

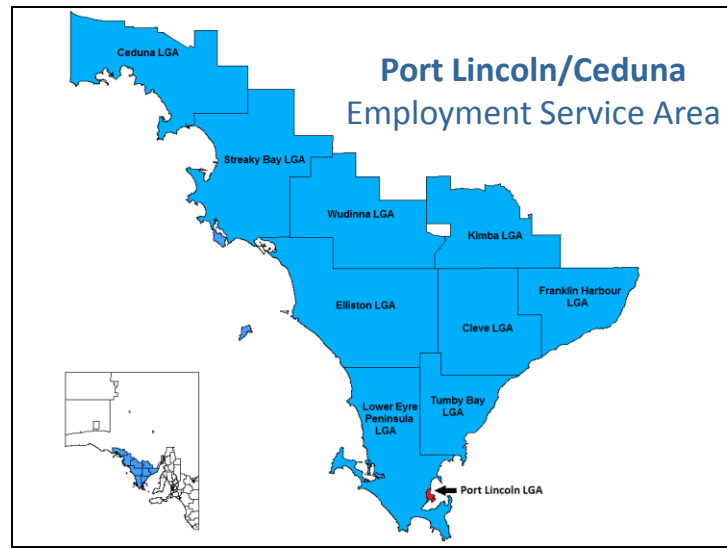
Slide 1



**Survey of Employers' Recruitment Experiences – February 2011**

Port Lincoln/ Ceduna Employment Service Area

Slide 2



The Port Lincoln Ceduna Employment Service Area *Survey of Employers' Recruitment Experiences* was conducted during February 2011 and includes the following ten Local Government Areas;

- Ceduna
- Cleve
- Elliston
- Franklin Harbour
- Kimba
- Wudinna (formerly known as Le Hunte)
- Lower Eyre Peninsula
- Port Lincoln
- Streaky Bay
- Tumby Bay

The Port Lincoln/Ceduna ESA accounts for approximately 22% of the Northern and Western SA Labour Force Region.

**Port Lincoln/ Ceduna Profile**

Region	Adult Population (15+)	Growth 2004 to 2009	Working Age Participation Rate (2006)	Median Age (2006)
<b>Port Lincoln</b>	<b>11 559</b>	<b>5%</b>	<b>76.7%</b>	<b>36</b>
Ceduna	2913	4%	76.7%	35
Cleve	1525	0%	78.5%	39
Elliston	918	3%	77.2%	38
Franklin Harbour	1081	4%	75.0%	43
Kimba	929	-3%	86.9%	42
Lower Eyre Peninsula	3800	12%	73.3%	40
Streaky Bay	1719	8%	79.7%	41
Tumby Bay	2287	6%	73.4%	47
Wudinna	1028	-7%	84.0%	38
<b>Port Lincoln/Ceduna ESA</b>	<b>27 759</b>	<b>5%</b>	<b>76.8%</b>	<b>38</b>
South Australia	1 332 822	6%	74.3%	39
Australia	17 766 042	10%	75.0%	37

Source: ABS Estimated Resident Population, 2004 and 2009; ABS 2006 Census of Population and Housing

**Port Lincoln/Ceduna Employment Services Area**

*Source: ABS Estimated Resident Population, 2004 and 2009, ABS 2006 Census of Population and Housing*

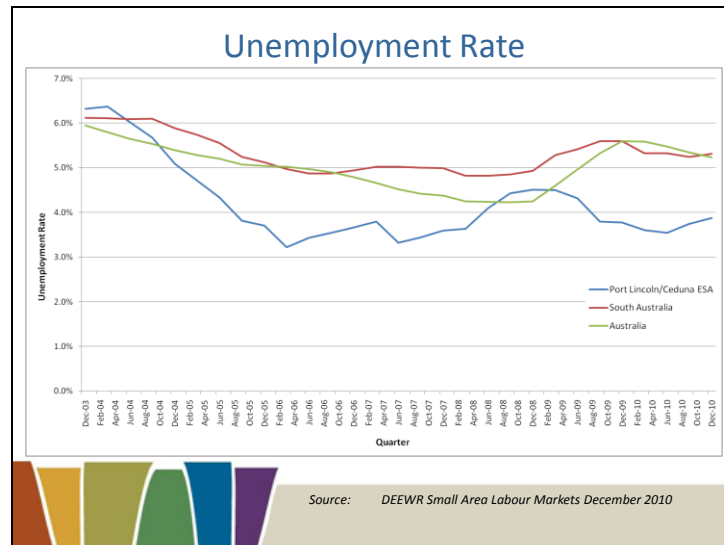
The adult population (15+) of the Port Lincoln/Ceduna Employment Service Area (ESA) was 27 759 in June 2009, an increase of 5 per cent since June 2004. Population growth between 2004 and 2009 for South Australia and Australia were 6 per cent and 10 per cent respectively.

