



Australian Government
Department of Education, Employment and Workplace Relations

Overview of the Geelong Labour Market

13 September 2011

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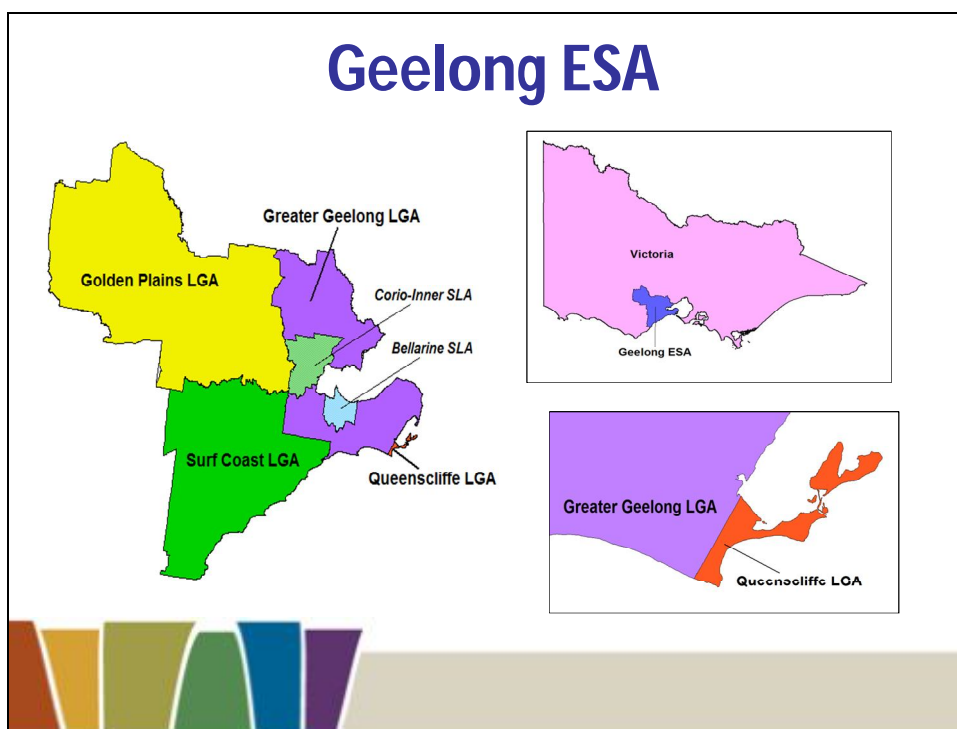


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Presenter: Ivan Neville, Branch Manager, Labour Market Research and Analysis Branch



The Geelong ESA *Survey of Employers' Recruitment Experiences* was conducted during March 2011 and the Geelong ESA makes up 67 per cent of the Barwon Western District Labour Force Region.

The Geelong ESA includes the following four Local Government Areas and 13 Statistical Local Areas;

LGA

- Golden Plains
- Greater Geelong
- Queenscliffe
- Surf Coast

SLAs

- Bellarine - Inner - this area contains the Whittington area
- Corio - Inner – this area contains the Corio-Norlane area
- Geelong
- Geelong West
- Golden Plains (S)
- North-West Golden Plains (S)
- South-East Greater Geelong (C)
- Pt B Greater Geelong (C) - Pt C
- Newtown
- Queenscliffe (B)
- South Barwon - Inner Surf Coast (S)
- East Surf Coast (S) - West

Geelong Profile			
	Geelong	Victoria	Australia
Population age 15–64 years (2009)	172,392	3,699,020	14,851,140
Median age (2009)	39	37	37
Total population growth 2004–2009	9%	9%	9%
Working age participation rate Barwon Western District LFR (July 2011)	76.9%	77.0%	76.6%
Unemployment rate (SALM, June 2011)	6.0%	5.2%	5.1%
% WAP on Centrelink Benefits (June 2011)	20%	17%	17%

