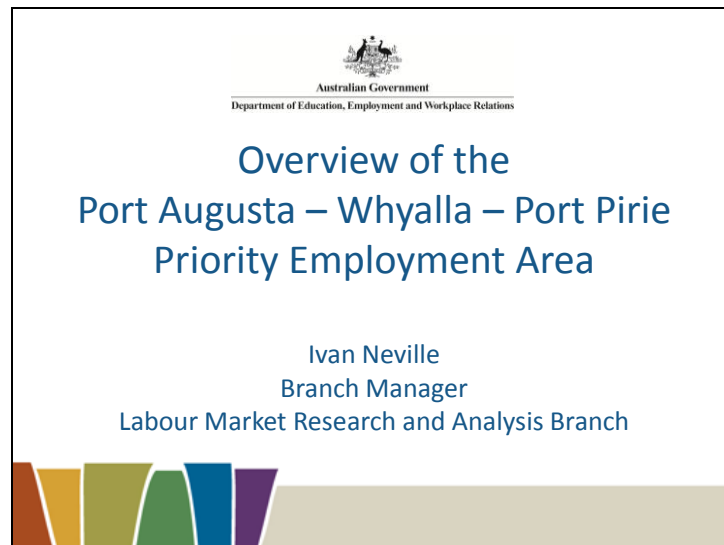


Slide 1



The slide features the Australian Government logo at the top center, with the text "Australian Government" and "Department of Education, Employment and Workplace Relations" below it. The main title is "Overview of the Port Augusta – Whyalla – Port Pirie Priority Employment Area" in blue text. Below the title, the presenter's name "Ivan Neville" is listed, followed by his title "Branch Manager" and the branch name "Labour Market Research and Analysis Branch". At the bottom of the slide, there is a decorative graphic consisting of several vertical bars in orange, yellow, green, blue, and purple, followed by a horizontal bar in a light beige color.

Australian Government  
Department of Education, Employment and Workplace Relations

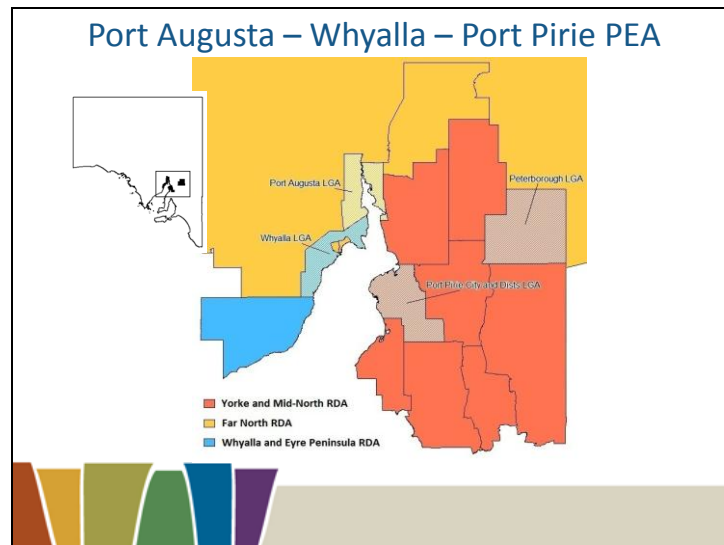
Overview of the  
Port Augusta – Whyalla – Port Pirie  
Priority Employment Area

Ivan Neville  
Branch Manager  
Labour Market Research and Analysis Branch

**Port Augusta-Whyalla-Port Pirie Priority Employment Area**

DEEWR, Port Augusta-Whyalla-Port Pirie PEA Survey of Employers' Recruitment Experiences, November 2011

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



### Map of Port Augusta-Whyalla-Port Pirie Priority Employment Area

The Port Augusta-Whyalla-Port Pirie Priority Employment Area (PEA) *Survey of Employers' Recruitment Experiences* was conducted in November 2011. Previous surveys of this PEA took place in September 2010 and December 2009.

The Port Augusta-Whyalla-Port Pirie PEA is made up of the Port Augusta, Whyalla, Port Pirie and Peterborough Local Government Areas (LGAs).

This map shows the LGAs within their Regional Development Area Regions.

The PEA is situated wholly within the Northern and Western SA Labour Force Region (LFR) and accounts for 36 per cent of the LFR population.