The Port Lincoln Local Government Area (LGA) contains 42 per cent of the population within the Port Lincoln/ Ceduna Employment Service Area, with an adult population of 11 559.

At the time of the 2006 Census, the working age participation rate for the ESA was 76.8%, slightly higher than that of South Australia (74.3 per cent) and Australia (75.0 per cent) . The Kimba and Wudinna LGAs recorded the highest participation rates in the ESA, with 86.9 per cent and 84.0 per cent respectively.

At the time of the 2006 Census, the median age of a person in the Port Lincoln/Ceduna ESA was 38, similar to the median age for South Australia (39 years) and Australia (37 years).

## Slide 4



### Unemployment Rate

Source: DEEWR Small Area Labour Markets December 2010 , Port Lincoln/Ceduna (smoothed series), South Australia and Australia (original data, four quarter average)

The chart shows a time series of unemployment rate in the Port Lincoln Ceduna Employment Service Area (ESA) compared with South Australia and Australia from December 2003 to December 2010.

In early 2004, the Port Lincoln/ Ceduna ESA unemployment rate declined and has generally remained below the South Australian and national averages.

In December 2010, the unemployment rate for the Port Lincoln / Ceduna ESA was 3.9 per cent, compared with 5.3 per cent for South Australia and 5.2 per cent for Australia.

**Unemployment Rate**

Region	December Quarter 2009	December Quarter 2010	Annual Change
<b>Port Lincoln</b>	<b>4.7%</b>	<b>4.7%</b>	<b>0.0 %pts</b>
Ceduna	7.1%	8.7%	1.6 %pts
Cleve	1.7%	1.5%	-0.2 %pts
Elliston	3.4%	2.6%	-0.8 %pts
Franklin Harbour	2.0%	2.2%	0.2 %pts
Kimba	0.3%	0.6%	0.3 %pts
Lower Eyre Peninsula	3.1%	3.0%	-0.1 %pts
Streaky Bay	2.7%	2.3%	-0.4 %pts
Tumby Bay	2.3%	2.1%	-0.2 %pts
Wudinna	1.4%	1.2%	-0.2 %pts
<b>Port Lincoln/Ceduna ESA</b>	<b>3.8%</b>	<b>3.9%</b>	<b>0.1 %pts</b>
South Australia	5.6%	5.3%	-0.3 %pts
Australia	5.6%	5.2%	-0.4 %pts

Source: DEEWR Small Area Labour Markets December 2010

**Unemployment Rate**

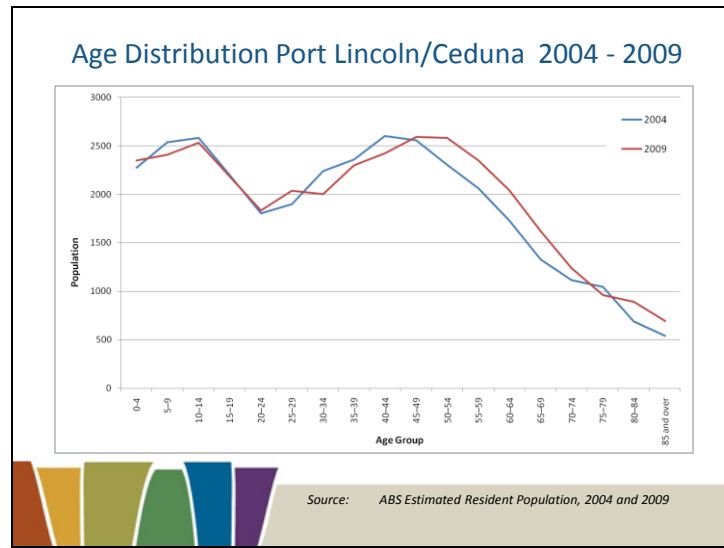
*Source: DEEWR Small Area Labour Markets December 2010*

There is some variability in the unemployment rates within the Port Lincoln/Ceduna Employment ESA, however the rate for the ESA in 2009 and 2010 has remained below the state and national averages.

