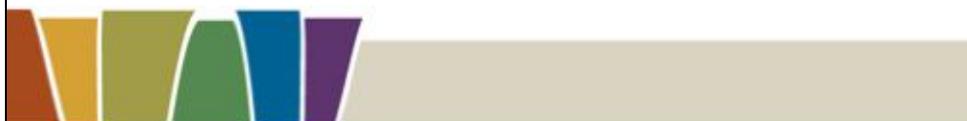


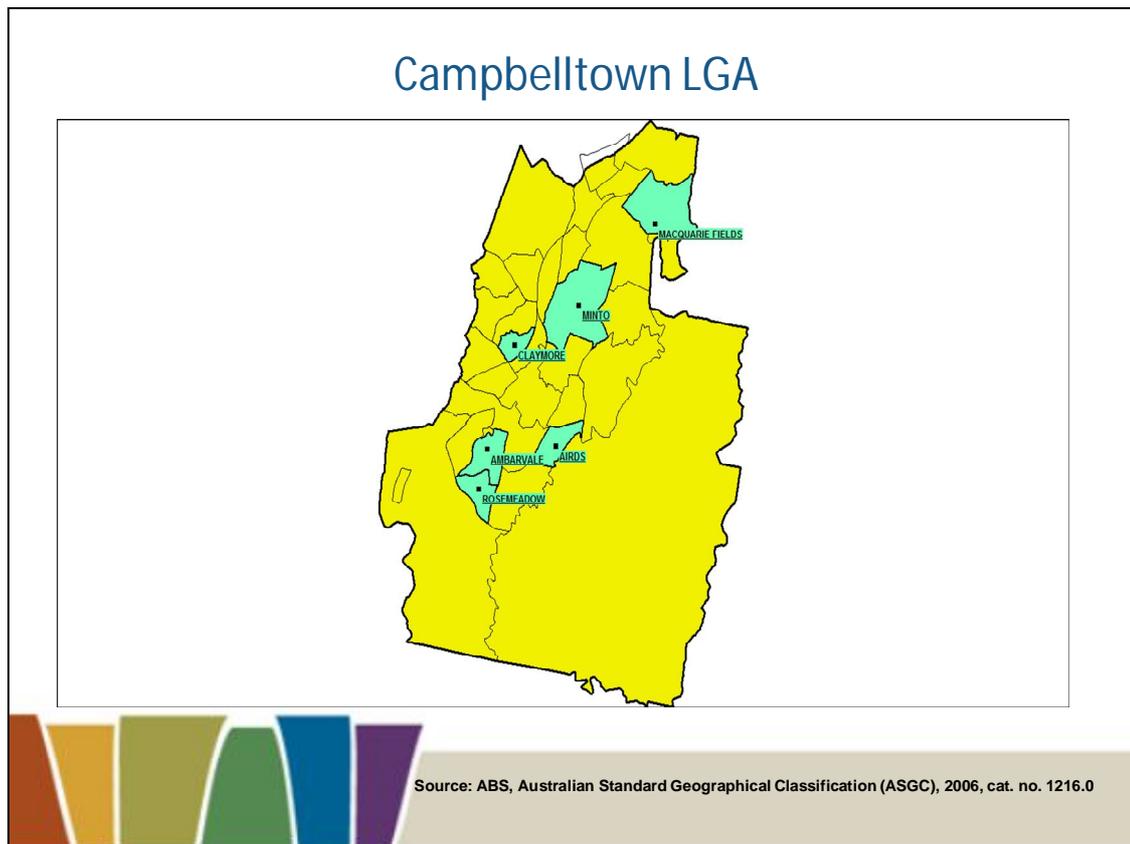


Australian Government
Department of Education, Employment and Workplace Relations

Overview of the Campbelltown Labour Market

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Labour Market Research and Analysis Branch
16 June 2011





- The Campbelltown Local Government Area accounts for 62% of the Outer South Western Sydney Labour Force Region (by adult population).
- This map shows the 6 suburbs of focus in the presentation:
 - Airds
 - Ambarvale
 - Claymore
 - Macquarie Fields
 - Minto
 - Rosemeadow