**Profile of Port Augusta – Whyalla – Port Pirie PEA**

Region	Adult Population 2010	Adult Population Growth 2005 - 2010	Participation Rate (2006)	Proportion of Adult Population 65 and over	Median Age
Whyalla LGA	18,400	6%	70.2%	13%	37
Port Pirie LGA	14,500	4%	66.8%	17%	40
Port Augusta LGA	11,600	4%	68.9%	12%	36
Peterborough LGA	1,600	0%	54.2%	19%	46
<b>Port Augusta-Whyalla-Port Pirie PEA</b>	<b>46,000</b>	<b>4%</b>	<b>68.3%</b>	<b>14%</b>	<b>38</b>
South Australia	1,351,400	7%	74.3%	15%	39
Australia	18,098,600	11%	75.0%	13%	37

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

### **Profile of Port Augusta-Whyalla-Port Pirie PEA**

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

The adult population (15+ years) of the Port Augusta-Whyalla-Port Pirie PEA was 46,000 as at June 2010. The Whyalla LGA has the largest population, with an adult population of 18,400 in June 2010.

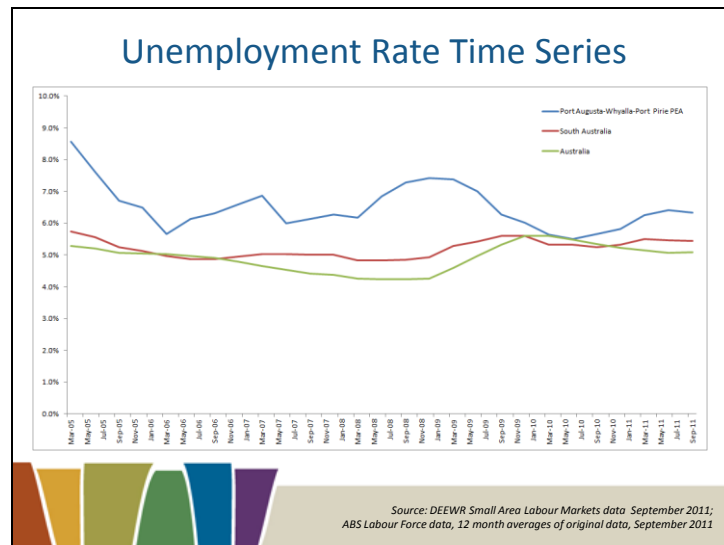
The PEA has experienced population growth of 4 per cent between 2005 and 2010. Population growth for South Australia and Australia over the same time period was 7 per cent and 11 per cent respectively.

At the time of the 2006 Census, the working age participation rate for the PEA was 68 per cent, lower than that for South Australia (74 per cent) and Australia (75 per cent).

The Whyalla LGA recorded the highest participation rate of 70 per cent, while Peterborough LGA recorded the lowest with 54 per cent.

At the time of the 2006 Census, the median age was 38 years.

Slide 4



**Unemployment Rate Time Series**

Source: DEEWR Small Area Labour Markets data, September 2011; ABS Labour Force data, 12 month averages of original data, September 2011

This chart shows a time series of the unemployment rate for the Port Augusta-Whyalla-Port Pirie PEA compared with South Australia and Australia from March 2005 to September 2011. The unemployment rate for the PEA has consistently been above both the state and national rates.

### Rising Unemployment Rates

Region	September 2010	September 2011	Annual Change
Whyalla LGA	5.1%	6.1%	1.0 % pts
Port Pirie LGA	5.4%	6.2%	0.8% pts
Port Augusta LGA	5.8%	6.7%	0.9% pts
Peterborough LGA	7.5%	8.5%	1.0% pts
<b>Port Augusta-Whyalla-Port Pirie PEA</b>	<b>5.4%</b>	<b>6.4%</b>	<b>1.0% pts</b>
South Australia	5.2%	5.4%	0.2% pts
Australia	5.3%	5.1%	-0.2%pts

Source: DEEWR Small Area Labour Markets data, September 2011

### Rising Unemployment Rates

Source: DEEWR Small Area Labour Markets data, September 2011

The unemployment rate for the Port Augusta-Whyalla-Port Pirie PEA was 6.4 per cent at September 2011, an increase of 1.0 percentage points over the preceding 12 months.

The highest unemployment rate was recorded in the Peterborough LGA with 8.5 per cent.

In the 12 months to September 2011, unemployment rates in the Whyalla and Peterborough LGAs rose by 1.0 percentage points.

### More Jobseekers Long-Term Unemployed

Region	Long-term unemployed (52 weeks or more)		Average duration of unemployment
	Persons	Percent of all unemployed	
Northern and Western SA LFR	900	24%	41 weeks
South Australia	9,300	20%	45 weeks
Australia	117,900	19%	37 weeks

Source: ABS Labour Force data, 12 month averages of original data, January 2012

### More Jobseekers Long-Term Unemployed

*Source: ABS Labour Force data, 12 month averages of original data, January 2012*

*Note: The Port Augusta-Whyalla-Port Pirie PEA only accounts for 34 per cent of the Northern and Western SA Labour Force Region (LFR).*

The long term unemployed (LTU) are persons who have been unemployed and looking for work for at least 52 weeks.