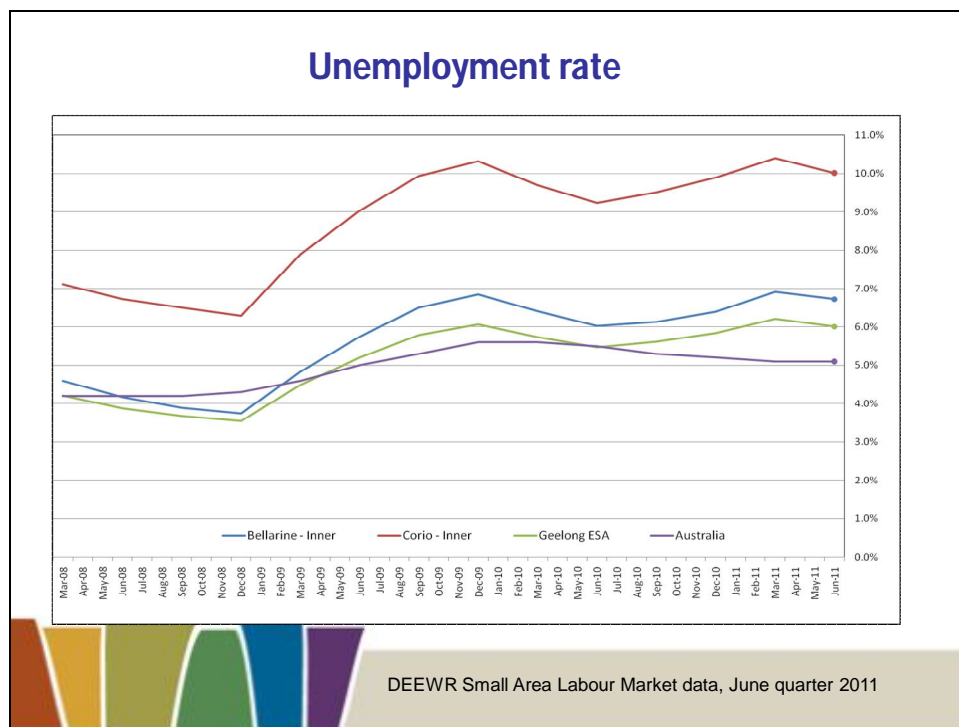
Source: ABS Estimated Resident Population 2009, ABS Labour Force data, March 2011; DEEWR Administrative Data June 2011; DEEWR Small Area Labour Markets, March 2011; ABS 2006 Census of Population and Housing.

Geelong Profile

- 65 per cent of Geelong's adult population is of working age which is similar to Australia (both 65 per cent) and population growth between 2004 and 2009 is similar to the state and national average (all 9 per cent)
- the Geelong ESA has a slightly older median age compared with Australia and a working age participation rate similar to Australia.
- The unemployment rate is slightly above the national average but masks areas that have significantly higher unemployment rates, such as the Corio Inner SLA (which contains the Corio-Norlane area, 10.0 per cent at June 2011) and the Bellarine Inner SLA (which contains the Whittington area, 6.7 per cent June 2011)

In the Geelong ESA overall, there 33 835 (or 20 per cent of the working age population) in receipt of a Centrelink payment which is higher than the state and national average (both 17 per cent) but masks SLAs such as Corio-Inner which has 28 per cent (or 10 819 persons) in receipt of a Centrelink payment.

Source: ABS Estimated Resident Population 2009, ABS Labour Force data, March 2011; DEEWR Administrative Data June 2011; ABS 2006 Census of Population and Housing.



- The unemployment rate in the Geelong ESA has risen since December 2008 to be slightly above the national average of 5.1 per cent at June 2011.
- The Corio SLA has had a consistently higher unemployment rate (roughly two times the national at 10.0 per cent in June 2011) compared with the National average (5.1 per cent).

Source: DEEWR Small Area Labour Markets

Unemployment Rate by SLA

Statistical Local Area (SLA)	June-08	June-09	June-10	June-11
Bellarine – Inner	4.2%	5.7%	6.0%	6.7%
Corio - Inner	6.7%	9.0%	9.2%	10.0%
Geelong	4.6%	6.0%	6.3%	6.7%
Geelong West	4.6%	5.6%	5.8%	6.1%
Newtown	3.0%	3.7%	4.0%	4.5%
South Barwon - Inner	2.7%	3.6%	3.8%	4.2%
Greater Geelong (C) - Pt B	2.8%	4.0%	4.4%	4.9%
Greater Geelong (C) - Pt C	2.2%	3.0%	3.6%	4.0%
Queenscliffe (B)	1.9%	3.2%	3.2%	2.9%
Surf Coast (S) - East	2.0%	2.9%	3.1%	3.4%
Surf Coast (S) - West	2.6%	3.4%	4.0%	4.1%
Golden Plains (S) - North-West	3.0%	4.9%	5.1%	5.6%
Golden Plains (S) - South-East	2.0%	2.6%	3.3%	3.7%
Geelong ESA	3.9%	5.2%	5.5%	6.0%
Australia	4.2%	5.0%	5.5%	5.1%



DEEWR Small Area Labour Markets

This chart shows unemployment rates by SLA point in time from June 2008 to June 2011.

Source: DEEWR Small Area Labour Markets, Australia, June quarter 2008, 2009, 2010 and 2011.

Newstart recipients: Duration of registration with JSA

	Corio- Inner SLA	Bellarine -Inner SLA	Geelong ESA	Victoria	Australia
Up to 12 months	41%	39%	44%	48%	46%
12–24 months	18%	21%	18%	18%	19%
More than 24 months	41%	40%	38%	34%	36%

Source: DEEWR Administrative Data, June 2011

This chart shows the duration of unemployment for all people receiving a Newstart benefit who are registered with Job Services Australia.

Overall, the Geelong ESA has a slightly higher proportion of long term duration of registration with JSA.