Population Profile

	Working Age Population (WAP) (2006)	Median age, years (2006)	% Indigenous, WAP (2006)	% speak language other than English at home (2006)	% of renters in public housing (2006)
Airds	2,300	23	11.1%	19%	89%
Ambarvale	5,100	28	3.5%	19%	22%
Claymore	1,900	20	3.8%	28%	90%
Macquarie Fields	8,700	32	2.8%	33%	65%
Minto	7,400	29	3.2%	33%	25%
Rosemeadow	4,900	29	1.8%	24%	39%
Campbelltown LGA	98,400	32	2.2%	23%	13%
NSW	4,344,000	37	2.0%	21%	18%
Australia	13,274,000	37	2.1%	17%	17%

Source: ABS, 2006 Census of Population and Housing, Working Age Population

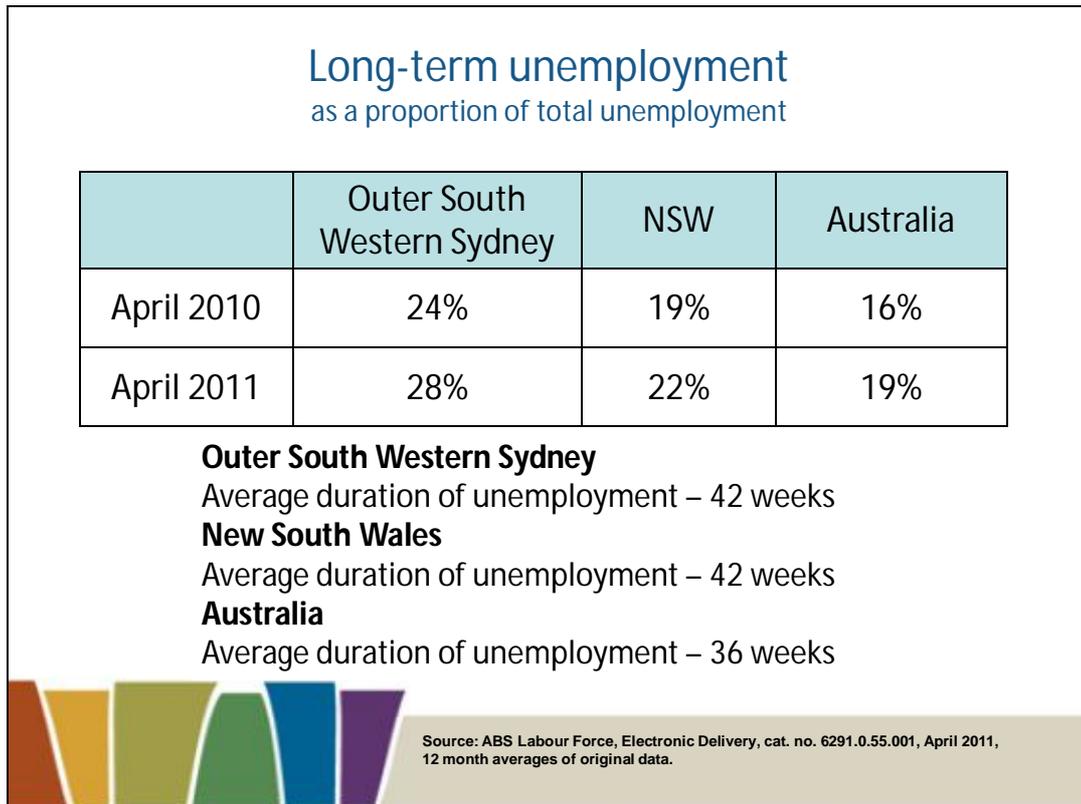
- These six suburbs are located within the Campbelltown LGA and exhibit indicators of disadvantage.
- The median age in these six suburbs is well below the state and national median, with Airds and Claymore having the youngest populations (with median ages of 23 and 20 respectively).
- All suburbs feature a high proportion of people who speak a language other than English at home, compared with the national level, particularly Claymore (28%), Macquarie Fields (33%) and Minto (33%).
- Airds has the highest Indigenous population (11.1%) of all six suburbs.
- The percentage of rented public housing is significantly higher than the state and national level in all suburbs, especially so in Airds (89%) and Claymore (90%).
- This suggests that not only a majority of renters, but a large majority of the overall population live in rented public housing.