As at January 2012, the proportion of all unemployed who were LTU in the Northern and Western SA LFR was 24 per cent, higher than the state (20 per cent) and national average (19 per cent).

The average duration of unemployment in the LFR was 41 weeks, lower than the state average of 45 weeks but higher than the national average of 37 weeks.

### Teenage Full-Time Unemployment

Region	Teenage full-time unemployment rate (15-19 years)	Teenage full-time Unemployment to Population Ratio (15-19 years)
Northern and Western SA LFR	15.9%	4.7%
South Australia	23.8%	3.9%
Australia	23.3%	4.1%

*Source: ABS Labour Force data, 12 month averages of original data, January 2012*

### Teenage Full-Time Unemployment

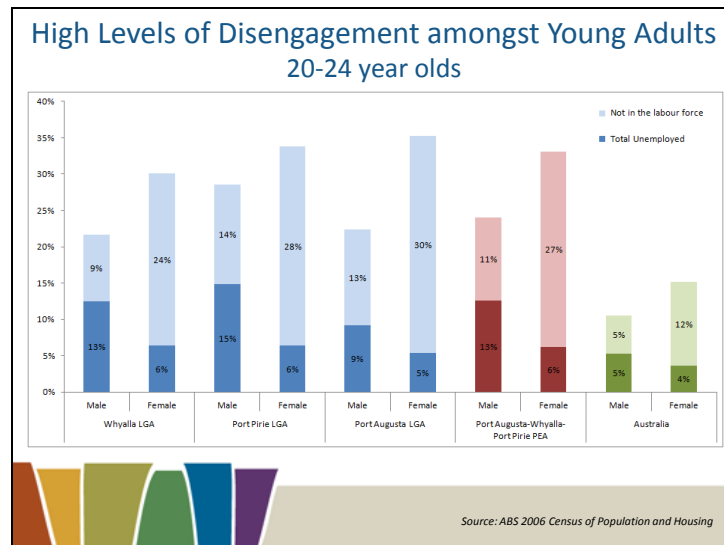
*Source: ABS Labour Force data, 12 month averages of original data, January 2012*

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

As at January 2012, the teenage full-time unemployment rate for the Northern and Western SA LFR was 15.9 per cent. This rate was lower than that for South Australia (23.8 per cent) and Australia (23.3 per cent).

The teenage full-time unemployment rate is determined by the proportion of those aged 15 to 19 years who are participating full-time in the labour market who are unemployed.

## Slide 8



### High Levels of Disengagement amongst Young Adults

Source: ABS 2006 Census of Population and Housing

Over one in four (29 per cent) 20 to 24 year olds in the Port Augusta-Whyalla-Port Pirie PEA are neither working nor studying, over double the national figure of 13 per cent.

For males, the majority of those not working or studying were unemployed (13 per cent), while for females the majority of those not working or studying were not in the labour force (27 per cent).

Port Augusta LGA has a particularly large proportion of young adult females not in the labour force and not studying (30 per cent), while the proportion of young adult males not working or studying was highest in Port Pirie LGA (15 per cent).



### Higher Rates of Income Support

Region	Proportion of working age population in receipt of a benefit	
	Centrelink benefits	Unemployment benefits
Whyalla LGA	28%	9%
Port Pirie LGA	33%	8%
Port Augusta LGA	26%	8%
Peterborough LGA	46%	11%
<b>Port Augusta-Whyalla-Port Pirie PEA</b>	<b>30%</b>	<b>9%</b>
South Australia	20%	5%
Australia	16%	4%

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

### Higher Rates of Income Support

*Source: DEEWR administrative data, December 2011; ABS Estimated Resident Population, 2010*

As at December 2011, almost one third (30 per cent) of the working age population in the Port Augusta-Whyalla-Port Pirie PEA were in receipt of a Centrelink benefit, a figure much higher than those for South Australia and Australia overall (20 per cent and 16 per cent respectively).

Approximately 9 per cent of the working age population in the PEA were in receipt of unemployment benefits, a figure also well above those for South Australia and Australia (5 per cent and 4 per cent respectively).

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 exclude 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.

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 restricts their employment/schooling.

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

### Families More Likely to be Jobless

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
Whyalla LGA	891	27%	11%	57%
Port Pirie LGA	748	30%	15%	61%
Port Augusta LGA	506	26%	13%	50%
Peterborough LGA	100	43%	28%	67%
<b>Port Augusta-Whyalla-Port Pirie PEA</b>	<b>2,245</b>	<b>28%</b>	<b>13%</b>	<b>57%</b>
South Australia	46,305	20%	10%	47%
Australia	596,295	20%	10%	48%

Source: ABS 2006 Census of Population and Housing

**Families More Likely to be Jobless**

*Source: ABS 2006 Census of Population and Housing*

At the time of the 2006 Census, over one in four (28 per cent) families with children in the Port Augusta-Whyalla-Port Pirie PEA were without an employed parent, compared with one in five families for both South Australia and Australia (both 20 per cent).