Both Corio (i.e. Corio-Norlane area, 41%) and Bellarine (contains Whittington, 40%) both have higher levels of long-term registration with a JSA compared with Victoria (34%) and Australia (36%).

Source: DEEWR Administrative data, June quarter 2011

Receipt of Benefits

	Corio-Inner	Bellarine-Inner	Geelong ESA	Victoria	Australia
% of the WAP in receipt of Centrelink payments (June 2011)	28%	22%	20%	17%	17%
% in of WAP receipt of unemployment benefits (June 2011)	7%	5%	5%	4%	4%
% of WAP in receipt of Parenting Payment	5%	4%	3%	3%	3%
% of WAP in receipt of Disability Support Payment	9%	7%	6%	5%	5%

Source: DEEWR Administrative Data, June 2011

In the Geelong ESA overall there were 33 835 people (or 20 per cent of the working age population) in receipt of a Centrelink payment which is lower compared with the State and Australia (both 17 per cent).

However, this masks the high proportion of the working age population in the Corio-Inner SLA that is in receipt of a Centrelink payment, 28 per cent or (10 819 persons).

Corio-Inner has consistently high proportions of the working age population in receipt of Unemployment (7 per cent or 2747 persons) benefits, Parenting payment (both partnered and single) 5 per cent or 1978 persons and Disability Support Payment, 9 per cent or (3492 persons) compared with both the State and Australia.

Source: DEEWR Administrative data. June quarter 2011

Teenage Unemployment - Victoria

<i>Aged 15–19 years</i>	Teenage full-time unemployment rate (%)	% of teens looking for full-time work
Barwon Western District Labour Force Region	29.1%	5.3%
Australia	22.8%	4.2%

Source: ABS Labour Force data, June 2011, 12-month averages of original estimates

The teenage full-time unemployment rate is higher in the Barwon Western District LFR than the national average. For every two teens in full-time work, there is approximately one who is looking for full-time work.

Source: ABS Labour Force data, June 2011, 12-month averages of original estimates.

Young people not in study or work

% not working and not studying				
	Corio – Inner SLA	Geelong ESA	Victoria	Australia
15–19 years	10%	6%	6%	7%
20–24 years	21%	13%	12%	13%

Source: ABS 2006 Census of Population and Housing

This slide shows the proportion of young people in Geelong that are not studying and not working, which is an indicator of risk for youth.

It is worth mentioning that some of these people may have caring duties that prevent them from working or studying.

The proportion of young people in Corio-Inner SLA who are neither working nor studying is considerably higher than the national average. This is probably related to the higher proportion of young people in the area who are in receipt of a Centrelink benefit, in particular unemployment benefits, disability support pension and parenting payment single (among 20-24 year olds).

Source: ABS 2006 Census of Population and Housing.

Year 12 and post-school qualifications

Persons aged 25–34	Corio- Inner	Bellarine- Inner	Geelong ESA	Victoria	Australia
% with year 12 attainment	54%	55%	64%	73%	69%
% with a Certificate III / IV	26%	21%	22%	17%	19%
% with a post-school qualification	52%	48%	60%	64%	62%
% with a Bachelor Degree or higher	13%	15%	24%	34%	29%

Source: ABS 2006 Census of Population and Housing

This slide shows Year 12 school attainment and post school qualifications for **people aged 25–34 years**.

- The Geelong ESA had a lower proportion of people aged between 25-34 who had attained year 12 or equivalent compared with the State and Australia (64 percent, compared with 73 per cent and 69 per cent respectively).
- Additionally, only 60 per cent also had a post – school qualification compared with the State and Australia.

Source: ABS 2006 Census of Population and Housing.

