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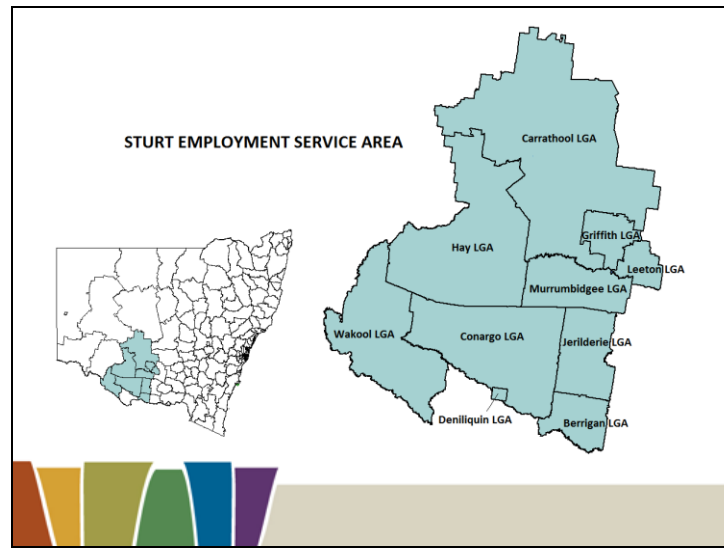
Australian Government

Department of Education, Employment and Workplace Relations

Survey of Employers' Recruitment Experiences in the Sturt Employment Services Area

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Slide 2



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

Sturt ESA

- Berrigan (A)
- Carrathool (A)
- Conargo (A)
- Deniliquin (A)
- Griffith (C)
- Hay (A)
- Jerilderie (A)
- Leeton (A)
- Murrumbidgee (A)
- Wakool (A)

Sturt ESA accounts for 25 per cent of the working age population of the Murray-Murrumbidgee Labour Force Region (based on ABS 2009 estimated residential population and the 2006 Australian Standard Geographic Classification).

Population Profile

Region	Adult Population 2009	Adult Population Growth 2004-2009	Working Age Participation Rate (2006)	Proportion of Adult Population - 65+ (2009)
Griffith LGA	19,897	6%	78.6%	18%
Berrigan LGA	7,062	9%	76.6%	28%
Carrathool LGA	2,362	0%	78.4%	20%
Conargo LGA	1,325	-1%	81.6%	16%
Deniliquin LGA	6,175	-1%	76.3%	25%
Hay LGA	2,582	-3%	75.1%	21%
Jerilderie LGA	1,338	0%	76.9%	25%
Leeton LGA	9,239	4%	74.3%	18%
Murrumbidgee LGA	1,973	-1%	77.0%	18%
Wakool LGA	3,671	1%	75.3%	24%
STURT ESA	55,624	4%	77.0%	21%
NSW	5,785,394	8%	73.9%	17%
Australia	17,766,042	10%	75.0%	16%

Source: ABS Estimated Residential Population as at June 2009; ABS 2006 Census of Population and Housing

Population Profile of Sturt ESA

Source: ABS, 2006 Census of Population and Housing; Population Estimates by Age and Sex, 2004 and 2009

- The adult population (15 years +) of the Sturt Employment Service Area (ESA) was 55 624 in June 2009, an increase of 4 per cent since June 2004. Population growth in the ESA has been low compared with New South Wales and Australia with population growth of 8 per cent and 10 per cent respectively over the same period.
- The Griffith Local Government Area (LGA), (with an adult population of 19 897) accounts for 36 per cent of the ESA population. This LGA also experienced slightly higher population growth of 6 per cent between 2004 and 2009.
- At the time of the 2006 Census, the working age participation rate was 77 per cent for the ESA, slightly higher than that of South Australia (73.9 per cent) and Australia (75 per cent).
- The Conargo and Griffith LGAs recorded the highest working age participation rates in the ESA, 81.6 and 78.6 respectively. Participation rates for all other LGAs in the ESA were above the state average of 73.9 per cent.
- At the time of the 2006 Census, 21 per cent of the Sturt adult population was aged 65 years and over, higher than the proportion for New South Wales (17 per cent) and Australia (16 per cent).

