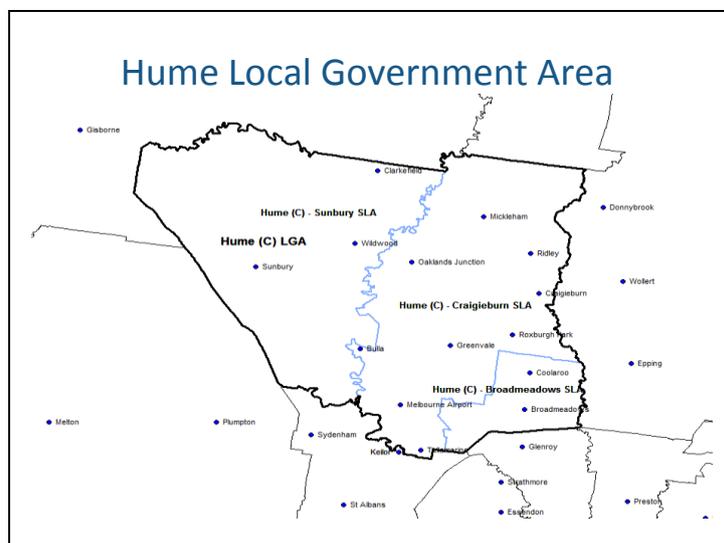


Slide 1



Slide 2



Hume Local Government Area LGA

The Hume Local Government Area (LGA) is made up of the Statistical Local Areas of:
Hume (C) - Broadmeadows
Hume (C) – Craigieburn
Hume (C) – Sunbury

Hume profile

Region	Working age population (2009)	Working age (15-64) population growth (2004 to 2009)	Median age (2009)	Participation rate (working age population) (2006)	Proportion of adult population born in a non-English speaking country (2006)
Hume (C) - Broadmeadows	44,100	0%	34	60.3%	41%
Hume (C) – Craigieburn	45,800	35%	30	73.2%	33%
Hume (C) – Sunbury	24,700	15%	34	78.5%	9%
HUME	114,500	15%	32	69.2%	31%
Victoria	3,699,000	10%	37	74.9%	20%
Australia	14,851,100	10%	37	75.0%	16%

Source: ABS 2006 Census of Population and Housing and ABS Estimated Residential Population, 2009

Hume population profile

The working age (15-64 years) population of Broadmeadows was 44,100 in 2009. While Australia and Victoria experienced growth in the working age population of 10 per cent between 2004 and 2009, Broadmeadows experienced zero population growth.

Broadmeadows has a younger median age (34 years) compared with Victoria and Australia (37 years).

The participation rate (employed plus unemployed as a proportion of the population) is much lower in Broadmeadows (60.3 per cent in 2006), compared with Victoria (74.9 per cent) and Australia (75.0 per cent).

A significantly higher proportion of Broadmeadows' adult population was born in a Non-English speaking country (41 per cent) compared with Australia (16 per cent).

Unemployment Rate

	September 2009	September 2010	Annual change
Hume (C) - Broadmeadows	12.1%	15.9%	3.8%pts
Hume (C) - Craigieburn	5.8%	8.5%	2.7%pts
Hume (C) - Sunbury	3.0%	4.2%	1.2%pts
Hume LGA	7.3%	10.0%	2.7%pts
Melbourne	5.5%	5.2%	-0.3%pts
Victoria	5.5%	5.4%	-0.1%pts
Australia	5.3%	5.3%	0.0%pts

Source: DEEWR Small Area Labour Markets.

Source: Small Area Labour Markets

Unemployment rate

The unemployment rate in the LGA of Hume increased by 2.7 percentage points over the 12 months to September 2010 to stand at 10.0 per cent, well above the national average.

Of the three SLAs which fall within the LGA of Hume, two recorded unemployment rates well above the national average. Indeed, the SLA of Hume (C) - Broadmeadows recorded an unemployment rate of 15.9%, while the unemployment rate in the SLA of Hume (C) - Craigieburn stood at 8.5%.