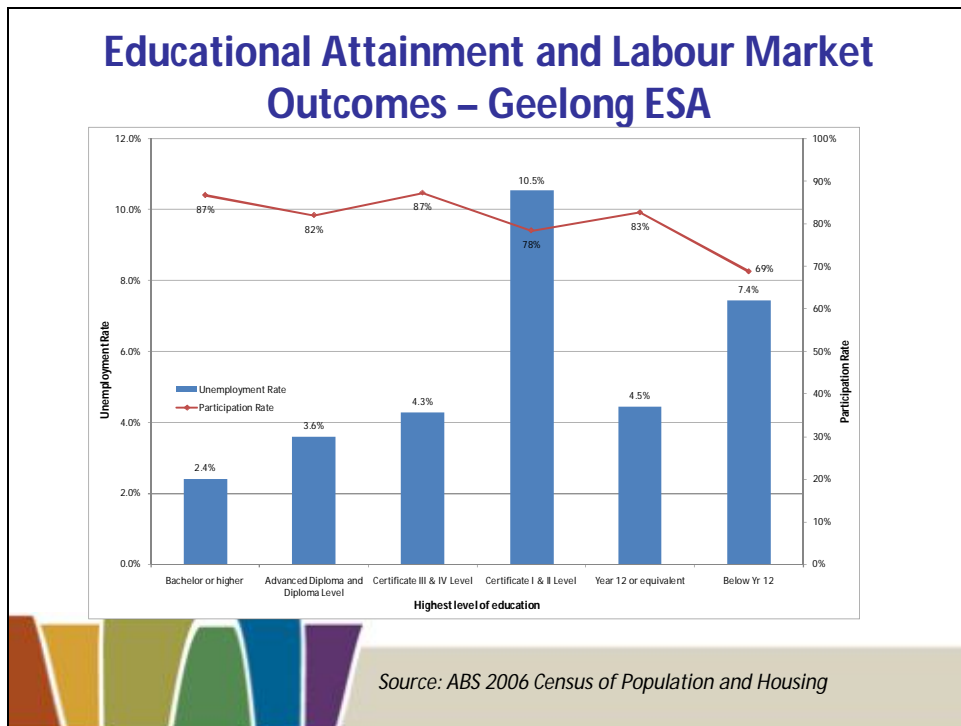
Local Area Profile				
Indicator	Bellarine SLA	Corio-Inner SLA	Victoria	Australia
Unemployment rate (15+)	5.4%	10.0%	4.8%	5.1%
Completed Yr 12 or equivalent (25-34)	54%	55%	73%	69%
% of all families (with children) where no parent is working	30%	22%	20%	20%
% of rented dwellings that were State housing authority	21%	27%	12%	15%
% year 9 students who did not meet minimum standard for reading in 2010	5%	19%	5%	8%
- who did not meet minimum standard for numeracy	3%	12%	3%	5%

Source: ABS, 2006 Census of Population and Housing; DEEWR Small Area Labour Markets, June 2011; myschool.edu.au

Local Area Profile

- Lower proportion of people aged 25-34 in both the Bellarine and Corio –Inner SLAs completed year 12 or equivalent at the time of the Census in 2006, 54 per cent and 55 per cent respectively) compared with Australia 69%.
- Significantly high proportions of families with children and no working parent in the Bellarine SLA (30 per cent compared with Australia 20 per cent).
- Corio-inner has high proportions of public housing compared with the national average (27 per cent compared with 15 per cent).
- Corio-Inner has significantly higher proportion of year 9 students who did not meet the minimum standard for reading (19 per cent) compared with Australia (8 per cent).

Source: ABS 2006 Census of Population and Housing; DEEWR Small Area Labour Markets, June 2011; myschool.edu.au




As can be seen in this chart, those people in the Geelong ESA with higher levels of education perform better in the labour market, with higher labour force participation rates and lower unemployment rates. This reflects the pattern seen across Australia and emphasises the importance of continuing education to help job seekers obtain employment and participate in the labour market.

Source: ABS 2006 Census of Population and Housing.

Disability and Labour Force Status (persons aged 15-74)			
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 marginally attached to the labour force*



Source: ABS, 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.

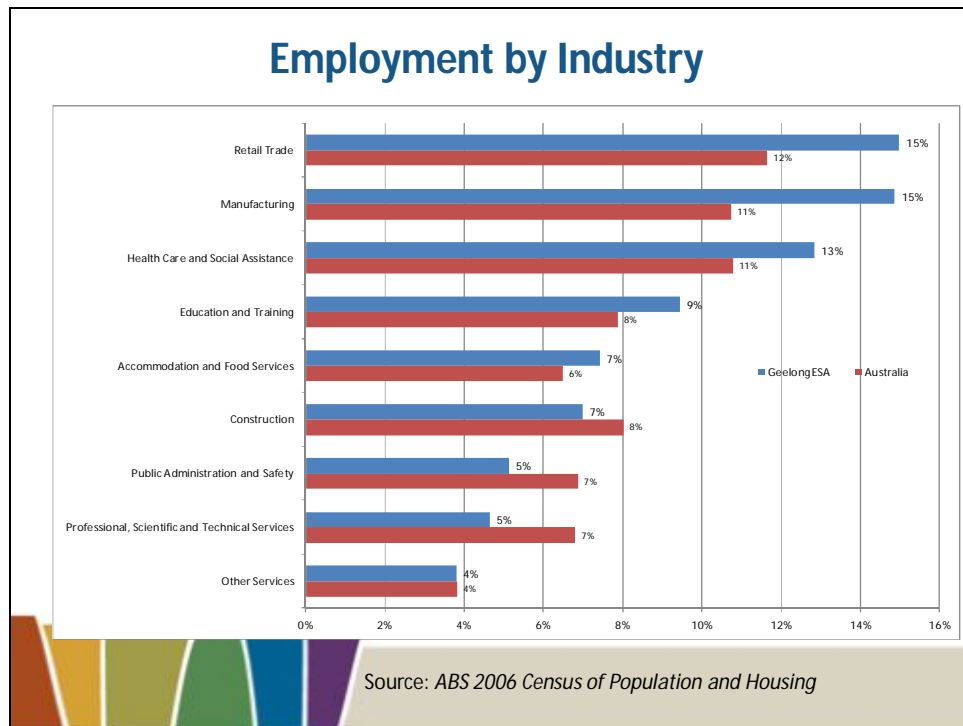
- 10.4 per cent of employed (aged 15-74 years) reported having a disability that restricted their employment or schooling.