Indicators of Disadvantage

	Unemployment rate (2006)	Participation rate (2006)	% WAP receiving a parenting payment (Mar 2011)	% in receipt of Centrelink benefits (Mar 2011)	% in receipt of unemployment benefits (Mar 2011)
Airds	27.7%	44.2%	5%	20%	6%
Ambarvale	9.6%	69.5%			
Rosemeadow	7.9%	73.1%			
Claymore	31.4%	44.2%	17%	50%	17%
Macquarie Fields	10.5%	66.0%	6%	25%	8%
Minto	10.4%	67.6%	4%	16%	5%
Campbelltown LGA	7.5%	72.5%	6%	22%	6%
NSW	6.0%	74.1%	3%	18%	4%
Australia	5.3%	75.2%	3%	17%	4%

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

- The unemployment rate across all suburbs is higher compared with both the state and national rate. The unemployment rate is highest in Claymore (31.4%), followed by Airds (27.7%). The participation rate is especially low in Claymore and Airds (44.2% in both).
- The participation rate in each suburb falls below both the state and national levels.
- The percentage of families in receipt of a parenting payment in the Campbelltown LGA overall is higher than the state and national level and is especially high in Claymore, where 17% of families receive parenting payments.



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

- The percentage of long term unemployed in the Outer South Western Sydney LFR has been consistently higher than the state and national percentage, and currently stands at 28%.

Outer South Western Sydney

Average duration of unemployment – 42 weeks

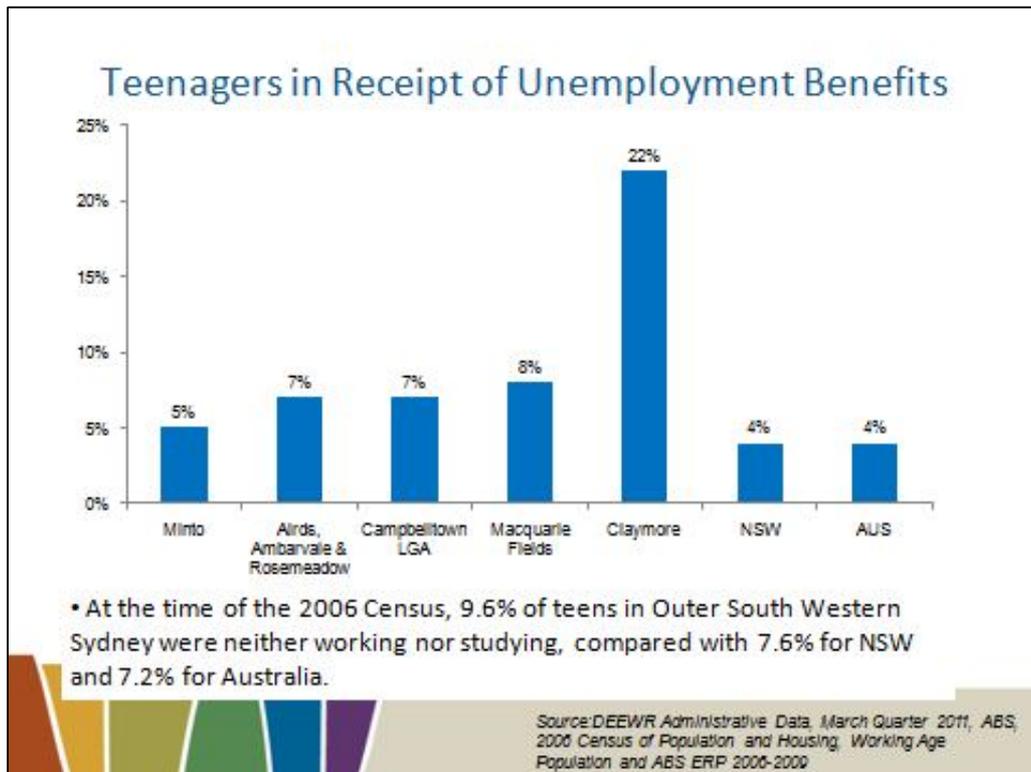
New South Wales

Average duration of unemployment – 42 weeks

Australia

Average duration of unemployment – 36 weeks

Source: ABS Labour Force, Electronic Delivery, cat. no. 6291.0.55.001, March 2011, 12 month averages of original data.