Unemployment Rate by LGA

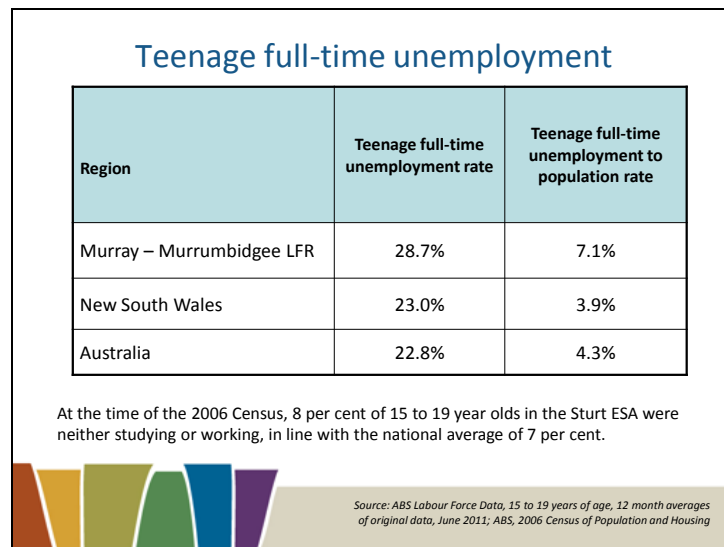
Region	March 2010	March 2011	Change
Griffith LGA	5.1%	6.6%	1.5%pts
Berrigan LGA	4.7%	6.4%	1.7%pts
Carrathool LGA	3.9%	4.6%	0.7%pts
Conargo LGA	5.4%	5.8%	0.4%pts
Deniliquin LGA	5.7%	6.1%	0.4%pts
Hay LGA	3.9%	4.9%	1.0%pts
Jerilderie LGA	3.4%	4.1%	0.7%pts
Leeton LGA	5.7%	6.8%	1.1%pts
Murrumbidgee LGA	3.5%	4.6%	1.1%pts
Wakool LGA	4.5%	5.3%	0.8%pts
STURT ESA	4.9%	6.1%	1.2%pts
New South Wales	5.9%	5.1%	-0.8%pts
Australia	5.6%	5.1%	-0.5%pts

Source: DEEWR Small Area Labour Markets March 2011

Unemployment Rate by LGA

Source: DEEWR Small Area Labour Markets, March 2011; ABS Labour Force, March 2011(12 month average of original data)

- In March 2011, the unemployment rate in the Sturt Employment Service Area (ESA) was 6.1 per cent, higher than state and national unemployment rate of 5.1 per cent.
- Small Area Labour Market (SALM) data shows there is some variability in the unemployment rates across the ESA however all LGAs within the ESA experienced an increase in the unemployment rate from March 2010 to March 2011.
- The Leeton and Griffith LGAs reported the highest unemployment rates of 6.8 and 6.6 per cent respectively. Conversely, the unemployment rate in the Jerilderie LGA was only 4.1 per cent.
- From March 2010 to March 2011 the Sturt unemployment rate increased by 1.2 percentage points to 6.1 per cent, while the unemployment rate for New South Wales fell by 0.8 percentage points to 5.1 per cent and the unemployment rate for Australia fell by 0.5 percentage points to 5.1 per cent.



The Teenage Labour Market

Source: ABS Labour Force Data, 15 to 19 years of age, 12 month averages of original data, June 2011

- Due to their lack of skills and experience, teenagers in the full-time labour market can be particularly vulnerable during a labour market downturn. The teenage full-time unemployment rate is based on people aged 15 – 19 years old who are searching for full-time employment.
- In June 2011, the teenage full-time unemployment rate for the Murray – Murrumbidgee Labour Force Region (LFR), was 28.7 per cent. This was notably higher than the rates for both New South Wales and Australia (23.0 per cent and 22.8 per cent respectively).
- The teenage full-time unemployment to population ration of 7.1 per cent for the Murray – Murrumbidgee LRF was also higher than that of New South Wales (3.9 per cent) and Australia (4.3 per cent).
- At the time of the 2006 Census, 8 per cent of 15 to 19 year olds in the Sturt ESA were neither studying or working, in line with the national average of 7 per cent.