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.

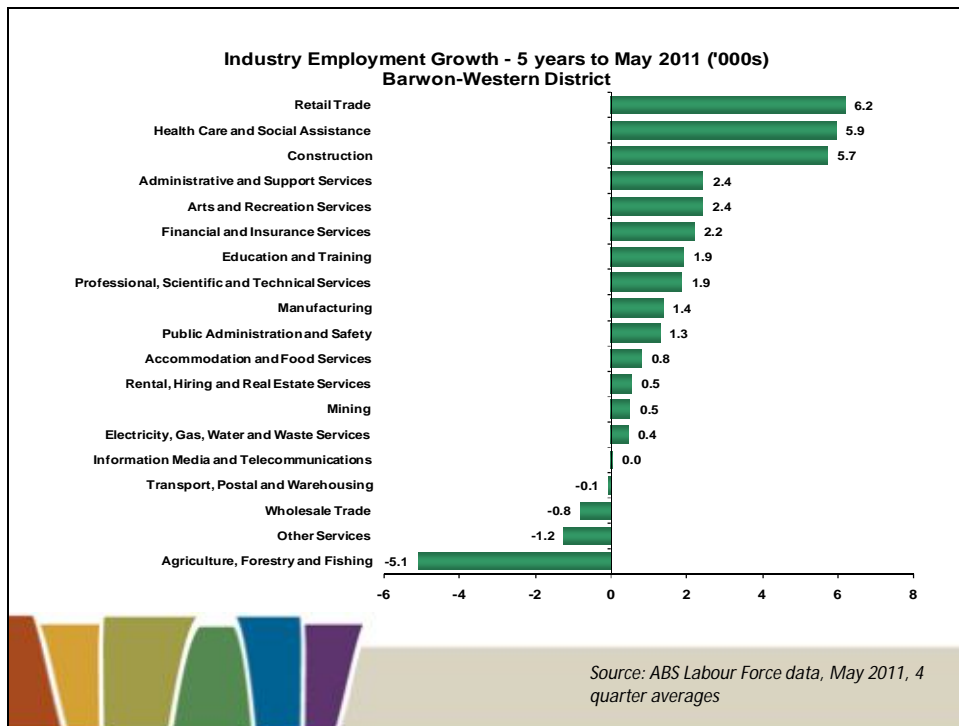
Please note: data excludes persons aged 65-74 years who are not in or marginally attached to the labour force.

Source: ABS, Education and Training Experience, 2009, cat. no. 6278.0



Retail Trade and the Manufacturing industries have the highest proportion of employment in the Geelong ESA both 15 per cent.

Source: ABS 2006 Census of Population and Housing.



Employment in the Barwon Western District LFR has grown most strongly in Retail, Health and Construction over the last 5 years.

Employment is projected to increase by 27 600 in the five years to 2015-16

Survey Results
Recruitment Experiences in the 12 months preceding the survey

	Geelong (March 2011)	All Regions Surveyed (12 months to March 2011)
Employers who recruited	77%	71%
- Increase	54%	54%
- Replace	88%	84%
Vacancies unfilled	3.2%	7.3%
Experienced difficulty	52%	54%

Source: DEEWR, Survey of Employers' Recruitment Experiences


Survey Results

- 233 employers were surveyed in the Geelong ESA in March 2011, of whom 77 per cent had recruited in the preceding 12 months.
- Recruitment was mainly driven by replacing staff as opposed to growth.
- Employers in the Geelong ESA had a much lower unfill rate in comparison to all regions surveyed in the 12 months to March 2011.

Source: DEEWR, Survey of Employers' Recruitment Experiences, Geelong, March 2011

Most recent recruitment activity

	Geelong (March 2011)	All Regions Surveyed (12 months to March 2011)
Vacancies unfilled	4.8%	7.1%
Proportion of filled vacancies with staff who required development	11%	15%
Recruitment difficulty	35%	41%