All 3 SLAs recorded significant increases in their unemployment rate over the year to September 2010:

- Hume (C) - Broadmeadows (up by 3.8%pts)
- Hume (C) - Craigieburn (up by 2.7%pts)
- Hume (C) - Sunbury (up by 1.2%pts)

This compares with a fall of 0.3%pts for Melbourne, while the unemployment rate in Australia was unchanged over the period.

Unemployment Profile

	Number of people unemployed (2006)	% unemployed aged 15-24 (2006)	% of unemployed from OTMESC	% of unemployed that don't speak English well or at all
Hume (C) - Broadmeadows	2,400	34%	47%	11%
Hume LGA	4,600	36%	38%	8%
Victoria	129,100	34%	28%	5%
Australia	500,000	34%	22%	4%

Source: ABS 2006, Census of Population and Housing

- In 2006, there were 2,400 people who were unemployed in Broadmeadows.
- Of these, 34 percent were aged between 15-24 which was similar to Australia (34 per cent).
- Almost half (47 per cent) of the unemployed people in Broadmeadows were born in an *Other than Main English Speaking Country*, which suggests that OTMESC were slightly over represented among the unemployed (OTMESC were 41 per cent of the adult population).
- A considerably higher proportion of the unemployed population in Broadmeadows don't speak English well or not at all (11 per cent compared with 4 per cent for Australia)

Labour Market Outcomes by Country of Birth				
	% of population aged 15-64			
	OTMESC		English (including Australia)	
	Unemployment Rate	Participation Rate	Unemployment Rate	Participation Rate
Hume (C) - Broadmeadows	13.5%	50.1%	6.3%	68.6%
Hume (C) - Craigieburn	7.3%	66.7%	4.9%	76.8%
Hume (C) - Sunbury	5.6%	70.5%	3.6%	79.3%
Hume LGA	10.1%	57.8%	4.6%	74.8%
Australia	8.1%	67.9%	5.5%	75.6%

Source: ABS, Census of Population and Housing, 2006

Labour Force Outcomes of People Born in Non-English Speaking Countries

Source: ABS, Census of Population and Housing, 2006

The unemployment rate for people born in non-English speaking countries is approximately 1 ½ to 2 times the unemployment rate for people born in English speaking countries.

People from Broadmeadows born in countries where the main language spoken is other than English:

- Have a higher unemployment rate (13.5% compared with 8.1% for Australia);
- Have a lower participation rate (50.1% compared with 67.9% for Australia).

Jobless families and lone parents in Hume

	Total number of jobless families (with children)	Proportion of couple families (with children) who are jobless	Proportion of lone parent families who are jobless	Proportion of all families (with children) who are jobless
Hume (C) - Broadmeadows	1660	34%	40%	36%
Hume (C) - Craigieburn	1030	22%	29%	23%
Hume (C) - Sunbury	840	17%	27%	19%
Hume LGA	3530	25%	35%	27%
Victoria	152,200	10%	47%	19%
Australia	596,300	9%	47%	19%

Source: ABS 2006, Census of Population and Housing

Jobless Families and Lone Parents in Hume

The Hume LGA has a significantly higher proportion of jobless families (27 per cent of all families with children in Hume have no parent working), compared with Victoria and Australia (both 19 per cent).

The rate of jobless families is extremely high in Broadmeadows (36 per cent).

Hume youth profile

Region	Number of people aged 18-25 (Census 2006)	Proportion of the total population who are aged 18-25 (Census 2006)	Youth full-time unemployment rate (Census 2006)	Proportion of youth who are disengaged (neither working or studying)
Hume (C) - Broadmeadows	7,435	12%	18.7%	21%
Hume (C) - Craigieburn	5,888	11%	10.9%	14%
Hume (C) - Sunbury	3,632	11%	9.4%	10%
Hume	16,955	11%	13.7%	16%
Victoria	537,848	11%	10.2%	11%
Australia	2,137,566	11%	9.4%	12%