The unemployment rate for the ESA increased by 0.1 percentage points over the 12 months to December 2010 to 3.9 per cent. Over the same period, the unemployment rate for South Australia reduced 0.3 percentage points to 5.3 per cent and Australia reduced by 0.4 percentage points to 5.2 per cent.

Ceduna had the highest rate of unemployment within the Port Lincoln/Ceduna ESA at 8.7 per cent in December 2010, an increase of 1.6 percentage points from December 2009. Kimba and Wudinna recorded the lowest unemployment rates within the ESA.

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**Age Distribution Port Lincoln/Ceduna 2004 and 2009**

*Source: ABS Estimated Resident Population, 2004 and 2009*

The age distribution of the Port Lincoln/Ceduna Employment ESA shows that there is migration away from the area of people aged of 15 to 24. Population numbers begin to increase for people aged 24 and over and peak between the ages 45 and 54. These patterns of migration were very similar in 2004 and 2009 suggesting this is a common trend for the area.

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**Long Term Unemployment**

Region	Long-term unemployed (52 weeks or more)		Average duration of unemployment (weeks)
	Persons	Percent of all unemployed	
Northern and Western SA LFR	800	21%	43 weeks
South Australia	9900	21%	46 weeks
Australia	116 600	19%	37 weeks

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

**Long Term Unemployment**

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

Long-term unemployed (LTU) are those who have been unemployed and looking for work for at least 52 weeks.

The proportion of unemployed who were long-term unemployed in the Northern and Western Labour Force SA Labour Force Region (21 per cent) was in line with the state average (21 per cent) but slightly higher than the national average (19 per cent).

The average duration of unemployment in the LFR was 43 weeks. This was lower than the state average of 46 weeks but higher than the national average of 37 weeks.

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**Recipients of Centrelink Benefits**

Region	Proportion of the working age population (WAP) on a Centrelink benefit	Proportion of the WAP on an unemployment benefits	Growth in unemployment benefit recipients since March 2011
<b>Port Lincoln</b>	<b>23%</b>	<b>8%</b>	<b>6%</b>
Ceduna	30%	15%	-2%
Cleve	11%	1%	-64%
Elliston	20%	6%	-6%
Franklin Harbour	15%	5%	12%
Kimba	7%	1%	-29%
Lower Eyre Peninsula	16%	5%	9%
Streaky Bay	14%	6%	10%
Tumby Bay	17%	4%	-6%
Wudinna	8%	2%	-27%
<b>Port Lincoln/Ceduna</b>	<b>20%</b>	<b>7%</b>	<b>1%</b>
South Australia	20%	5%	3%
Australia	17%	4%	-3%

Source: DEEWR administrative data, March 2011;  
ABS Estimated Resident Population 2009.

**Recipients of Centrelink Benefits**

*Source: DEEWR Administrative Data, March 2011; ABS Estimated Resident Population 2009*

In March 2011, one in five (20 per cent) of the working age population were in receipt of a Centrelink benefit in the Port Lincoln/ Ceduna ESA. This is in line with South Australia (20 per cent) and slightly higher than Australia (17 per cent).

There was significant variance in the number of recipients across the ESA. In Ceduna, 30 per cent of the working age population (15 to 64 years) were in receipt of a Centrelink benefit, yet in Kimba it is only 7 per cent.

Approximately 7 per cent of the working age population were in receipt of unemployment benefits. This compares with South Australia (5 per cent) and Australia (4 per cent).



**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**

*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 restrict their employment/schooling.

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

**Indigenous and Non Indigenous  
Working age population**

Region	Working Age Population	Centrelink Benefit Recipients	Unemployment Rate		Participation Rate	
	% Indigenous	% Indigenous	Non Indigenous	Indigenous	Non Indigenous	Indigenous
Ceduna LGA	24%	64%	3.1%	7.9%	83.6%	53.7%
Port Lincoln LGA	5%	16%	5.2%	18.8%	78.1%	49.1%
<b>Port Lincoln/Ceduna ESA</b>	<b>5%</b>	<b>20%</b>	<b>4.1%</b>	<b>13.2%</b>	<b>78.2%</b>	<b>52.5%</b>
South Australia	2%	5%	5.2%	16.1%	74.8%	53.1%
Australia	2%	7%	5.1%	15.6%	75.5%	56.8%