- The proportion of teenagers aged 15 to 19 receiving an unemployment benefit is higher for all the selected suburbs than NSW and Australia.
- This percentage is particularly high in Claymore (22%)
- At the 2006 Census, 9.6% of teens in Outer South-Western Sydney were neither working nor studying, a higher proportion than for both NSW (7.6%) and Australia (7.2%).

Indigenous and Non-Indigenous Labour Market

Suburb	Unemployment rate (%)		Participation rate (%)	
	Indigenous	Non-Indigenous	Indigenous	Non-Indigenous
Airds	36.7%	26.8%	36.9%	45.1%
Ambarvale	25.0%	9.2%	53.0%	70.1%
Claymore	30.0%	31.5%	34.5%	44.5%
Macquarie Fields	22.6%	10.2%	61.6%	66.2%
Minto	29.5%	10.0%	42.1%	68.4%
Rosemeadow	19.0%	7.8%	53.2%	73.5%
Campbelltown LGA	19.5%	7.3%	56.7%	73.3%
NSW	19.4%	5.8%	56.5%	74.4%
Australia	15.6%	5.1%	56.8%	75.5%

Source: ABS, 2006 Census of Population and Housing, Working Age Population

- Unemployment rates for Indigenous persons in the above six suburbs are consistently higher than for Non-Indigenous persons with the exception of Claymore, which is still high (30%).
- The unemployment rate for Indigenous persons in Airds (36.7%) is more than double the national rate (15.6%).
- Participation rates in all suburbs are significantly lower compared with the state and national rates.

Overseas-Born Labour Market

Suburb	Unemployment rate (%)		Participation rate (%)	
	OTMESC	MESC	OTMESC	MESC
Airds	18.1%	28.1%	43.3%	44.5%
Ambarvale	7.9%	10.1%	68.3%	70.1%
Claymore	28.2%	31.9%	42.4%	44.3%
Macquarie Fields	9.2%	11.2%	65.9%	66.1%
Minto	9.8%	10.6%	69.2%	66.7%
Rosemeadow	8.8%	7.5%	70.0%	74.2%
NSW	7.8%	5.6%	68.0%	75.7%
Australia	7.6%	4.9%	67.2%	76.8%

Source: ABS, 2006 Census of Population and Housing, Working Age Population

- There is a higher rate of unemployment among MESC (Main English-Speaking Countries) compared to OTMESC (Other Than Main English-Speaking Countries) in each suburb bar Rosemeadow.
- Note that the MESC population in Airds includes a large Indigenous population, among whom there is a very high rate of unemployment. This will account for high MESC unemployment in this region.
- MESC includes New Zealand and England. Persons from these countries make up a notable proportion of the population in each of the six suburbs. Unemployment rates are high and participation rates are low for these groups (more so for NZ), which will contribute to why unemployment for MESC is higher than that for OTMESC in most suburbs.
- As exhibited at the state and national level, it is more common for unemployment to be higher for OTMESC than for MESC. Often individuals from a non-English speaking background will have more difficulty finding employment.
- Despite this, OTMESC unemployment is still higher than the state and national rate. Participation rates are similar to the state and national rates apart from Airds and Claymore, where participation rates are significantly lower for all persons.
- OTMESC participation rates are also generally lower than MESC participation rates, which will also account for a lower OTMESC unemployment rate in most regions.