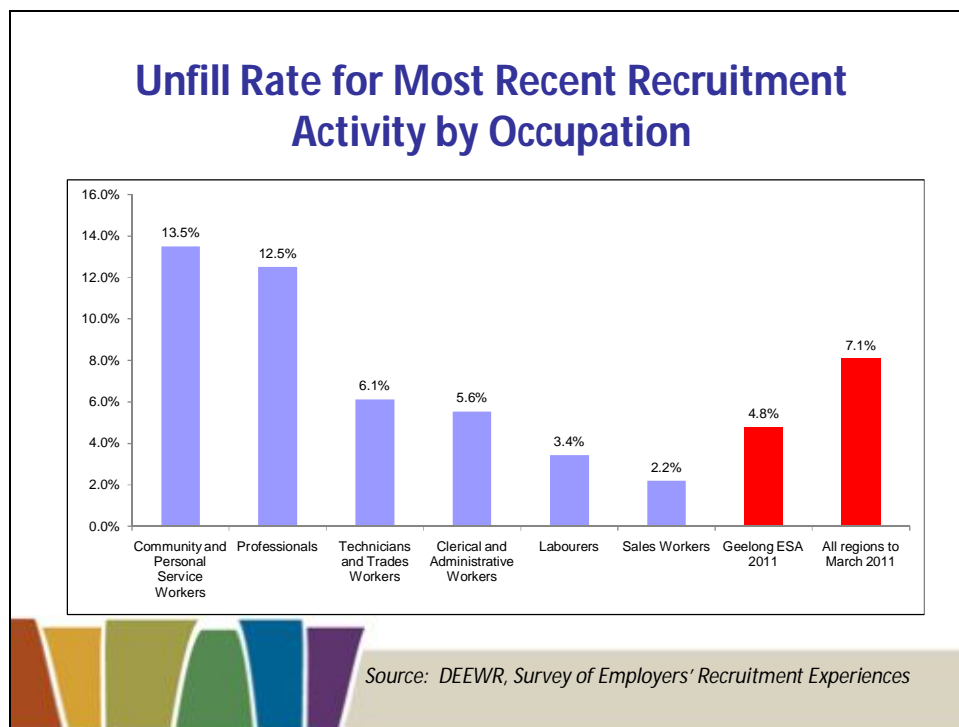
Source: DEEWR, Survey of Employers' Recruitment Experiences

In employers' most recent recruitment round, a significantly smaller proportion of vacancies remained unfilled in the Geelong Employment Service Area (4.8 per cent) compared with all regions surveyed in the 12 months to March 2011 (7.1 per cent).

The proportion of vacancies filled with staff who required development was slightly lower (11 per cent) compared with all regions surveyed in the 12 months to March 2011 (15 per cent).

Recruitment difficulty was also below average, with 35 per cent of employers experiencing recruitment difficulty compared with 41 per cent all regions surveyed.

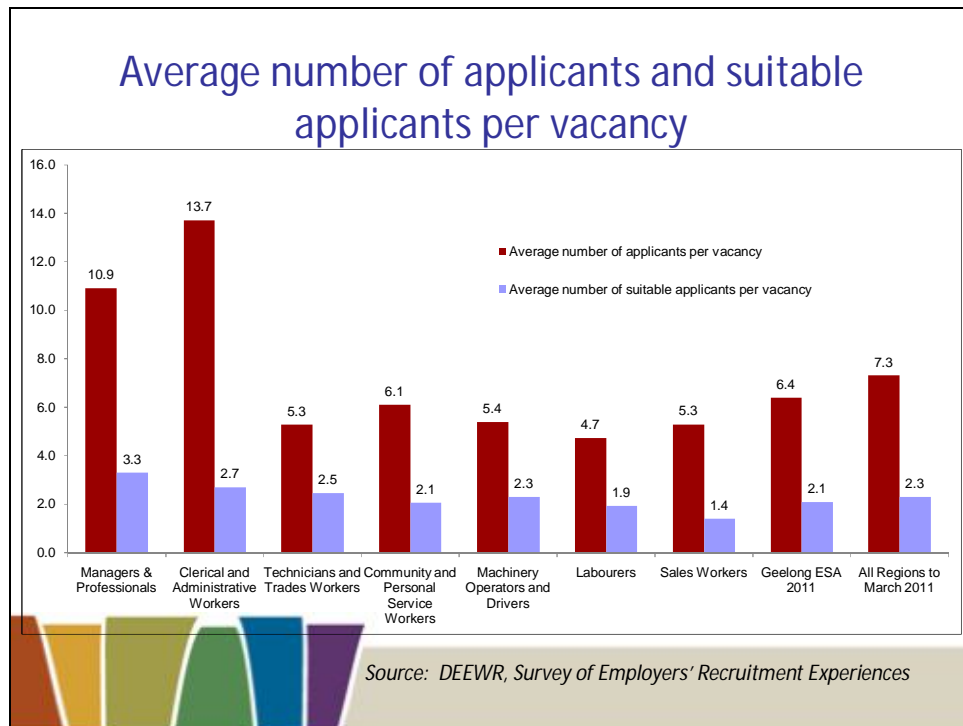
Source: DEEWR, Survey of Employers' Recruitment Experiences, Geelong, March 2011



Unfill Rate by Occupation

The highest proportion of vacancies remained unfilled for Community and Personal Service Workers (13.5 per cent), driven by Child Carers and Waiters; and Professionals (12.5 per cent), driven by unfilled vacancies for Registered Nurses, Pharmacists, Early Childhood Teachers and Civil Engineering Professionals.