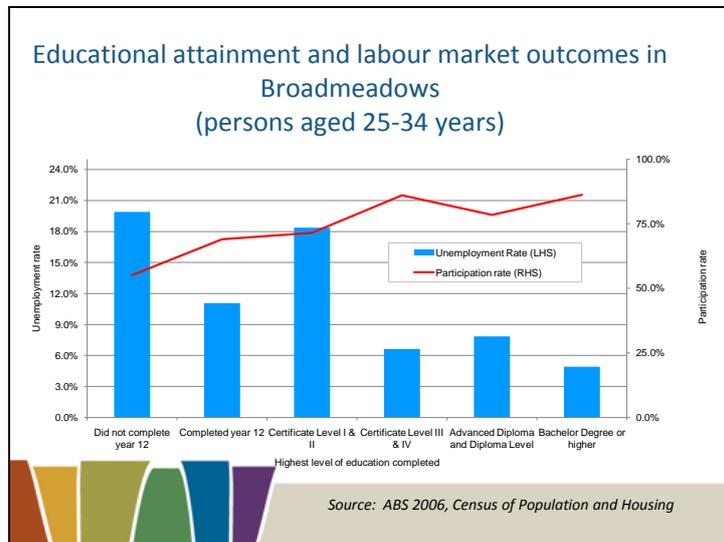
Source: ABS 2006 Census of Population and Housing

Hume Youth Profile

The Hume LGA has the same proportion of the population aged 18-25 when compared with both Victoria and Australia (11 per cent of the total population, which is in line with Victoria and Australia, both also 11 per cent). Broadmeadows has a slightly higher proportion of the population aged 18-25 (12 per cent).

Youth Labour Market profile

- At the time of the 2006 Census, the full-time unemployment rate for people aged 18-25 in Broadmeadows was 18.7%. Put another way, for every 5 people aged 18-25 in Broadmeadows who was working full-time, there was one person aged 18-25 who was looking for full-time work. This rate is nearly double the national average (9.4%).
- There was a substantially higher proportion of 'disengaged' youth (that is, people aged 18-25 years who were neither working nor studying) in Broadmeadows (21%) in comparison with the State and national average.



Educational Attainment and Labour Market Outcomes – Broadmeadows

There is a strong relationship between educational attainment and employment outcomes. In Broadmeadows, the unemployment rate for those aged 25-34 years who did not complete year 12 was 19.9 per cent at the time of the 2006 Census, while for those who had a Bachelor degree or higher, the unemployment rate was 4.9 per cent.

While it would be unrealistic for many job seekers to complete a Bachelor degree, further training such as apprenticeships and other Certificate training could improve job seekers' engagement in the labour force. The unemployment rate for people who completed a Certificate III or IV level qualification was 6.6 per cent compared with 19.9 per cent for those who did not complete year 12. In addition the participation rate was 86.3 per cent for those who completed a Certificate III or IV level qualification compared with 55.1 per cent for those who did not complete year 12.

In addition, around three quarters of jobs growth is in jobs which require education and training (DEEWR, New Jobs – Employment trends and prospects for Australian industries, 2010) – this is a global trend.

Centrelink payments

	Proportion Working Age Population on a Centrelink benefit	Annual Growth	Proportion on an unemployment benefit - NSA or YA (Other)	Annual Growth
Hume (C) - Broadmeadows	36%	-0.5%	9%	-4.0%
Hume (C) – Craigieburn	21%	7.9%	5%	0.3%
Hume (C) – Sunbury	13%	0.6%	3%	-0.7%
Hume LGA	25%	2.3%	6%	-2.3%
Victoria	17%	0.5%	4%	-2.3%
Australia	17%	0.6%	4%	-1.4%

Source: DEEWR administrative data, September 2010 & 2009; ABS Estimated Resident Population 2009.

Centrelink payments - Working Age Population (15–64)

- An extremely high proportion of the working age population in Broadmeadows is in receipt of a Centrelink payment (36 per cent) compared with Victoria and Australia (both 17 per cent). This proportion has dropped slightly, by 0.5 per cent, over the last year.
- Similarly, a high proportion of the working age population in Broadmeadows is in receipt of an unemployment benefit (9 per cent) compared with Victoria and Australia (both 4 per cent). This proportion has dropped by 4 per cent in the last year.
- When compared with two years ago (September 2008), the number of people in Broadmeadows on a Centrelink benefit has increased by 7 per cent and the number of people in receipt of an unemployment benefit has increased by 21 per cent.