Source: ABS 2006 Census of Population and Housing

**Indigenous and Non Indigenous Working Age Population**

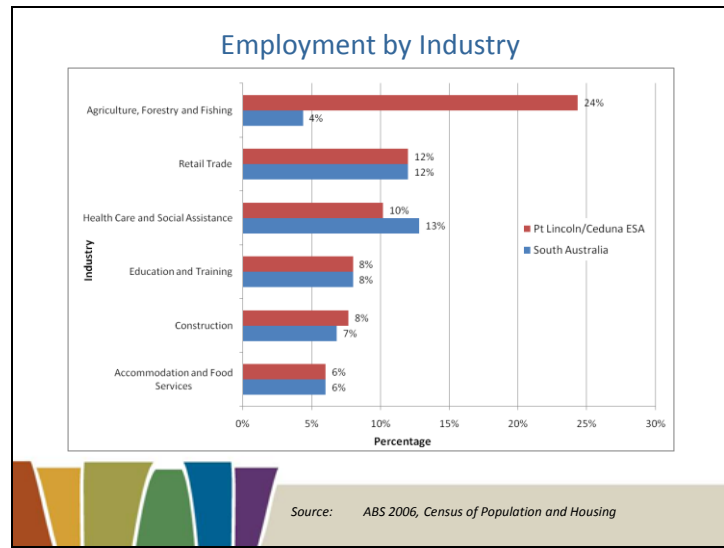
*Source: ABS 2006 Census of Population and Housing*

At the time of the 2006 Census, 5 per cent of people aged 15 to 64 years were identified as Indigenous in the Port Lincoln/Ceduna ESA. This figure was higher than both the state and national average of 2 per cent.

In the Ceduna Local Government Area (LGA), 24 per cent of the population was Indigenous.

At the time of the 2006 Census, Indigenous people in the Port Lincoln/Ceduna ESA had a higher unemployment rate (13.2 per cent) and lower participation rate (52.5 per cent) compared with the non-Indigenous population (unemployment rate - 4.1 per cent, participation rate - 78.2 per cent).

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### **Employment by Industry**

*Source: ABS, 2006, Census of Population and Housing*

Agriculture, Forestry and Fishing was by far the largest employing industry with the Port Lincoln/Ceduna Employment Service Area (ESA), accounting for 24 per cent of all employed. This compares with 4 per cent for South Australia.

Retail Trade was a next largest employing industry within the ESA employing 12 per cent of the working population. The Health Care and Social Assistance industry (10 per cent) was also a large employer in the ESA.

**Educational Attainment**  
persons aged 25 – 34 years

Region	% completed Yr 12	% attained Advanced Diploma, Diploma or Certificate Level	% attained Bachelor Degree or higher
<b>Port Lincoln</b>	<b>57%</b>	<b>37%</b>	<b>14%</b>
Ceduna	46%	32%	10%
Cleve	74%	35%	20%
Elliston	68%	25%	21%
Franklin Harbour	63%	43%	12%
Kimba	67%	36%	14%
Lower Eyre Peninsula	60%	36%	14%
Streaky Bay	72%	35%	19%
Tumby Bay	65%	31%	19%
Wudinna	69%	26%	19%
<b>Port Lincoln/Ceduna ESA</b>	<b>60%</b>	<b>35%</b>	<b>15%</b>
South Australia	64%	32%	24%
Australia	69%	32%	29%

Source: ABS 2006 Census of Population and Housing

### **Educational Attainment**

*Source: ABS 2006 Census of Population and Housing*

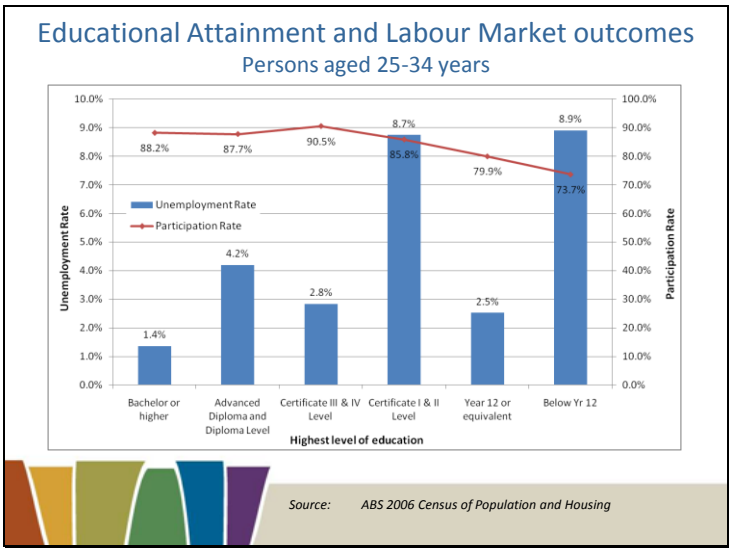
The level of educational attainment is strongly linked with labour market performance and the ability of a region (or its population) to respond flexibly to economic shock. Accordingly, regions with relatively low levels of educational attainment tend, on average, to be less flexible in the face of economic 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.