Long-term unemployment

Region	Proportion of unemployment which is 52 weeks or more	Average duration of unemployment (weeks)
Murray – Murrumbidgee LFR	25%	43
New South Wales	22%	43
Australia	19%	37

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

Long-Term Unemployment

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

- Long term unemployment (LTU) are those who have been unemployed and looking for work for at least 52 weeks.
- In June 2011, 25 per cent (or 1 in 4) people unemployed in the Murray – Murrumbidgee Labour Force Region (LFR) were long term unemployed. This figure is higher than the state and national average of 22 and 19 per cent respectively.
- The average duration of a person being unemployed in the Murray – Murrumbidgee LFR is 43 weeks. This figure was in line with the state average of 43 weeks but higher than the national average of 37 weeks.

Recipients of Centrelink Benefits				
Region	Proportion of working age population on a Centrelink Benefit	Annual Change	Proportion of working age population on an unemployment benefit	Annual Change
Griffith LGA	16%	-1%pts	4%	-1%pts
Berrigan LGA	21%	-4%pts	5%	0%pts
Carrathool LGA	14%	-4%pts	4%	0%pts
Conargo LGA	19%	-4%pts	4%	-1%pts
Deniliquin LGA	21%	-4%pts	4%	-1%pts
Hay LGA	19%	-4%pts	3%	-1%pts
Jerilderie LGA	15%	-3%pts	3%	-1%pts
Leeton LGA	19%	-1%pts	5%	0%pts
Murrumbidgee LGA	17%	-4%pts	3%	-1%pts
Wakool LGA	16%	-4%pts	3%	-1%pts
STURT ESA	18%	-2%pts	4%	-1%pts
New South Wales	18%	0%pts	4%	0%pts
Australia	17%	0%pts	4%	0%pts

Source: DEEWR administrative data, June 2011;
ABS Estimated Residential Population as at June 2009

Recipients of Centrelink Benefits

Source: DEEWR administrative data, June 2011; ABS Estimated Residential Population as at June 2009.

- In June 2011, 18 per cent of the working age population (15-64 years) in the Sturt Employment Service Area (ESA) was in receipt of a Centrelink benefit. This figure was in line with the average for New South Wales (18 per cent) and Australia (17 per cent).
- The proportion of the Sturt working age population receiving an unemployment benefit (NewStart Allowance or Youth Allowance (other)) was 4 per cent. This figure is in line with the state and national average of 4 per cent.
- All areas in Sturt experienced a decline in the proportion of the working age population in receipt of a Centrelink benefit. A reduction in the number of 'Exceptional Circumstances Payments' (i.e. Payments to drought or flood victims) contributed to the decline.

Indigenous Population

Region	Median Age	Proportion of Working Age Population - Indigenous	Unemployment Rate	Participation Rate
Griffith LGA	19	4%	19.9%	53.6%
Murrumbidgee LGA	25	9%	13.4%	62.6%
STURT ESA	20	3%	19.6%	56.8%
New South Wales	20	2%	19.4%	56.5%
Australia	20	2%	15.6%	56.8%

Source: ABS 2006 Census of Population and Housing

Indigenous Population

Source: ABS 2006 Census of Population and Housing

- At the time of the 2006 Census, 3 per cent of people aged 15 to 64 years were identified as Indigenous in the Sturt Employment Service Area (ESA). This figure was slightly higher than both the state and national average of 2 per cent.
- Indigenous people in the Sturt ESA, along with New South Wales and Australia, have a significantly higher unemployment rate than the population as a whole.
- The largest Indigenous population was in the Murrumbidgee Local Government Area (LGA), with 9 per cent of the working age population.