Labour Market Characteristics by Ancestry

<i>Ancestry</i>	Unemployment Rate	Participation Rate
Polynesian (includes Fiji, Samoa, Tonga, Cook Islands)	14.4%	62.0%
Arab (includes Lebanon, Egypt)	13.9%	55.1%
Maori	13.4%	65.8%
Mainland South-East Asian (includes Viet Nam, Laos, Cambodia)	11.4%	65.8%
Chinese Asian	8.6%	70.4%
Maritime South-East Asian (includes Philippines)	5.5%	77.2%
Total Campbelltown LGA	7.5%	72.5%



Source: ABS, 2006 Census of Population and Housing, Working Age Population

- The unemployment rate for persons of Polynesian ancestry in Campbelltown LGA is particularly high at 14.4%. Participation is also low, at 62%.
- While unemployment for persons of Arab descent is slightly lower (13.9%), participation is also lower at 55.1%.
- Unemployment is also high for persons of Maori ancestry (13.4%) and participation is low (65.8%).
- Unemployment for persons of Chinese Asian ancestry is 8.6%, but participation is higher at 70.4%.
- Coming from a non-English speaking background is not always a barrier to good labour market outcomes – unemployment for persons of Maritime South-East Asian ancestry (Philippines) is markedly lower at 5.5%, and participation much higher at 77.2%.

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

	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

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

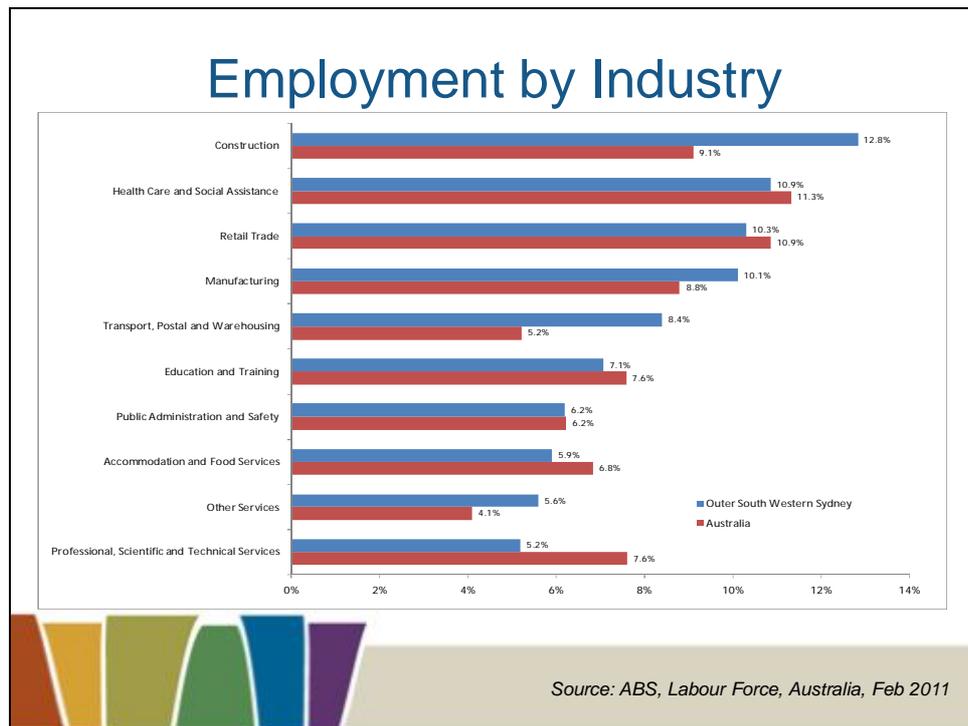
In 2009, over one in four (28.7 per cent) of employed persons aged 15-74 years reported having a disability.

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

By 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 restrict their employment/schooling.

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



Employment by Industry

Source: ABS, Labour Force, Australia, Detailed, Quarterly, Feb 2010 cat. no. 6291.0.55.003

- An indicator of labour market vulnerability is a high concentration of employment in industries that are sensitive to economic downturns, such as the Manufacturing, Retail Trade and Construction industries.
- This chart compares the Outer South Western Sydney Labour Force Region with Australia. The chart shows the high concentration of employment in Construction (12.8% in the region), Health Care and Social Assistance Services (10.9%), Retail Trade (10.3%) and Manufacturing (10.1%)
- Employment in Health Care and Social Assistance is expected to grow significantly in the future. An ageing population, the continued demand for child care coupled with the growth of community and home-based services and advances in medical technology are expected to increase the future demand for health services.
- DEEWR has projected employment in the Health Care and Social Assistance industry is to increase at an average rate of 4.5 per cent per annum, more than twice the all industries rate of 2.1 per cent per annum, in the five years to 2015-16. This equates to around 323 300 new jobs, which is 25 per cent of all new jobs created over this period. This figure includes lower skilled positions such as wardspeople, cleaners and gardeners, all of which have high levels of part-time employment. (source: <http://www.skillsinfo.gov.au/skills/IndustryOutlooks>)