Youth Centrelink payments

	Proportion of the population aged 15 to 24 on a Centrelink benefit	Proportion of the population aged 15 to 24 on an education allowance (YLA, YLS & ABY)	Proportion of the population aged 15 to 24 on an unemployment benefit (NSA or YLO)
Hume (C) - Broadmeadows	36%	19%	10%
Hume (C) – Craigieburn	25%	15%	6%
Hume (C) – Sunbury	16%	9%	4%
Hume LGA	27%	15%	7%
Victoria	20%	12%	4%
Australia	20%	10%	5%

Source: DEEWR administrative data, September 2010; ABS Estimated Resident Population 2009.

Youth Centrelink Payments

36 per cent of people aged 15-24 in Broadmeadows are in receipt of a Centrelink benefit (36 per cent), much higher than the rate for Victoria and Australia (both 20 per cent).

19 per cent of young people in the area are in receipt of an education allowance, compared with 10 per cent for Australia, and 10 per cent are in receipt of an unemployment benefit compared with 5 per cent for Australia.

Migrant Profile

	Arrived in last 5 years (to Dec 2010)	
	Number of migrants who arrived in the last 5 years	Proportion of migrants who were humanitarian entrants
Broadmeadows	3779	42%
Hume	7089	32%
Victoria	209,126	9%
Australia	828,838	8%

Source: DIAC Immigration Statistics (<http://www.immi.gov.au/settlement/>)

Source: DIAC Immigration Statistics (<http://www.immi.gov.au/settlement/>)

Calculations use the ABS, 2009 Estimated Resident Population.

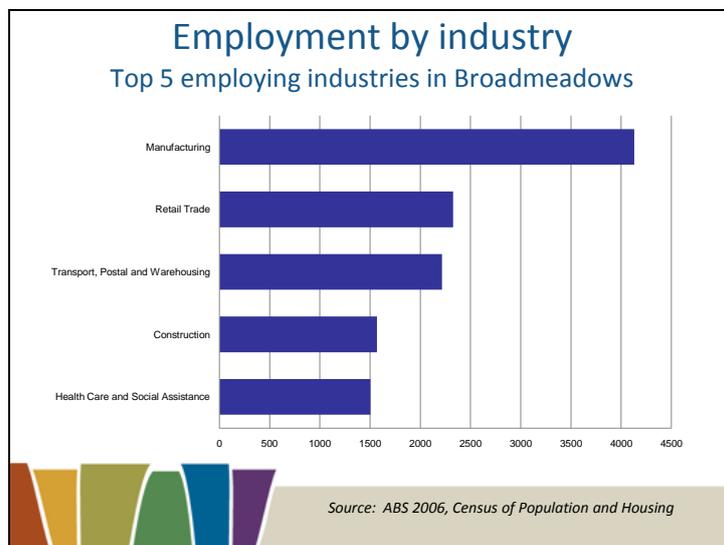
Persons who immigrated to Australia in the last 5yrs (Arrival dates: December 2005 to December 2010)

HUME LGA- Migrant Profile

- 7089 migrants settled in the Hume LGA in the 5 years to December 2010, of whom 3779 settled in Broadmeadows.
- Significantly, a large proportion of the migrants who settled in Broadmeadows in the last 5 years were Humanitarian entrants.

Humanitarian entrants are more likely to be unemployed and much less likely to be participating in the labour force than other entrants. An ABS study found that 9.2 per cent of Humanitarian entrants were unemployed (compared with 6.2 per cent for all migrants) and 57.4 per cent were not in the labour force (compared with 31.1 per cent for all migrants).