Educational Attainment
persons aged 25-34 years

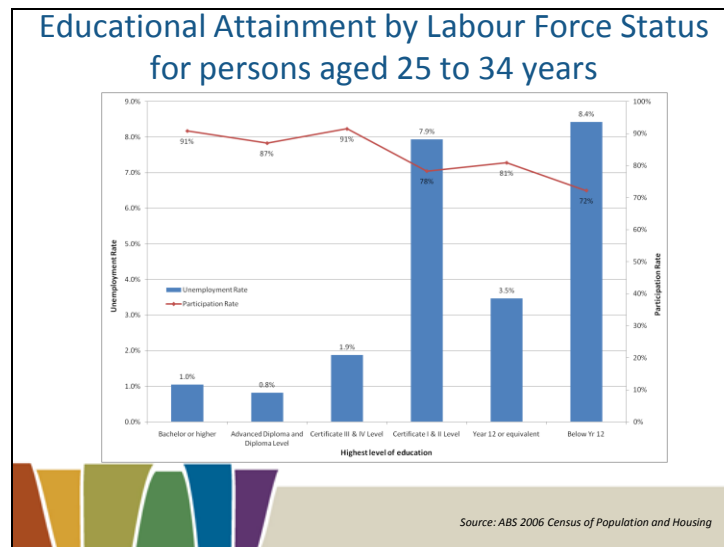
Region	% completed Yr 12	% attained Advanced Diploma, Diploma or Certificate Level	% attained Bachelor Degree or higher
Griffith LGA	54%	36%	17%
Berrigan LGA	49%	42%	15%
Carrathool LGA	61%	29%	19%
Conargo LGA	57%	39%	18%
Deniliquin LGA	55%	38%	17%
Hay LGA	59%	32%	16%
Jerilderie LGA	54%	39%	16%
Leeton LGA	47%	35%	16%
Murrumbidgee LGA	47%	27%	16%
Wakool LGA	56%	35%	21%
STURT ESA	53%	36%	17%
New South Wales	70%	32%	31%
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 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 higher skilled counterparts.
- At the time of the 2006 Census, for people aged 25 to 34 years old, a lower proportion had completed Year 12 or equivalent in the Sturt ESA (53 per cent) compared with NSW (70 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 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 24 to 34 year olds who has completed an Advanced Diploma, Diploma or Certificate Level qualification (36 per cent) was higher when compared to New South Wales and Australia (32 per cent).
- Only 17 per cent of 24 to 34 year olds had attained a Bachelor Degree or higher qualification in the Sturt ESA. This figure is significantly lower than the attainment levels for New South Wales (31 per cent) and Australia (29 per cent). The low level of attainment suggests that employers recruiting for vacancies that require Bachelor Degree or higher qualification face substantial difficulty.



Educational Attainment by Labour Force for persons aged 25 to 34 years

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 Sturt Employment Service Area (ESA) who did not complete Year 12, the unemployment rate was 8.4 per cent at the time of the 2006 Census. For those who attained a Certificate III or higher, the unemployment rate was below 2 per cent.
- This emphasises the importance of continuing education in helping jobseekers 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
Sturt ESA	1 677	17%	8%	48%
New South Wales	217 341	21%	11%	51%
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 jobless families (with children) in the Sturt Employment Service Area (ESA) was 17 per cent, lower than the state (21 per cent) and national average (20 per cent).
- The area with the largest proportion of jobless families (with children) was the Hay Local Government Area with 23.3 per cent.
- The proportion of couple families and lone parent families (with children) who are jobless was also lower than the state and national averages.
- The Hay Local Government Area (LGA) reported the highest proportion of all jobless families (23.3 per cent), couple jobless families (9.2 per cent) and lone parent jobless families (57 per cent).

Indicator	Griffith LGA	Leeton LGA	New South Wales	Australia
Median Age	35	35	37	37
Unemployment rate (15+)	6.6%	6.8%	5.1%	5.1%
Median household income/week	\$997	\$853	\$1,036	\$1,027
Completed Yr 12 or equivalent (25-34)	54%	47%	70%	69%
Aboriginal and Torres Strait Islander (of total working age population)	4%	4%	2%	2%
% of all families (with children) where no parent is working	16%	20%	21%	20%
% of rented dwellings that were State housing authority	13.5%	17.3%	15.6%	14.9%
% year 9 students who did not meet minimum standard for reading in 2010	24%	27%	7%	7%
- Who did not meet minimum standard for numeracy	18%	18%	5%	5%