The Peterborough and Port Pirie LGAs had particularly high proportions of families with children who are jobless (43 per cent and 30 per cent respectively).

### Contrasting Labour Market Outcomes between Indigenous and Non-Indigenous

Region	Proportion Indigenous	Unemployment Rate		Participation Rate	
		Indigenous	Non-Indigenous	Indigenous	Non-Indigenous
Port Augusta LGA	17%	19.0%	5.7%	45.4%	75.5%
Peterborough LGA	3%	38.5%	13.5%	36.1%	55.5%
Whyalla LGA	3%	22.2%	8.7%	52.2%	70.9%
Port Pirie LGA	2%	22.0%	9.9%	46.2%	67.4%
<b>Port Augusta-Whyalla-Port Pirie PEA</b>	<b>6%</b>	<b>20.3%</b>	<b>8.4%</b>	<b>46.7%</b>	<b>70.3%</b>
South Australia	2%	16.1%	5.2%	53.2%	74.8%
Australia	2%	15.6%	5.1%	56.8%	75.5%

Source: ABS 2006 Census of Population and Housing

### Contrasting Labour Market Outcomes between Indigenous and Non-Indigenous

Source: ABS 2006 Census of Population and Housing

At the time of the 2006 Census, 6 per cent of people aged 15 to 64 years identified as Indigenous in the Port Augusta-Whyalla-Port Pirie PEA.

Census data show that the labour market outcomes for the Indigenous population in the PEA were not as good as for the non-Indigenous population.

The unemployment rate for indigenous persons was 20.3 per cent, compared with 8.4 per cent for non-Indigenous persons.

The participation rate was also lower for Indigenous persons, 46.7 per cent compared with 70.3 per cent for non-Indigenous.

**Lower Levels of Educational Attainment**  
persons aged 25-34 years

Region	% completed Yr 12	% attained Advanced Diploma, Diploma or Certificate Level	% attained Bachelor Degree or higher
Whyalla LGA	55%	34%	16%
Port Pirie LGA	48%	30%	11%
Port Augusta LGA	46%	37%	13%
Peterborough LGA	39%	24%	7%
<b>Port Augusta-Whyalla-Port Pirie PEA</b>	<b>50%</b>	<b>33%</b>	<b>13%</b>
South Australia	64%	32%	24%
Australia	69%	32%	29%

Source: ABS 2006 Census of Population and Housing

**Lower Levels of Educational Attainment, persons aged 25-34 years**

*Source: ABS 2006 Census of Population and Housing*

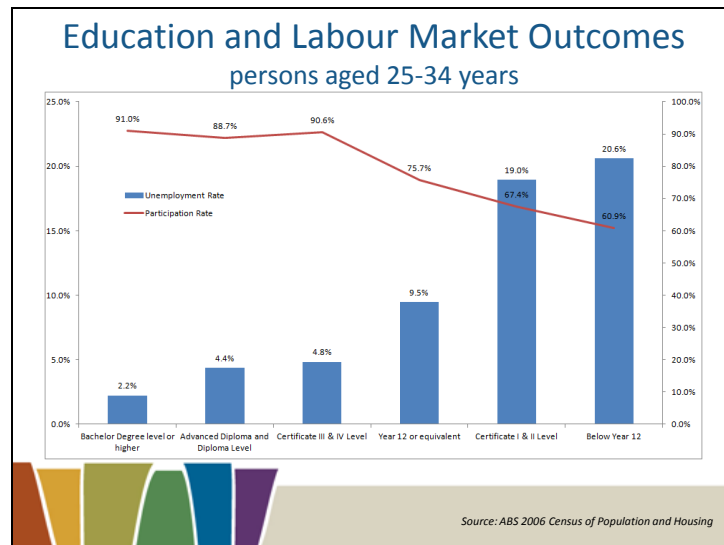
The level of educational attainment is strongly linked with labour market performance and the ability of a region (or its population) to respond flexibly to an economic downturn. For example, upon retrenchment, those with lower educational attainment will find it significantly more difficult to find subsequent employment than their higher skilled counterparts. 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.

At the time of the 2006 Census, the proportion of 25 to 34 year olds in the Port Augusta-Whyalla-Port Pirie PEA who had completed Year 12 was 50 per cent, lower than the proportion 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.

The proportion of 25 to 34 year olds who attained an Advanced Diploma, Diploma or Certificate in the PEA (33 per cent) was comparable to the state and national proportions (both 32 per cent).

Only 13 per cent of 25 to 34 year olds attained a Bachelor Degree or higher qualification in the PEA. This figure is much lower than that for South Australia (24 per cent) and Australia (29 per cent).