At the time of the 2006 Census, the proportion 25 to 34 year olds in the Port Lincoln/Ceduna ESA who completed year 12 or equivalent was 60 per cent, lower than for South Australia (64 per cent) and Australia (69 per cent).

Job seekers who have not completed Year 12 and have limited experience in the workforce are likely to lack many basic employability skills that employers value and look for in applicants, particularly for lower skilled vacancies and entry level positions such as Apprenticeships and Traineeships.

The proportion of 25 to 34 year olds who attained an Advanced Diploma, Diploma or Certificate in the Port Lincoln/Ceduna ESA (35 per cent) was slightly higher than for South Australia and Australia (32 per cent).

Only 15 per cent of 25 to 34 year olds attained a Bachelor Degree or higher qualification in the Port Lincoln/Ceduna ESA. This figure is significantly lower than the attainment levels for South Australia and Australia (24 per cent and 29 per cent respectively).



**Educational Attainment and Labour Market Outcomes**

Source: ABS, 2006 Census of Population and Housing

There is a strong relationship between educational attainment and employment outcomes. For those aged 25 to 34 years in the Port Lincoln / Ceduna ESA, there were high unemployment rates for those who did not complete Year 12 or had completed a Certificate I or II (8.9 per cent and 8.7 per cent respectively). For those that attained a Bachelor degree or higher, the unemployment rate was 1.4 per cent.

This emphasises the importance of continuing education in helping job seekers obtain employment and participate in the labour market.

### Jobless Families

Region	Number of jobless families (with children)	Proportion of all families (with children) who are jobless	Proportion of couple families (with children) who are jobless	Proportion of lone parent families who are jobless
Port Lincoln Ceduna ESA	685	15%	6%	45%
South Australia	46 305	20%	10%	47%
Australia	596 295	20%	10%	48%

Source: ABS 2006 Census of Population and Housing

**Jobless Families**

*Source: ABS 2006 Census of Population and Housing*

Overall, the proportion of all families with children, where all parents were jobless in the Port Lincoln/Ceduna Employment Service Area (15 per cent) was lower than the state and national level (20 per cent).

Within the Employment Service Area the area with the largest proportion of all families who are jobless was the Port Lincoln Local Government Area (LGA) at 20 per cent.

The highest proportion of lone parent families who are jobless was in the Franklin Harbour LGA at 74 per cent.

**Levels of Disadvantage by LGA**

Key Indicators	Ceduna LGA	Port Lincoln LGA	South Australia
Unemployment Rate	8.7%	4.7%	5.3%
% of working age population receiving Centrelink benefits	30%	23%	20%
Receiving Unemployment benefits	15%	8%	5%
<b>Jobless Families</b>	<b>17%</b>	<b>20%</b>	<b>20%</b>
Lone parent jobless families	47%	47%	47%
% of working age population Indigenous	<b>24%</b>	<b>5%</b>	<b>2%</b>
Indigenous unemployment rate	7.9%	18.8%	16.1%
% 25-34 year olds completed Year 12	46%	57%	64%
Year 9 govt school students who did not meet minimum standard for reading in 2010	<b>19%</b>	<b>20%</b>	<b>9%</b>
Who did not meet minimum standard for numeracy	14%	17%	7%

Source: ABS Census of Population and Housing 2006; ABS Estimated Resident Population 2009; DEEWR Administrative Data, March 2011; Myschool website: [www.myschool.edu.au](http://www.myschool.edu.au); DEEWR Small Area Labour Markets December 2010

**Disadvantaged Local Government Areas**

*Source: ABS Census of Population and Housing 2006; ABS Estimated Resident Population 2009; DEEWR Administrative Data, March 2011; Myschool website: [www.myschool.edu.au](http://www.myschool.edu.au); DEEWR Small Area Labour Markets, December 2010*

The Local Government Areas of Ceduna and Port Lincoln had higher unemployment rates, a higher proportion of centrelink benefit recipients, a higher Indigenous population, a lower Year 12 completion rate and lower levels of school literacy and numeracy when compared with other areas within the Employment Service Area.