Source: DEEWR, Survey of Employers' Recruitment Experiences, Geelong, March 2011



- There was a high number of applicants and suitable applicants for Managers & Professionals (10.9 and 3.3 applicants respectively).
- The high number of applicants for Clerical and Administrative Workers (13.7 applicants) was driven by very high numbers of applicants (i.e. more than 100 applicants for a single vacancy) for Receptionists.
- Lower skilled occupations, such as Labourers and Sales Workers, had the lowest average number of suitable applicants per vacancy (1.9 and 1.4 applicants, respectively).

Source: DEEWR, Survey of Employers' Recruitment Experiences, Geelong, March 2011

Occupations difficult to fill	
Bachelor degree & Higher VET qualifications	
Real Estate Sales Agents	Motor Mechanics
Structural Steel and Welding Trades Workers	Production Managers
Registered Nurses	
Other VET qualifications and lower skilled occupations	
Sales Assistants (general)	General Clerks
Waiters	Truck Drivers
Receptionists	Child Carers

Source: DEEWR, Survey of Employers' Recruitment Experiences

- A lower proportion of employers reported difficulty recruiting for their most recent vacancy (35 per cent) compared with all regions surveyed (41 per cent).
- Employers most commonly reported reasons for recruitment difficulty were:
 - Hard to find people with the necessary technical skills for the job (38 per cent)
 - Hard to find people with the necessary soft skills for the job (33 per cent)
 - The tight labour market/ not enough applicants (19 per cent)

Source: DEEWR, Survey of Employers' Recruitment Experiences

Reasons applicants unsuitable

68 per cent of all applicants were considered unsuitable.

Reasons for unsuitability include:

- Insufficient experience to perform job duties (69%)
- Insufficient qualifications or training to perform job duties (31%)
- Limited interest in the job (17%)

Source: DEEWR, Survey of Employers' Recruitment Experiences

Reasons applicants unsuitable

The most common reasons employers considered applicants unsuitable for the advertised position were:

- insufficient experience to perform the job (69 per cent),
- insufficient technical skills (31 per cent) and
- limited interest in the job (17 per cent).
- Employers with vacancies for Community and Personal Service Workers had a higher proportion of applicants who had limited interest in the job (58 per cent), applied from overseas or interstate (17 per cent) or had poorly written/presented applications (17 per cent).
- Almost all employers trying to fill Professional and Clerical and Administrative Workers vacancies considered applicants unsuitable due to lack of experience (both 92 per cent), which implies that jobseekers with relevant work experience are highly sought after by employers.

Source: DEEWR, Survey of Employers' Recruitment Experiences

Basic Employability Skills

Most importance placed on:

- 30% personal traits and qualities only
- 36% technical skills only
- 33% both equally important

Personal traits and qualities applicants lacked:

- Motivation
- Communication
- Enthusiasm
- Reliability



Source: DEEWR, Survey of Employers' Recruitment Experiences, 12 months to December 2010

Source: DEEWR, Survey of Employers' Recruitment Experiences

Apprentices, Trainees and Staff Training

- 35% of businesses employed at least one Apprentice or Trainee;
 - 48% of these employers reported they had experienced challenges;
 - The challenges most commonly reported were Apprentices and Trainees lacking general work readiness (17%) and lack of suitable staff to train/ supervise (10%).
- 24% 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

Source: DEEWR, Survey of Employers' Recruitment Experiences

JSA in the Geelong ESA

- 45% of employers had heard of Job Services Australia:
 - 28% of employers who had heard of JSA had used the service in the past 12 months;
 - 22% of employers who had used the service were not satisfied; and
 - The most common reason for dissatisfaction was Technical skills of JSA applicants do not match the job description (60%)



Source: DEEWR, Survey of Employers' Recruitment Experiences

Source: DEEWR, Survey of Employers' Recruitment Experiences

Future recruitment expectations

	Geelong (March 2011)	All Regions Surveyed (12 months to March 2011)
Expects to recruit	56%	48%
Expects recruitment difficulty	37%	43%
Expects to increase staff	30%	27%
Expects to decrease staff	0%	3%

Source: DEEWR, Survey of Employers' Recruitment Experiences.

Future recruitment expectations and challenges

12% of employers in the Geelong ESA are uncertain about future recruitment, the most common reasons for this include:

Fall in demand for products/ services and Staff turnover.

Almost one third of employers expect to increase staff numbers in the next 12 months (30%); The most commonly reported reason for increasing staff numbers was Higher demand for product and services (74%).

No employers expected to decrease staff numbers.