### Education and Labour Market Outcomes, persons ages 25-34 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 Port Augusta-Whyalla-Port Pirie PEA, there were high unemployment rates for those who did not complete Year 12 (20.6 per cent), had completed Certificate Level I or II (19.0 per cent) or had completed Year 12 without post-school qualifications (9.5 per cent).

For those who attained a Bachelor degree, Diploma or Certificate Level III or IV, the unemployment rates were lower (2.2 per cent, 4.4 per cent and 4.8 per cent respectively).

In addition, generally the higher the level of education the more likely a person will participate in the labour market.

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

**Area Profile**

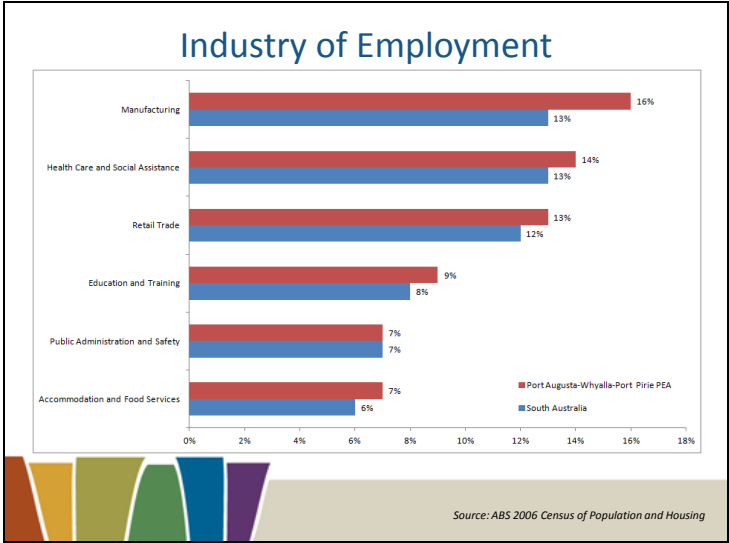
Indicator	Peterborough LGA	Port Augusta LGA	Port Pirie LGA	Whyalla LGA	South Australia	Australia
Unemployment rate (15+)	8.5%	6.7%	6.1%	6.1%	5.4%	5.1%
Indigenous Population	3.0%	17.0%	2.0%	3.0%	2.0%	2.0%
Median household income/week	\$506	\$795	\$630	\$747	\$887	\$1,027
Completed Yr 12 or equivalent (25-34)	39%	46%	48%	55%	64%	69%
% of working age population on Centrelink benefits	46%	26%	33%	28%	20%	17%
% of all families (with children) where no parent is working	43%	26%	30%	27%	20%	20%
% year 9 students who did not meet minimum standard for reading in 2011	16%	22%	17%	16%	7%	6%
- Who did not meet minimum standard for numeracy	13%	25%	15%	14%	7%	6%

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

### Area Profile

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

The LGA of Peterborough had the highest levels of disadvantage when compared with other areas within the PEA. Factors include a higher unemployment rate, lower household income, a higher proportion of the working age population on income support, lower Year 12 completion rate. Nevertheless, indicators of disadvantage commonly exist across all LGAs when compared with South Australia overall.



**Industry of Employment**

*Source: ABS 2006 Census of Population and Housing*

At the time of the 2006 Census, Manufacturing was the largest employing industry in the Port Augusta-Whyalla-Port Pirie PEA, accounting for 16 per cent of all employment.

The Health Care and Social Assistance and Retail Trade industries are also large employers in the region accounting for 14 per cent and 13 per cent of all people employed within the PEA at the time of the 2006 Census.



**Survey Results**  
Recruitment and retention experiences in the 12 months preceding the survey

	Whyalla LGA	Port Pirie LGA	Port Augusta LGA	Port Augusta-Whyalla-Port Pirie PEA (November 2011)	Port Augusta-Whyalla-Port Pirie PEA (September 2010)	All regions surveyed to December 2011
Employers who recruited	60%	53%	72%	61%	63%	68%
- Due to Growth	56%	49%	45%	49%	49%	52%
- Due to Turnover	77%	78%	85%	80%	83%	85%
Unfill Rate	8.0%	3.7%	5.8%	6.0%	5.2%	8.0%
Experienced difficulty	59%	48%	68%	57%	51%	59%

Source: DEEWR Survey of Employers Recruitment Experiences, November 2011

## Survey Results

### Recruitment and retention experiences in the 12 months preceding the survey

Source: DEEWR Survey of Employers Recruitment Experiences, November 2011

266 employers were surveyed in the Port Augusta-Whyalla-Port Pirie PEA in November 2011.