Educational Attainment

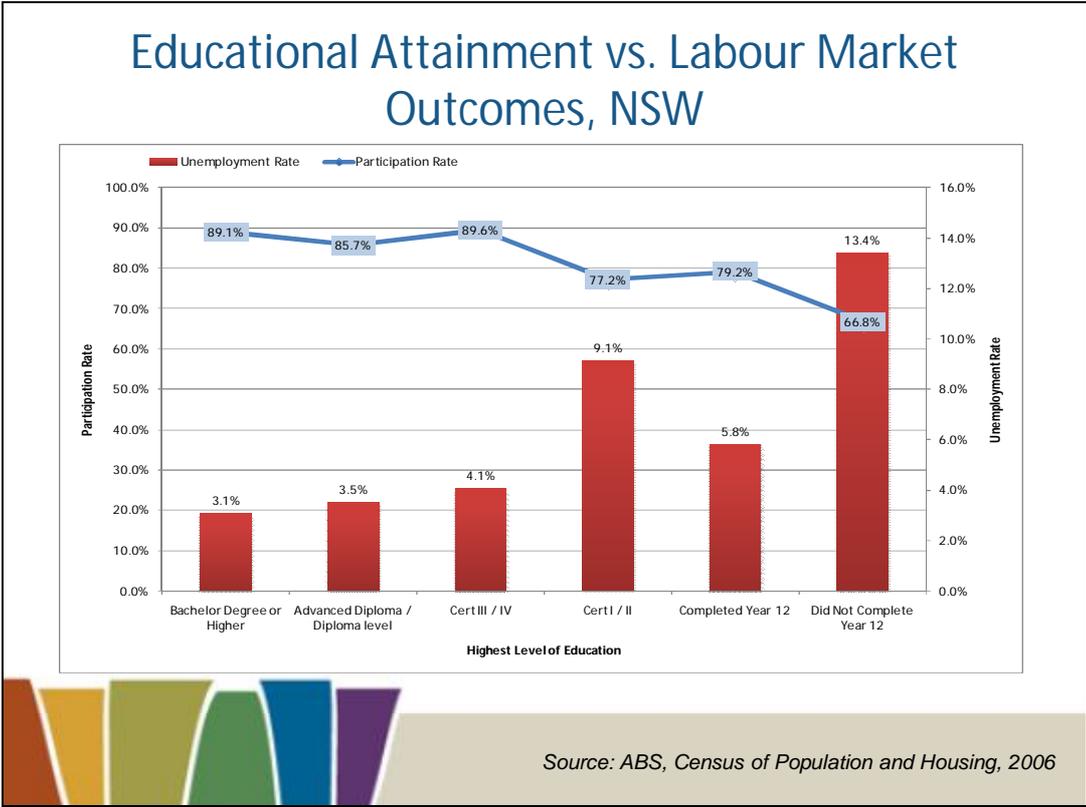
<i>Proportion of Population (25-34 years)</i>	Completed year 12 or equivalent	Bachelor degree or higher
Airds	25%	1%
Ambarvale	53%	11%
Claymore	34%	1%
Macquarie Fields	54%	15%
Minto	55%	14%
Rosemeadow	55%	11%
Campbelltown LGA	58%	11%
NSW	70%	31%
Australia	69%	29%

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 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.
- This table shows the lower levels of educational attainment in six suburbs within the Campbelltown LGA where significant disadvantage is known to exist, compared with NSW and Australia.
- Year 12 completion rates are substantially lower in each of the six suburbs when compared with NSW- and Australia-wide completion rates.
- Year 12 completion rates in Airds (25%) and Claymore (34%) are particularly low, in each case being less than half the completion rates at the state and national level.
- The percentage of the population aged 25-34 years with a Bachelor degree or higher is also notably lower than for the rest of NSW and Australia.
- Airds and Claymore have very low rates of educational attainment with respect to higher education, with only 1% of persons aged 25-34 in each suburb having a Bachelor degree or higher.