**Survey Results**  
Recruitment Experiences in the 12 months prior to the survey

	Port Lincoln (Feb 2011)	Balance of ESA - excluding Port Lincoln (Feb 2011)	Port Lincoln/ Ceduna ESA (Feb 2011)	All Regions Surveyed (12 months to March 2011)
Employers who recruited	65%	68%	67%	71%
- Growth	59%	58%	59%	54%
- Staff turnover	82%	73%	77%	84%
Vacancies per 100 employees	19	22	20	21
Unfill rate	5.5%	13.2%	9.2%	7.3%
Experienced difficulty	45%	46%	45%	54%

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

## **Survey Results**

### **Recruitment Experiences 12 Months Preceding the Survey for Port Lincoln/ Ceduna Employment Service Area**

*Source: DEEWR, Port Lincoln/ Ceduna Employment Service Area Survey of Employers' Recruitment Experiences, February 2011.*

254 employers were surveyed in the Port Lincoln/Ceduna Employment Service Area (ESA) in February 2011.

The proportion of employers in Port Lincoln/Ceduna ESA who had recruited (67 per cent) was lower than all regions surveyed in the 12 months to March 2011 (71 per cent). The Port Lincoln LGA had a lower proportion of employers that recruited (65 per cent) compared with the Balance of the ESA excluding Port Lincoln (68 per cent).

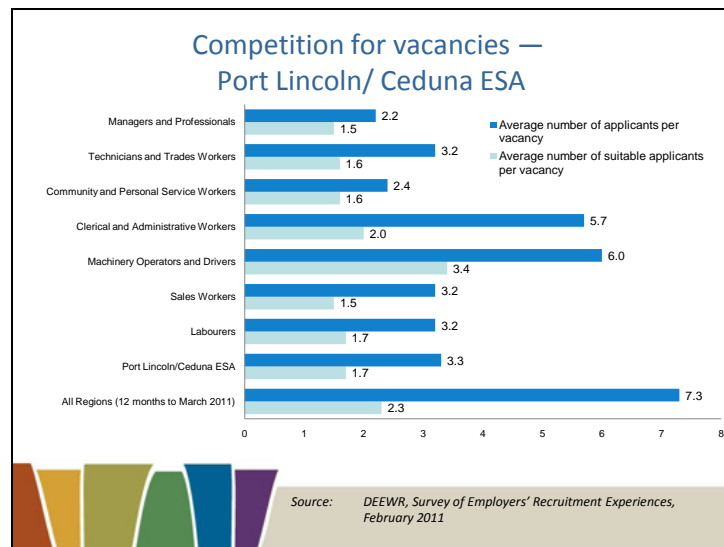
A higher proportion of employers in the Port Lincoln/Ceduna ESA recruited due to business growth (59 per cent) compared with all regions surveyed to March 2011 (54 per cent)

The number of vacancies per 100 employees in Port Lincoln / Ceduna ESA (20) was similar to that for all regions (21).

The unfill rate for the Port Lincoln/ Ceduna ESA (9.2 per cent) was higher than for all regions surveyed in the 12 months to March 2011 (7.3 per cent). The unfill rate for Port Lincoln LGA (5.5 per cent) was low compared with the Balance of the ESA excluding Port Lincoln (13.2 per cent).

A lower proportion of employers in Port Lincoln Ceduna reported difficulty recruiting (45 per cent) compared with all areas surveyed to March 2011 (54 per cent).