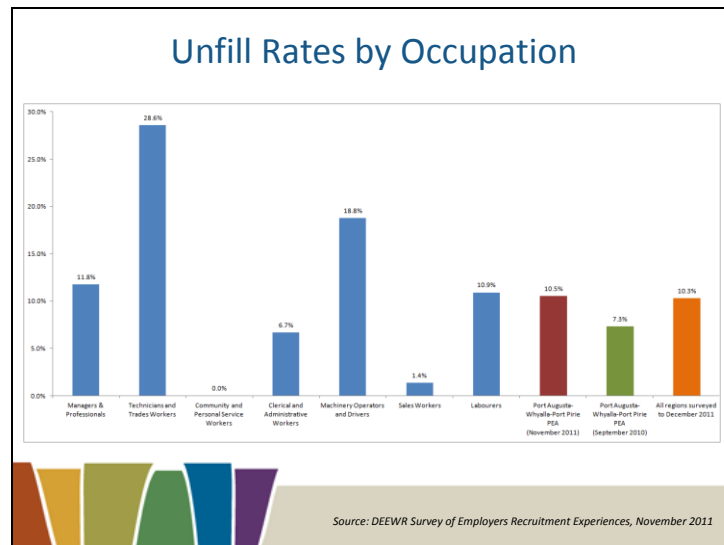
The proportion of employers in the Port Augusta-Whyalla-Port Pirie PEA who had recruited (61 per cent) was lower than for all regions surveyed in the 12 months to December 2011 (68 per cent).

Within the PEA, recruitment activity was highest in the Port Augusta LGA with 72 per cent of employers recruiting in the 12 months preceding the survey.

A similar proportion of employers in the PEA recruited due to business growth (49 per cent) compared with all regions surveyed to December 2011 (52 per cent).

The proportion of vacancies that went unfilled in the PEA (6.0 per cent) was higher than when the PEA was surveyed in September 2010. The proportion of employers in the PEA that reported difficulty recruiting has also increased since the September 2010 survey.

Employers in the Port Pirie LGA reported the least difficulty in recruiting (48 per cent) compared with the PEA average (57 per cent) and also had the smallest proportion of vacancies remaining unfilled (3.7 per cent).



### Unfill Rates by Occupation

Source: DEEWR Survey of Employers Recruitment Experiences, November 2011

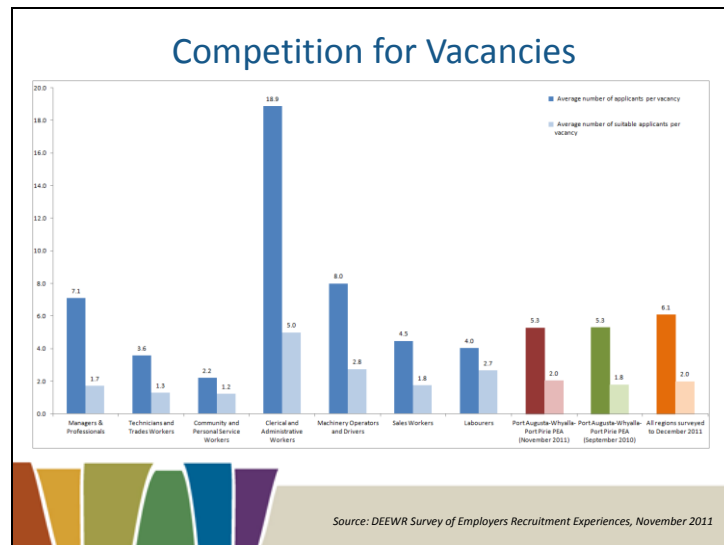
The proportion of vacancies remaining unfilled in the Port Augusta-Whyalla-Port Pirie PEA (10.5 per cent) has increased since the area was surveyed in September 2010 (7.3 per cent), however is comparable to all regions surveyed in the 12 months to December 2011 (10.3 per cent).

The proportion of unfilled vacancies also varied significantly by occupation group.

More than one in four (28.6 per cent) vacancies for Technicians and Trades Workers occupations went unfilled, particularly for Structural Steel and Welding Trades Workers, Electricians and Motor Mechanics.

There were also a high proportion of vacancies remaining unfilled for Machinery Operators and Drivers (18.8 per cent, in particular Earthmoving Plant Operators).

By contrast, there were no unfilled vacancies for Community and Personal Service Workers.



## Competition for Vacancies

Source: DEEWR Survey of Employers Recruitment Experiences, November 2011

The level of competition per vacancy in the Port Augusta-Whyalla-Port Pirie PEA was similar to when the region was last surveyed in September 2010.

Employers surveyed in the PEA in November 2011 had on average 5.3 applicants per vacancy, of whom an average of 2.0 were considered suitable by employers.

In September 2010, employers had an average of 5.3 applicants per vacancy, of whom an average of 1.8 were considered suitable by employers.


Competition was particularly low for Technicians and Trades Workers with only 3.6 applicants per vacancy, of whom an average of only 1.3 were considered suitable by employers.