(See 'Settlement outcomes for humanitarian program migrants – experimental estimates from the Migrants Statistical Study', *Perspectives on Migrants, June 2010*, ABS cat. no. 3416.0)



Employment by Industry

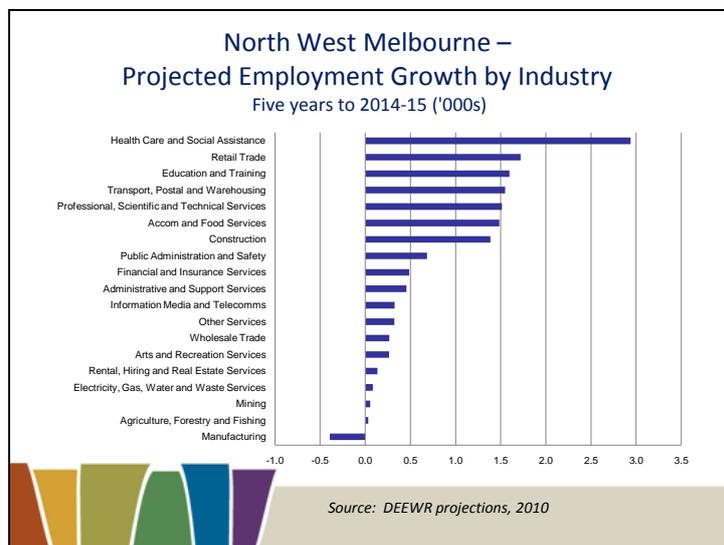
In 2006, the top five employing industries in Broadmeadows were Manufacturing; Retail Trade; Transport, Postal and Warehousing, Construction; and Health Care and Social Assistance. These five industries accounted for more than half of all jobs (58 per cent) in Broadmeadows.

The number of people employed in Manufacturing in Broadmeadows has declined from 6,500 at the time of the 1996 Census, to 4,100 at the time of the 2006 Census. This represents a decline of 37 per cent.

Over the same period, total employment in Broadmeadows declined by 13 per cent, from 24,000 in 1996 to 21,000 in 2006.

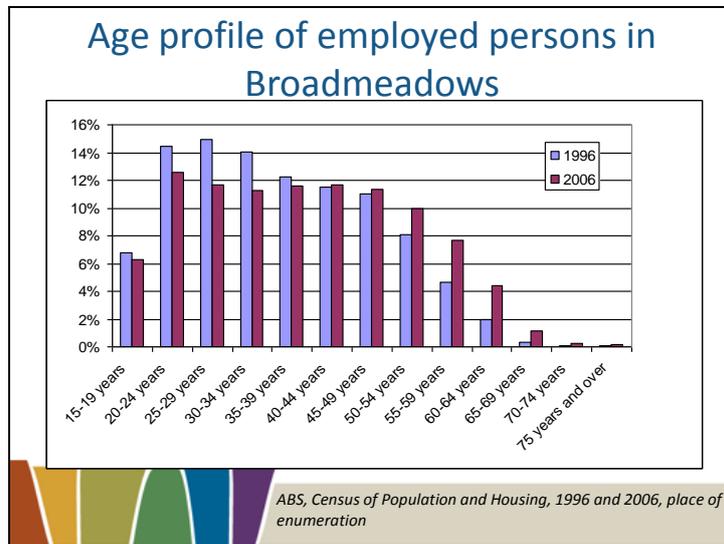
Growth industries over this period were:

- Construction: 35 per cent growth in employment
- Rental, Hiring and Real Estate Services: 21 per cent
- Administrative and Support Services: 17 per cent
- Education and Training: 14 per cent
- Health Care and Social Assistance: 3 per cent



Employment in Health Care and Social Assistance is expected to grow significantly in the future. An ageing population, the continued demand for child care coupled with the growth of community and home-based services and advances in medical technology are expected to increase the future demand for health services.

DEEWR has projected employment in the Health Care and Social Assistance industry to grow at an average rate of 3.3 per cent per annum nationally, which equates to around 211 500 new jobs in the five years to 2014-15. This figure includes lower skilled positions such as wardspeople, cleaners and gardeners all of which have high levels of part-time employment. This compares with an average annual growth rate of 1.0 per cent for all industries over the same period. (source: <http://www.skillsinfo.gov.au/skills/IndustryOutlooks>)



On the labour supply side, the ageing of the workforce is expected to reduce the pool of available labour and exacerbate any existing skill shortages. This chart shows that in Broadmeadows, the profile of the workforce shifted significantly towards the older age groups between 1996 and 2006.