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

Local Area Profile

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

- The two Local Government Areas (LGAs) of Griffith and Leeton within the Sturt Employment Service Area (ESA) show some indications of disadvantage, with higher unemployment rates, lower incomes and lower levels of school literacy and numeracy compared with New South Wales and Australia as a whole.
- The unemployment rate for March 2011 in Griffith (6.6 per cent) and Leeton (6.8 per cent) was higher than the State and national average (both 5.1 per cent).
- Median household incomes are lower in Griffith (\$997 p/w) and Leeton (\$853 p/w) and compared with New South Wales (\$1,036 p/w) and Australia (\$1,027 p/w)
- The proportion of 25-34 year old who have completed Year 12 or equivalent are lower in both Griffith (54 per cent) and Leeton (47 per cent) when compared with New South Wales (70 per cent) and Australia (69 per cent).
- There was a higher proportion of rented dwellings that were State Housing in Leeton (17.3 per cent) compared with New South Wales (15.6 per cent) and Australia (14.9 per cent)
- A higher proportion of students in at least one school in both Griffith and Leeton did not meet the minimum standard for reading and numeracy in 2010 compared with New South Wales and Australia.

Survey Results
Recruitment experiences 12 months preceding the survey

	Griffith LGA April 2011	Sturt ESA April 2011	All regions surveyed in 12 months to March 2011
Employers who recruited	60%	61%	71%
- Growth	55%	47%	54%
- Turnover	76%	83%	84%
Unfill rate	3.7%	7.1%	7.3%
Experienced difficulty	56%	58%	54%

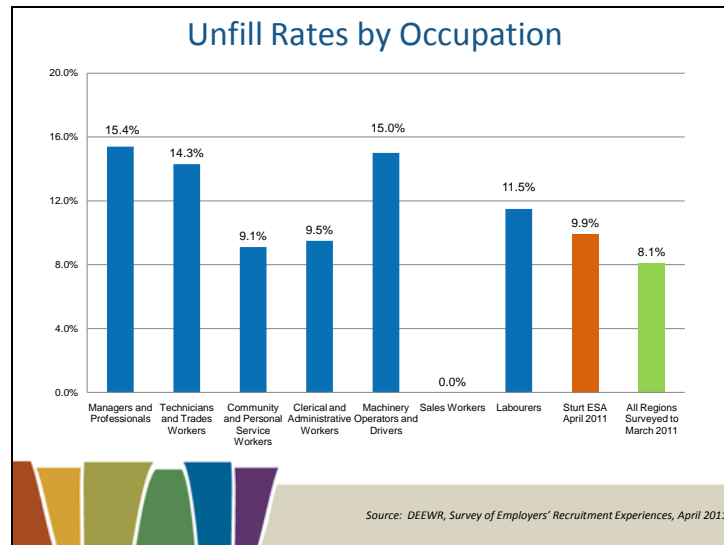
Source: DEEWR, Survey of Employers' Recruitment Experiences, April 2011

Survey results - Recruitment experiences 12 months preceding the survey

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

The survey of 293 employers in the Sturt ESA was conducted in April 2011.

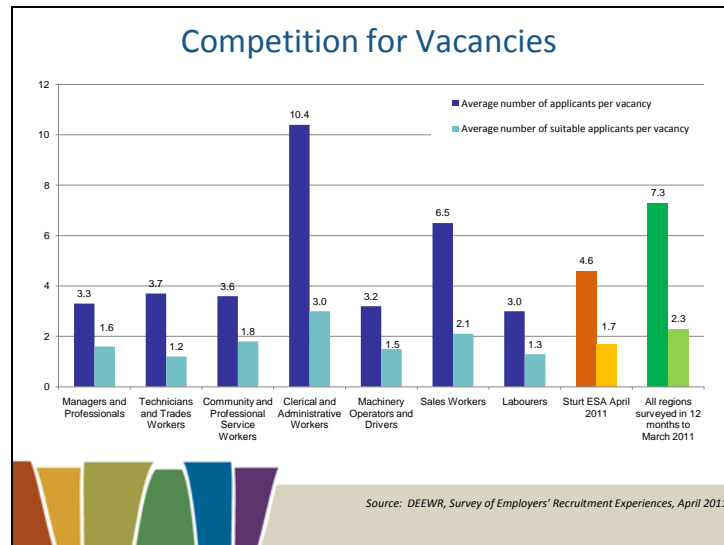
- A lower proportion of employers in the LGA of Griffith (60 per cent) and the Sturt ESA (61 per cent) recruited in the 12 months preceding the survey compared with all regions surveyed in the 12 months to March 2011 (71 per cent).
- A slightly lower proportion of employers in the ESA (47 per cent) recruited as a result of growth compared with Griffith (55 per cent) and all regions (54 per cent).
- In the 12 months prior to being surveyed, employers reported that 7.1 per cent of vacancies in the Sturt ESA remained unfilled, similar to that of all regions surveyed (7.3 per cent). The Griffith LGA had a lower unfill rate of 3.7 per cent.
- A higher proportion of employers in Sturt reported difficulty recruiting in the 12 months prior to the survey compared with all regions (58 per cent compared with 54 per cent).