- People aged 25-34 who have not completed year 12 and have no post-school qualifications experience significantly higher unemployment and have a much lower participation rate than any other group.

Literacy and Numeracy

	Year 9 govt school students who did not meet minimum standard for reading in 2010	Who did not meet minimum standard for numeracy in 2010
Airds	44%	27%
Ambarvale	23%	17%
Claymore	25%	16%
Macquarie Fields	46%	34%
Minto	22%	14%
Rosemeadow	18%	21%
NSW	8%	6%
Australia	8%	5%

Source: Myschool website, NAPLAN Summary Report 2010

- The percentage of Year 9 students who did not meet minimum standards for reading is consistently and significantly higher for schools in the six suburbs listed above when compared with the state and national data.
- The percentage of Year 9 students who do not meet minimum numeracy standards is also higher for each suburb compared to the state and national level.
- Airds and Macquarie Fields stand out as having particularly high rates of students failing to reach minimum reading standards (44% and 46% respectively). Numeracy is also low, with 27% and 34% percent not reaching minimum numeracy levels in Airds and Macquarie Fields respectively.

What Are Employers in the Area Telling Us?

- In March 2010, DEEWR surveyed 311 employers across the Canterbury-Bankstown and Outer South Western Sydney Priority Employment Area – including 105 in Outer South Western Sydney.
 - 63% of employers had recruited in the previous 12 months
 - 5.9% of recent vacancies unfilled
 - 41% of employers reported difficulty recruiting
 - 8.9 applicants per vacancy of whom 3.1 were suitable



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

Employer Survey – Results

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- 41% of employers reported difficulty recruiting
- 8.9 applicants per vacancy of whom 3.1 were suitable

Reasons Applicants Unsuitable

The main reasons that applicants were considered unsuitable for the positions for which they applied were:

- Insufficient experience (66%);
- Insufficient qualifications or training (41%);
- Inadequate soft skills (communication, team work skills) (12%).



Source: Survey of Employers' Recruitment Experiences –
Canterbury-Bankstown and South Western Sydney – March 2010

Applicant Unsuitability

Note: Results presented for the total Priority Employment Area.

The main reasons that applicants were considered unsuitable for the positions for which they applied were:

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- Insufficient qualifications or training (41%);
- Inadequate soft skills (communication, team work skills) (12%).

Basic Employability Skills

Most importance placed on:

- 27% personality traits and qualities only
- 25% technical skills only
- 47% both equally important

Personality traits and qualities employers wanted:

- Communication skills (25%)
- Enthusiasm (18%)
- Motivation (15%)
- Confidence (13%)



Source: Survey of Employers' Recruitment Experiences –
Canterbury-Bankstown and South Western Sydney – March 2010

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Occupations Difficult to Fill

Higher Skill, Qualification or Experience	
Advertising and Sales Managers*	Actors, Dancers and Other Entertainers
Chefs	Registered Nurses
Carpenters and Joiners	Metal Fitters and Machinists
Lower Skill, Qualification or Experience	
Bank Workers	Truck Drivers*
Child Carers*	Sales Assistants (General)*

*Indicates that the occupation was also listed as difficult to fill when surveyed in July 2009.



Source: Survey of Employers' Recruitment Experiences –
Canterbury-Bankstown and South Western Sydney – March 2010

Occupations Difficult to Fill

**Indicates that the occupation was also listed as difficult to fill when surveyed in July 2009.*

Note: Results presented for the total Priority Employment Area.

- Occupations difficult to fill fall across a range of skill levels and a range of industries.
- A number of jobs require a higher level of education (either higher VET (Cert III/IV) or Bachelor Degree or higher).
- However some also occupations mentioned as difficult to fill are medium to lower skill level jobs.
- The most common reasons for difficulty filling the vacancy were:
 - the technical skill requirements of the job (54%);
 - difficulty finding people with the necessary soft skills for the job (such as communication and teamwork skills) (36%).
- A higher proportion of employers recruiting for Technicians and Trades Workers stated that they had difficulty filling the most recent vacancies compared with all employers surveyed (51% compared with 33%).