Age profile of Broadmeadows' major industries

	% of employed persons aged 45 years and over
Manufacturing	40%
Retail	23%
Transport, Postal and Warehousing	40%
Construction	31%
Health Care and Social Assistance	42%
All industries	35%

ABS, Census of Population and Housing, 2006, place of usual residence

Some of Broadmeadows' major industries have older age profiles. This chart shows that in Broadmeadows in 2006, there was a high proportion of people aged 45 years and over employed in Health Care and Social Assistance (42 per cent), Manufacturing (40 per cent) and Transport, Postal and Warehousing (40 per cent). This suggests the possibility of opportunities for job seekers in these industries, as their workforces age further and any labour/skill shortages become more acute.

Hume survey results

Recruitment experiences 12 months preceding the survey

	Hume (February 2010)	North Western Melbourne (February 2010)	All regions surveyed in the 12 months to March 2010
Employers who recruited	74%	67%	65%
- due to growth	65%	65%	56%
- due to staff turnover	79%	78%	80%
Unfill rate	7.2%	4.9%	4.5%
Experienced difficulty	47%	46%	54%

DEEWR, Survey of Employers' Recruitment Experiences, North Western Melbourne Priority Employment Area, Feb 2010

Hume Survey Results

To gain a greater understanding of the local labour market and the recruitment experiences of employers, the Department of Education, Employment and Workplace Relations conducts the Survey of Employers' Recruitment Experiences in specified regions across Australia. Findings from the surveys provide a good indication of the extent and nature of recruitment difficulties that local employers face and can identify labour market opportunities for employers and job seekers.

A total of 58 employers in the Hume Local Government Area (LGA) were surveyed (of 293 in the North Western Victoria Priority Employment Area).

The results from February 2010 survey of Hume point to recruitment activity remaining relatively solid in the region, at the time of the survey.

Three quarters of all employers surveyed in Hume had recruited. A large proportion of these employers recruited to replace staff (79 per cent), while two-thirds recruited to increase staff numbers (65 per cent).

Overall, employers reported a high proportion of vacancies remaining unfilled over the last 12 months.

A significantly lower proportion of employers reported experiencing difficulty recruiting for one or more occupations in the last 12 months, compared with all surveys conducted in the 12 months to March 2010 (47 per cent compared with 54 per cent).

Most recent recruitment activity
 Proportion of employers who had difficulty recruiting for their most recent vacancy

Occupation group of most recent vacancy	Hume (February 2010)	North Western Melbourne (February 2010)	All regions 12 months to March 2010
Managers and Professionals	0%	39%	49%
Technicians and Trades Workers	50%	49%	50%
Community and Personal Service Workers	67%	45%	50%
Clerical and Administrative Workers	33%	30%	41%
Sales Workers	40%	17%	36%
Labourers	0%	7%	34%
Total	33%	36%	41%

DEEWR, Survey of Employers' Recruitment Experiences, North Western Melbourne Priority Employment Area, Feb 2010

Most Recent Recruitment Activity

Overall, employers in the Hume LGA experienced a lower level of recruitment difficulty (33 per cent) compared with NW Melbourne (36 per cent) and all regions surveyed in the 12 months to March 2010 (41 per cent).

Employers experienced the most difficulty recruiting for Community and Personal Service Workers (67 per cent), suggesting that the demand for the occupations within this group exist for jobseekers.