Most recent recruitment activity - Unfill rates by occupation for the Sturt ESA

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

The unfill rate differed by occupation group. For instance, Managers and Professionals occupation group had the highest rate of unfilled vacancies (15.4 per cent), followed by Machinery Operators and Drivers (15.0 per cent) and Technicians and Trades Workers (14.3 per cent). In contrast, employers recruiting for Sales Workers filled all their vacancies.



Competition for vacancies

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


The survey asked employers about the levels of applicants and suitable applicants they received for their most recent vacancy.

- The average number of applicants per vacancy in the Sturt ESA (4.6 applicants per vacancy) was lower compared with all regions surveyed in the 12 months to March 2011 (7.3 applicants per vacancy).
- The average number of applicants employers considered suitable in the Sturt ESA (1.7 suitable applicants per vacancy) was also lower than for all regions surveyed in the 12 months to March 2011 (2.3 suitable applicants per vacancy).

Competition for vacancies differed by occupation group. For instance, employers recruiting for Clerical and Administrative Workers had high competition for vacancies and received an average of 10.4 applicants per vacancy, of whom 3.0 were considered suitable. In comparison, employers recruiting for Labourers received an average of only 3.0 applicants per vacancy, of whom only 1.3 were considered suitable.

Reasons Applicants Were Unsuitable

- Of employers who recruited, more than half had at least one unsuitable applicant in their most recent recruitment round.
- Reasons for applicant unsuitability included:
 - Insufficient experience to perform job duties;
 - Insufficient qualifications or training to perform job duties; and
 - Lack of basic employability skills, including poorly written or presented job applications.

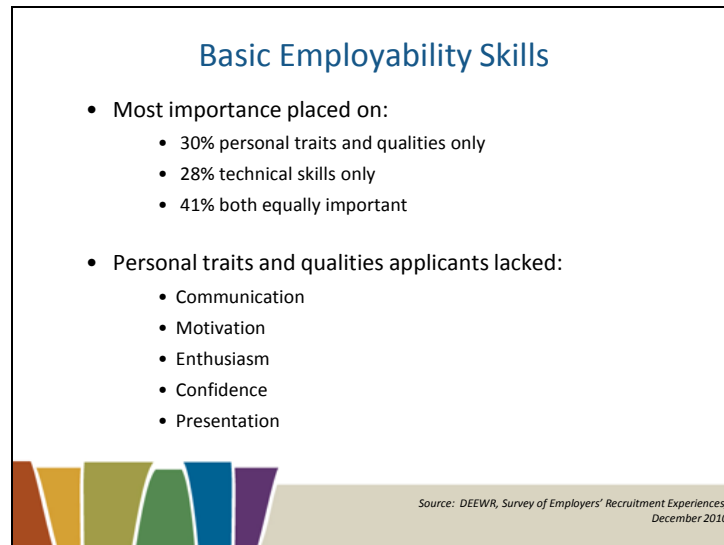


Source: DEEWR, Survey of Employers' Recruitment Experiences, April 2011

Reasons applicants were unsuitable

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

- For employers who recruited, more than half (64 per cent) in the Sturt ESA had at least one unsuitable applicant in their most recent recruitment round.
- Reasons for applicant unsuitability included:
 - Insufficient experience to perform job duties (43 per cent);
 - Insufficient qualifications or training to perform job duties (29 per cent); and
 - Lack of basic employability skills, including poorly written or presented job applications (18 per cent).