When compared to all regions surveyed in the 12 months to December 2011, competition in the Port Augusta-Whyalla-Port Pirie PEA was slightly lower.

A third of employers (33 per cent) only used informal methods of recruitment in their most recent recruitment round. The most common method of recruitment was word of mouth/ approached job seeker (40 per cent of all employers who had recruited). The second most common method was newspapers (66 per cent).

### Reasons applicants were unsuitable

- Of employers who recruited, 52% had at least one unsuitable applicant in their most recent recruitment round
- Reasons for applicant unsuitability included:
  - Insufficient experience to perform job duties (42%)
  - Insufficient qualifications or training to perform job duties (27%)
  - Applicant personality did not fit with the organisation (30%)



Source: DEEWR Survey of Employers Recruitment Experiences, November 2011

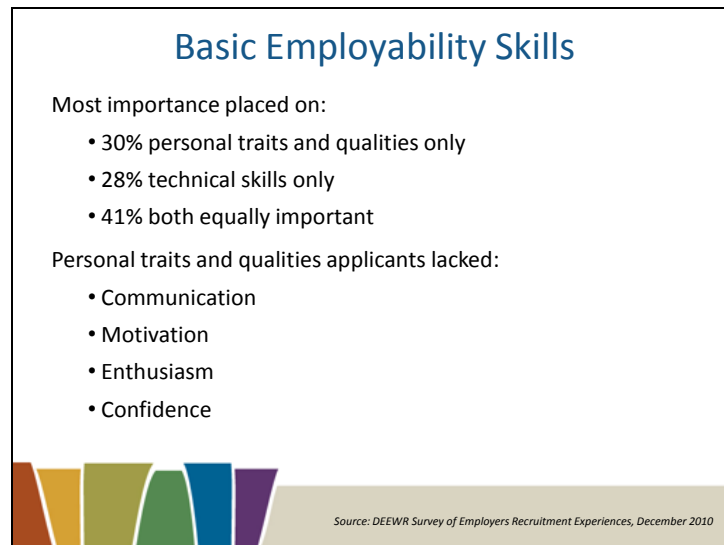
### Reasons applicants were considered unsuitable

*Source: DEEWR, Survey of Employers' Recruitment Experiences, November 2011*

Of employers who recruited, 52 per cent had at least one unsuitable applicant in their most recent recruitment round.

Reasons for applicant unsuitability included:

- Insufficient experience to perform job duties (42 per cent)
- Insufficient qualifications or training to perform job duties (27 per cent)
- Applicant personality did not fit with the organisation (30 per cent)



### **Basic Employability Skills**

*Source: DEEWR Survey of Employers Recruitment Experiences, December 2010*

Most importance placed on:

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

Personal traits and qualities applicants lacked:

- Communication
- Motivation
- Enthusiasm
- Confidence

Bachelor Degree or Higher VET Qualifications	
Motor Mechanics*	Primary School Teachers
Registered Nurses*	Chefs*
Structural Steel and Welding Trades Workers*	Electricians
Health and Welfare Services Managers	Generalist Medical Practitioners
Other occupations	
Sales Assistants (General)*	General Clerks*
Housekeepers*	Motor Vehicle Parts and Accessories Fitters
Truck Drivers	Motor Vehicle and Vehicle Parts Salespersons*
Crane, Hoist and Lift Operators	Nursing Support and Personal Care Workers

\* Occupations also reported as difficult to fill in the September 2010 survey of the region

Source: DEEWR Survey of Employers Recruitment Experiences, November 2011 and September 2010

### Occupations Most Commonly Reported as Difficult to Fill

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

This slide shows the vacancies that employers most commonly reported as being difficult to fill in the Port Augusta-Whyalla-Port Pirie PEA.

(\* Occupations also commonly reported as being difficult to fill in the September 2010 Survey)

#### Bachelor Degree or Higher VET qualifications


- Motor Mechanics
- Primary School Teachers
- Registered Nurses
- Chefs
- Structural Steel and Welding Trades Workers
- Electricians
- Health and Welfare Services Managers
- Generalist Medical Practitioners

#### Other VET qualifications and lower skilled occupations

- Sales Assistants (General)
- General Clerks
- Housekeepers
- Motor Vehicle Parts and Accessories Fitters
- Truck Drivers
- Motor Vehicle and Vehicle Parts Salespersons
- Crane, Hoist and Lift Operators
- Nursing Support and Personal Care Workers

## Apprentices and Trainees

- 28% of businesses employed at least one Apprentice or Trainee (34% in all regions)
  - 26% of these employers reported they had experienced challenges
  - Almost half (48%) of employers who identified challenges reported that Apprentices and Trainees are lacking general work readiness
  - Other challenges commonly reported were Apprentices and Trainees lacked general communication and people skills (24%) and don't stay long enough to complete their apprenticeship (19%)
- 16% of businesses expected to recruit at least one Apprentice or Trainee in the 12 months following the survey (23 per cent for all regions)