### **Competition for vacancies**

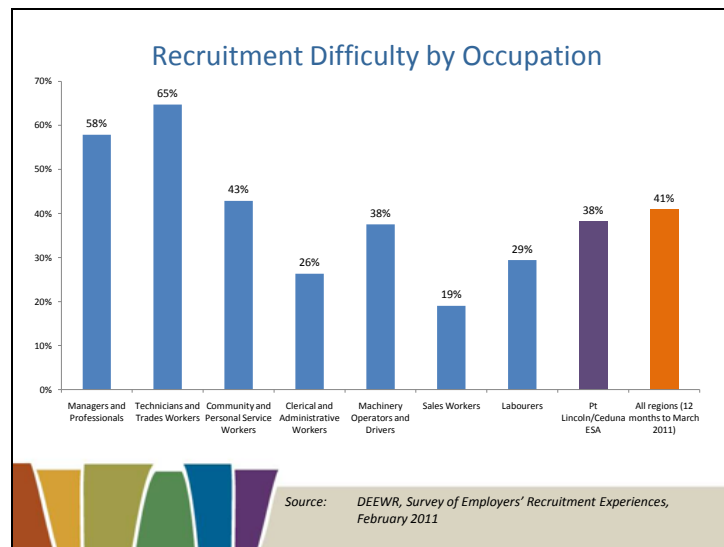
*Source: DEEWR, Port Lincoln/ Ceduna Employment Service Area Survey of Employers' Recruitment Experiences, February 2011.*

The average number of applicants per vacancy in the Port Lincoln/Ceduna ESA was lower (3.3 applicants per vacancy) when compared with all regions surveyed in the 12 months to March 2011 (7.3 applicants per vacancy).

There was also a lower number of suitable applicants per vacancy in the Port Lincoln / Ceduna ESA (1.7 suitable applicants) compared with all regions (2.3 suitable applicants).

The occupations with the highest average number of applicants were Machinery Operators and Drivers (6.0 applicants per vacancy) and Clerical and Administrative Workers (5.7 applicants per vacancy). There were few applicants and suitable applicants on average for Managers and Professionals (2.2 and 1.5 applicants respectively) and Community and Personal Service Workers (2.4 and 1.6 applicants respectively).

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### **Recruitment Difficulty by Occupation**

Source: DEEWR, Port Lincoln/ Ceduna Employment Service Area Survey of Employers' Recruitment Experiences, February 2011.

- The occupations with the greatest proportion of employers having difficulty recruiting for were Technicians and Trades Workers (65 per cent), Managers and Professionals (58 per cent) and Community and Personal Service Workers (43 per cent). Sales Workers (19 per cent) and Clerical and Administrative Workers (26 per cent) had the lowest proportions.
- Overall, 38 per cent of employers had difficulty recruiting in their latest recruitment round, slightly lower than for all regions surveyed in the 12 months to March 2011 (41 per cent).

Occupations Difficult to Fill	
<b>Bachelor Degree or Higher VET qualifications</b>	
Cooks	Primary School Teachers
Motor Mechanics	Hairdressers
Structural Steel and Welding Trades Workers	Butchers and Smallgoods Makers
<b>Other VET qualifications and lower skilled occupations</b>	
Sales Assistants (General)	General Clerks
Education Aides	Commercial Cleaners
Motor Vehicle and Vehicle Parts Salespersons	Truck Drivers

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

**Occupations Difficult to Fill**

Source: DEEWR, Port Lincoln/ Ceduna Employment Service Area Survey of Employers' Recruitment Experiences, February 2011.

This slide shows the vacancies that employers considered difficult to fill in the Port Lincoln Ceduna Employment Service Area.

**Bachelor Degree or Higher VET qualifications**


- Cooks
- Primary School Teachers
- Motor Mechanics
- Hairdressers
- Structural Steel and Welding Trades Workers
- Butchers and Smallgoods Makers

**Other VET qualifications and lower skilled occupations**

- Sales Assistants (general)
- General Clerks
- Education Aides
- Commercial Cleaners
- Motor Vehicle and Vehicle Parts Salespersons
- Truck Drivers

### Reasons Applicants Unsuitable

- 49% 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
  - Insufficient qualifications or training
  - Employability skills:
    - Poorly written or presented application



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

### **Reasons Applicants Unsuitable**

*Source: DEEWR, Survey of Employers' Recruitment Experiences.*

Almost half (49 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;
- Insufficient qualifications or training; and
- Employability skills, including poorly written or presented applications.



**Basic Employability Skills**

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

Employers were asked whether they placed most importance on technical skills, personality traits and qualities or both.