Occupations Difficult to Fill – Sydney Labour Market

Bachelor Degree or Higher VET Qualifications		
Production Managers	Human Resource Professionals	Metal Fitters and Machinists
Motor Mechanics	Electricians	Chefs
Other Occupations		
Bar Attendants and Baristas	Waiters	Sales Representatives
Sales Assistants	Commercial Cleaners	Kitchen Hands
Machine Operators	Factory Packers	Factory Process Workers

Source: DEEWR, Survey of Employers' Recruitment Experiences in Capital Cities, March 2010, Skill Shortage List May 2010.

This slide shows some of the occupations that employers commonly told us were difficult to fill across the broader Sydney labour market.

Sydney based employers told us that vacancies for these occupations frequently:

- remained unfilled; and/or
- were filled with workers who did not have the skills or capabilities that the employer desired; and/or
- could not be filled on time because of difficulties recruiting appropriate staff.

2011 Budget measures

- Extension of Priority Employment Area strategy, including Local Employment Coordinators and Jobs and Skills Expos, to 2013
 - From 1 July 2011, LECs will have access to a \$20 million Flexible Funding Pool to support their work
- Additional funding to address foundational skill deficits and employment barriers among young unemployed people
- Wage subsidies for VLTU and people with disabilities (from 1st January 2012)
- Increased participation requirements and support to meet them, e.g. career counselling for single parents



Source: DEEWR Budget Statements – Outcomes and performance – Outcome 4

This Budget's Skills for Life package combines requirements to participate with more support to do so. These measures build on the Government's previous welfare and workforce participation reforms and aim to provide the right incentives and support so that people can make the most of the opportunities that are available. The package focuses on the groups that are the most disadvantaged—those who have difficulty finding and maintaining work. The package aims to improve the skills, training and participation opportunities for young people, very long-term unemployed people, jobless families/teenage parents, and people with disability.

A mix of support, obligations and incentives from 2011–12 will assist job seekers to develop work skills and build their individual capacity, so that they can engage and participate fully in Australia's continued economic growth with benefits for the individual, their families, and the community. The package includes:

- additional funding to assist Job Services Australia providers to address the foundational skill deficits and employment barriers that young unemployed people
- without Year 12 or equivalent attainment face
- funding for wage subsidies of up to at least six months for very long-term unemployed people to assist them to gain the skills and experience that they need to obtain ongoing employment. Participation requirements for very long-term unemployed people will be increased to 11 months of the year once they begin their second year in the work experience phase of Job Services Australia (such as for those who have been unemployed for 24 months or more)
- more intensive support services for those living in areas of concentrated disadvantage. For example, Local Employment Coordinators in 20 priority
- employment areas will have access to a flexible funding pool to support employment and training related projects and activities in areas of high need to help drive local solutions to local labour market problems
- additional funding to support single parents moving from Parenting Payment Single to Newstart Allowance. The funding will provide professional career counselling to assist job seekers to meet participation requirements.

Conclusion

- Significant disadvantage exists in six suburbs within the Campbelltown LGA, especially Airds and Claymore.
- Vulnerable groups: teenagers, long-term unemployed, jobless families, indigenous, people with low educational attainment.
- There are still opportunities in:
 - Growth industries (e.g. Health Care and Social Assistance)
 - Occupations difficult to fill
 - Sales Workers
 - Technicians and Trades Workers
- Need to be job ready: work experience, training, employability skills
- Consider opportunities in the broader labour market (metropolitan Sydney)
- Work with the Local Employment Coordinator



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Further Information

- www.deewr.gov.au/lmip
- www.deewr.gov.au/SkillShortages including the publication [Skill Shortages, Australia](#)
- www.deewr.gov.au/regionalreports
- www.deewr.gov.au/australianjobs
- www.skillsinfo.gov.au including [New Jobs 2010](#)
- www.joboutlook.gov.au





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