Source: DEEWR Survey of Employers Recruitment Experiences, November 2011

### **Apprentices and Trainees**

*Source: DEEWR Survey of Employers Recruitment Experiences, November 2011*

28 per cent of businesses employed at least one Apprentice or Trainee (34 per cent in all regions)

- 26 per cent of these employers reported they had experienced challenges
- Almost half (48 per cent) of employers who identified challenges reported that Apprentices and Trainees lacked general work readiness
- Other challenges commonly reported were Apprentices and Trainees lacked general communication and people skills (24 per cent) and do not stay long enough to complete their apprenticeship (19 per cent)

16 per cent of businesses expected to recruit at least one Apprentice or Trainee in the 12 months following the survey (23 per cent for all regions)

### Future Recruitment Expectations

Region	Expects to recruit	Expects difficulty	Expects to increase staff numbers	Expects to reduce staff numbers
Whyalla LGA	51%	42%	27%	3%
Port Pirie LGA	34%	55%	15%	7%
Port Augusta LGA	49%	50%	22%	2%
<b>Port Augusta-Whyalla-Port Pirie PEA</b>	<b>45%</b>	<b>45%</b>	<b>21%</b>	<b>4%</b>
All Regions (12 months December 2011)	51%	46%	29%	4%

Source: DEEWR Survey of Employers Recruitment Experiences, November 2011

### Future Recruitment Expectations

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

Employers in the Port Augusta-Whyalla-Port Pirie PEA were asked about their recruitment expectations in the 12 months following the survey.

The proportion of employers who expected to recruit staff in the 12 months following the survey was lower than that for all regions surveyed in the 12 months to December 2011 (45 per cent compared with 51 per cent respectively).

Additionally, a lower proportion of employers expected to increase overall staff numbers compared to all regions surveyed (21 per cent compared with 29 per cent respectively).

Recruitment expectations were more subdued in Port Pirie LGA than other areas in the PEA (only 34 per cent of employers expecting to recruit) and the proportion of employers expecting to reduce staff was notably larger than that for the PEA overall (7 per cent compared with 4 per cent). These survey figures may partly reflect suspension of construction of the iron ore export facilities by WPG Resources in July last year. Overall, fewer major projects are planned for Port Pirie than other regions in the PEA and there is more uncertainty about timeframes.



**Occupations Employers Expect to Recruit for  
in the next 12 Months**

Bachelor Degree or Higher VET Qualifications	
Structural Steel and Welding Trades Workers	Motor Mechanics
Electricians	Chefs
Other occupations	
Sales Assistants (General)	Truck Drivers
Checkout Operators and Office Cashiers	Housekeepers
Kitchenhands	Building and Plumbing Labourers

Source: DEEWR Survey of Employers Recruitment Experiences, November 2011

**Occupations employers expect to recruit for in the 12 months following the survey**

*Source: DEEWR Survey of Employers Recruitment Experiences, November 2011*

This slide shows the vacancies that employers most commonly expected to recruit for in the Port Augusta-Whyalla-Port Pirie PEA in the 12 months following the survey.

**Bachelor Degree or Higher VET qualifications**


- Structural Steel and Welding Trades Workers
- Motor Mechanics
- Electricians
- Chefs

**Other VET qualifications and lower skilled occupations**

- Sales Assistants (General)
- Truck Drivers
- Checkout Operators and Office Cashiers
- Housekeepers
- Kitchenhands
- Building and Plumbing Labourers

**Conclusion**

- Labour market is relatively subdued
  - higher and rising unemployment rate
  - lower participation
- Considerable opportunities
  - unmet demand across all skill levels
  - major mining and infrastructure projects
  - growth industries
  - major shortfall of Technical and Trades workers
- Risk of some groups missing out
  - teenagers, Indigenous, long-term unemployed, people with disabilities, jobless families, disengaged youth and lower educated
- Job seekers need to be job ready
  - Work experience / training / apprenticeships
  - Literacy and numeracy skills
  - Employability skills
- Further engagement with employers regarding needs, expectations and recruitment methods
- Work with the Local Employment Coordinator and key stakeholders



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### Further engagement with employers regarding needs, expectations and recruitment methods

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A rectangular box containing the title 'Further Information' and a list of five hyperlinks. At the bottom of the box is a decorative graphic consisting of several overlapping, semi-transparent shapes in various colors (orange, yellow, green, blue, purple) and a solid grey bar extending to the right.

## Further Information

- [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.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.joboutlook.gov.au](http://www.joboutlook.gov.au)

A report on the survey findings will be published at [deewr.gov.au/regionalreports](http://deewr.gov.au/regionalreports).

Thank you.

