvantaged groups
 - Long-term unemployed, less educated, people with disabilities, jobless families, youth
 - Lower participation in the 20-24 age group
- Opportunities exist
 - Some unmet demand and recruitment difficulty
 - Low competition for some vacancies
 - Target growth industries / occupations difficult to fill
 - Majority of employer s expect to recruit
- Job seekers need to be job ready
 - Work experience
 - Training
 - Apprenticeships
 - Literacy and numeracy
 - Employability skills
- Further engagement with employers regarding their needs and expectations and their use of informal recruitment methods
- Work with the Local Employment Coordinator
- Future uncertain but there will always be opportunities

Further Information

- www.deewr.gov.au/lmip
- www.deewr.gov.au/SkillShortages including [Skill Shortages, Australia](http://www.deewr.gov.au/SkillShortages/Australia)
- 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 Ballarat Area will be placed on the regional reports section of the DEEWR- Regional Reports web site.

Thank you.