Over half of employers expected to experience business challenges in the upcoming 12 months. Types of challenges commonly reported by employers included:

- Changes in the structure of the market
- Reduced business activity/ customers
- Business regulations

Source: DEEWR, Survey of Employers' Recruitment Experiences

Where people live and work

Where people live (LGA)	Where people work (LGA)					
	Golden Plains	Greater Geelong	Queenscliffe	Surf Coast	Geelong ESA	Melbourne (all LGAs)
Greater Geelong	0%	79%	1%	1%	82%	12%
Golden Plains	23%	29%	0%	1%	53%	6%
Queenscliffe	0%	35%	49%	1%	84%	10%
Surf Coast	0%	37%	0%	45%	82%	9%
Total Geelong ESA	2%	71%	1%	6%	80%	11%

Source: ABS 2006 Census of Population and Housing

- 80 per cent of people live and work in the Geelong ESA.
- 11 per cent of people who live in the Geelong ESA work in Melbourne.
- One third of people who live in Golden Plains LGA work in Ballarat.

Source: ABS 2006 Census of Population and Housing, Journey to Work data

Vacancies

VIC IVI - July 2011	Index (Jan '06 = 100)	Per cent change		Number of vacancies July 2011
		Monthly	Annual	
Victoria	89.9	-1.2	4.2	56 022
Managers	108.6	-3.1	4.4	6835
Professionals	98.0	-3.0	-0.2	14 761
Technicians and Trades Workers	105.7	-2.2	5.1	6995
Community and Personal Service Workers	102.3	0.2	6.4	3669
Clerical and Administrative Workers	79.8	-2.5	3.5	10 429
Sales Workers	75.5	-0.8	-2.8	5565
Machinery Operators and Drivers	85.6	-2.2	10.8	2642
Labourers	62.4	-0.9	9.2	4418

Regional IVI - VIC	Index (May '10 = 100)	Per cent change		Number of vacancies July 2011
		Monthly	Annual	
Ballarat & Central Highlands	176.1	5.3	29.0	569
Bendigo & High Country	113.6	2.8	25.2	1613
Geelong & Surf Coast	121.9	1.8	17.5	1476
Gippsland	174.0	-0.4	75.7	1094
Melbourne	116.1	3.3	5.8	52 550
Wimmera & Western	85.1	4.9	29.1	667

Source: DEEWR Vacancy Report, August 2011

Whilst the number of vacancies in the Geelong & Surf Coast region has increased by 17% in the last 12 months, the overall number of vacancies was 1476, compared with 52,550 vacancies in Melbourne.

Source: DEEWR, Vacancy Report, August 2011

Opportunities in Melbourne

Lower Skilled Occupation Categories

Community and Personal Services Workers			
Aged, Disability and Nursing Support Workers	Yellow	Hospitality Workers	Yellow
Child Care Workers	Yellow	Fitness Instructors	Yellow
Clerical and Administrative Workers			
Accounting Clerks and Book Keepers	Yellow	Receptionists	Yellow
Inquiry Clerks	Yellow	Secretaries and Personal Assistants	Yellow
General Clerks	Green	Contract and Project Administrators	Green
Sales Workers			
Sales Representatives	Red	Sales Assistants	Yellow
Machinery Operators and Drivers			
Plant and Machine Operators	Red	Truck Drivers	Red
Store Persons	Yellow	Delivery Drivers	Green
Labourers			
Food Preparation Assistants	Yellow	Factory Process Workers	Green

Source: DEEWR survey of Recruitment Conditions in Capital Cities March/April 2011.

Ratings

- Red=employers commonly had unfilled vacancies
- Yellow=employers had difficulty recruiting suitable staff
- Green=recruitment difficulties were not widespread
- Grey=insufficient information available to assign a rating

Employers in Melbourne commonly had unfilled vacancies for Sales Representatives, Sales Assistants, Plant and Machine Operators and Truck Drivers.

Employers in Melbourne also had difficulty recruiting suitable staff for many other lower skilled occupations.

Source: DEEWR, Survey of Recruitment Conditions in Capital cities, March/April 2011.

Conclusion

- Labour market conditions in Geelong have softened since late 2008, particularly in the disadvantaged areas of Corio and Bellarine
- Disadvantaged groups:
 - lower educated, teenagers, people with disabilities, jobless families
- Target growth industries (e.g. Health) and occupations difficult to fill (e.g. child carers)
- Consider opportunities in the broader Melbourne labour market
- Job seekers need to be job ready
 - Work experience / training / apprenticeships
 - Employability skills, positive attitudes
- Opportunity for stakeholders to work together: providers, educational institutions, employers and job seekers



Further Information

- www.deewr.gov.au/lmip
- www.deewr.gov.au/SkillShortages including [Skill Shortages, Australia](#)
- www.deewr.gov.au/regionalreports
- www.deewr.gov.au/australianjobs
- www.skillsinfo.gov.au including [New Jobs 2011](#)
- 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.skillsinfo.gov.au
- www.joboutlook.gov.au

A report on the survey findings will be placed on the regional reports section of the DEEWR- Regional Reports web site.

Thank you.