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

Personal traits and qualities applicants lacked:

- Enthusiasm
- Motivation
- Communication
- Confidence
- Teamwork

### Apprentices, Trainees and Staff Training

- 28% of businesses employed a least one Apprentice or Trainee (38% in all regions)
  - 58% of these employers reported they had experienced challenges
  - The challenges most commonly reported were Apprentices and Trainees lacked soft skills (22%) and cost of apprenticeship (22%)
- 15% of businesses expected to recruit at least one Apprentice or Trainee in the 12 months following the survey
- 34% of businesses had employees undertake recognised training



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

### **Apprentices, Trainees and Staff Training**

*Source: DEEWR, Port Lincoln/ Ceduna Employment Service Area Survey of Employers' Recruitment Experiences, February 2011.*

28 per cent of businesses employed a least one Apprentice or Trainee, compared with 38 per cent for all regions;


- 58 per cent of these employers reported they had experienced challenges
- The challenges most commonly reported were Apprentices and Trainees lacked soft skills (22 per cent) and work readiness (22 per cent)
- Employers also reported difficulties in apprentices and trainees travelling to mandatory training

15 per cent of businesses expected to recruit at least one Apprentice or Trainee in the 12 months following the survey.

34 per cent of businesses had employees undertake recognised training in the 12 months preceding the survey.

**Job Services Australia (JSA)**

- 63% of employers had heard of JSA:
  - 32% of employers who had heard of JSA had used the service;
  - 74% of employers who had used the service were satisfied; and
  - The most common reasons for dissatisfaction was referral of applicants whose technical skills did not match the job description and poor customer service from JSA providers.



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

**Job Services Australia**

*Source: DEEWR, Port Lincoln/ Ceduna Employment Service Area Survey of Employers' Recruitment Experiences, February 2011.*

63 per cent of employers had heard of Job Services Australia (JSA):

- 32 per cent of employers who had heard of JSA had used the service;
- 74 per cent of employers who had used the service were satisfied.

The most common reasons for dissatisfaction was referral of applicants whose technical skills did not match the job description and poor customer service from JSA providers (both at 44 per cent).

**Future Recruitment Expectations**

Recruitment expectations for the year ahead	Port Lincoln (Feb 2011)	Balance of ESA excluding Port Lincoln (Feb 2011)	Port Lincoln/ Ceduna ESA (Feb 2011)	All regions surveyed (12 months to March 2011)
Expects to recruit	33%	32%	32%	48%
- Due to Growth	62%	51%	56%	57%
- Due to Turnover	86%	80%	83%	76%
Expects difficulty	30%	51%	41%	43%
Will decrease staff	3%	5%	4%	3%

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

### **Future Recruitment Expectations**

*Source: DEEWR, Port Lincoln/ Ceduna Employment Service Area Survey of Employers' Recruitment Experiences, February 2011.*

Employers in the Port Lincoln/ Ceduna ESA were asked about their recruitment expectations in the 12 months following the survey. Just under one third of employers (32 per cent) expected to recruit in the 12 months following the survey, lower than the level for all regions surveyed in the 12 months to March 2011 (48 per cent). The results were similar for the Port Lincoln LGA (33 per cent) and the Balance of the ESA excluding Port Lincoln (32 per cent).

A similar proportion of employers expected to recruit due to growth in the Port Lincoln/Ceduna ESA (56 per cent) compared with all regions (57 per cent), although there was a higher proportion in Port Lincoln LGA (62 per cent) compared with the Balance of the ESA excluding Port Lincoln (51 per cent).

The proportion of employers who expected to experience recruitment difficulty was higher in the Balance of the ESA excluding Port Lincoln (51 per cent) than for the ESA as a whole (41 per cent), Port Lincoln (30 per cent) and all regions surveyed (43 per cent).



**Conclusion**

- Labour market conditions are strong
  - Low unemployment and high participation
- Disadvantaged groups
  - Long-term unemployed, indigenous, less educated, jobless families.
- Opportunities
  - Many employers having recruitment difficulties
  - Some large and growing industries
  - Broad range of occupations difficult to fill
  - Low competition for vacancies
- Job seekers need to be job ready
  - Work experience / training / apprenticeships
  - Employability skills
- Further engagement with employers



**Conclusion**

- Labour market conditions are strong
  - Low unemployment and high participation
- Disadvantaged groups
  - Long-term unemployed, indigenous, less educated, jobless families.
- Opportunities
  - Many employers having recruitment difficulties
  - Some large and growing industries
  - Broad range of occupations difficult to fill
  - Low competition for vacancies
- Job seekers need to be job ready
  - Work experience / training / apprenticeships
  - Employability skills
- Further engagement with employers

**Further Information**

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