Basic Employability Skills

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

Results from all regions surveyed in the 12 months to December 2010 showed that, when recruiting, employers placed most importance placed on:

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

Personal traits and qualities that employers most commonly stated that applicants lacked:

- Communication
- Motivation
- Enthusiasm
- Confidence
- Presentation

Occupations Difficult to Fill	
Bachelor Degree or Higher VET Qualifications	
Motor Mechanics	Cooks
Structural Steel and Welding Trades Workers	Metal Fitters and Machinists
Registered Nurses	Accountants
Motor Vehicle and Vehicle Parts Salespersons	
Other Occupations	
Sales Assistants (General)	General Clerks
Truck Drivers	Livestock Farm Workers
Bar Attendants and Baristas	Commercial Cleaners

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

Occupations difficult to fill – Sturt ESA

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

This slide shows the most commonly reported occupations that employers in Sturt ESA considered difficult to fill. The occupations are across all skill levels, including a range of lower-skilled occupations.

Bachelor Degree or Higher VET Qualifications

- Motor Mechanics
- Cooks
- Structural Steel and Welding Trades Workers
- Metal Fitters and Machinists
- Registered Nurses
- Accountants
- Motor Vehicle and Vehicle Parts Salespersons

Other Occupations

- Sales Assistants (General)
- General Clerks
- Truck Drivers
- Livestock Farm Workers
- Bar Attendants and Baristas
- Commercial Cleaners

Indicator	Griffith LGA April 2011	Sturt ESA April 2011	All regions surveyed in the 12 months to March 2011
Will recruit	43%	44%	48%
- Growth	73%	66%	57%
- Turnover	60%	71%	76%
Expects future difficulty recruiting	47%	54%	43%
Will increase staff numbers	32%	29%	27%
Will decrease staff numbers	2%	1%	3%

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

Future recruitment expectations


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

Employers were asked about their recruitment expectations in the 12 months following the survey.

- 44 per cent of employers in the Sturt ESA anticipated recruiting in the 12 months following the survey compared with 48 per cent across all regions surveyed in the 12 months to March 2011.
- Almost three quarters (73 per cent) of employers in the LGA of Griffith anticipated recruiting as a result of growth, compared with 66 per cent for the Sturt ESA and 57 per cent for all regions surveyed.
- Of employers who anticipated recruiting, 54 per cent in the Sturt ESA expected difficulty doing so. These figures are higher than the result for the LGA of Griffith (47 per cent) and all regions surveyed in the 12 months to March 2011 (43 per cent).

Conclusion

- Labour market conditions are relatively soft, having deteriorated over the last 12 months
- Disadvantaged groups
 - Long-term unemployed, Indigenous, less educated, teenagers, jobless families.
- Opportunities
 - Low competition for vacancies for many occupations
 - Target growth industries
 - Broad range of occupations difficult to fill
- Job seekers need to be job ready
 - Work experience / training / apprenticeships
 - Employability skills
- Further engagement with employers




Conclusion

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

- Labour market conditions are relatively soft, having deteriorated over the last 12 months
- Disadvantaged groups
 - Long-term unemployed, Indigenous, less educated, teenagers, jobless families.
- Opportunities
 - Low competition for vacancies for many occupations
 - Target growth industries (including Health Care and Social Assistance, Manufacturing and Other Services)
 - Broad range of occupations difficult to fill
- Job seekers need to be job ready
 - Work experience / training / apprenticeships
 - Employability skills
- Job Further engagement with employers

Further Information

- www.deewr.gov.au/lmip
- www.deewr.gov.au/SkillShortages including the new 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



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.workplace.gov.au/skillshortages
- www.deewr.gov.au/Regionalreports
- www.deewr.gov.au/australianjobs
- www.joboutlook.gov.au
- www.skillsinfo.gov.au

Thank you.