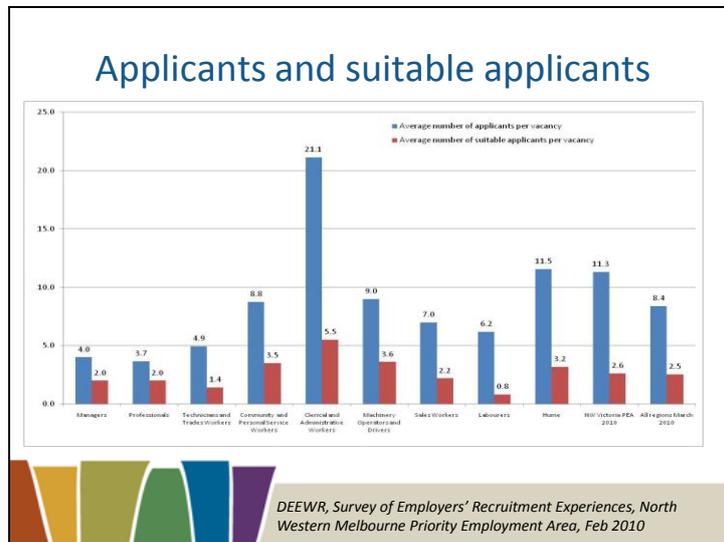
Occupations difficult to fill	
Bachelor degree or Higher VET qualifications	
Retail Managers	Upholsterers Technicians
Construction Managers	Registered Nurses
Structural Steel and Welding Trades Workers	Sheetmetal Trades Workers
Cafe and Restaurant Managers	Motor Mechanics
Other VET qualifications and lower skilled occupations	
Truck Drivers	Storepersons
Child Carers	General Clerks
Sales Assistants (General)	



DEEWR, Survey of Employers' Recruitment Experiences, North Western Melbourne Priority Employment Area, Feb 2010

Occupations Difficult to Fill

This slide shows the vacancies across the Hume LGA that employers considered difficult to fill by occupation. As you can see, these occupations fall across a range of skill levels and a range of industries.



Reasons for applicant unsuitability

Insufficient experience to perform job duties was the most common reason given by employers in Hume for applicant unsuitability (73 per cent), followed by insufficient qualifications or training to perform job duties (33 per cent).



Basic Employability Skills

Employers who considered both technical skills and personality traits or qualities as equally important accounted for 40 per cent of responses.

The survey asked what personal traits or qualities employers were seeking when recruiting for their most recent vacancy. Motivation was selected most frequently by surveyed employers (23 per cent) as the trait or quality they were seeking. This was followed by communication (16 per cent), confidence (14 per cent) and enthusiasm (14 per cent).

Employers recruiting for Community and Personal Service Workers reported they placed more importance on personality traits and qualities (67 per cent) than technical skills (33 per cent).

Interestingly though, employers recruiting for Sales workers placed more importance on the technical skill requirements of the job (60 per cent) rather than personality traits/qualities (40 per cent).

Recruitment expectations			
	Hume February 2010	North Western Melbourne (February 2010)	All Regions surveyed in the 12 months to March 2010
Will recruit	41%	43%	43%
- Due to Growth	83%	76%	61%
- Due to Turnover	46%	61%	60%
Uncertain about recruitment	24%	20%	17%
Expect to decrease staff	2%	2%	4%
Expect to recruit an apprentice or trainee	15%	-	-
Expects difficulty recruiting	38%	36%	35%

DEEWR, Survey of Employers' Recruitment Experiences, North Western Melbourne Priority Employment Area, Feb 2010

Recruitment Expectations

In the Hume LGA, a slightly lower proportion (41 per cent) of employers expected to recruit compared with all regions surveyed in the 12 months to March 2010 (43 per cent). Encouragingly, of those employers who expected to recruit will do so as a result of growth (83 per cent). This is significantly higher compared with all regions surveyed in the 12 months to March 2010 (61 per cent)

A lower proportion of employers expected to reduce staff compared with all regions surveyed in the 12 months to March 2010 (2 per cent compared 4 per cent)

A higher proportion of employers in Hume expected to experience recruitment difficulty in the 12 months following the survey (38 per cent compared with all regions surveyed 35 per cent).

Apprentices, Trainees and Staff Training

- 33% of businesses employed a least one Apprentice or Trainee;
 - 65% of these employers reported they had experienced challenges;
 - The challenges most commonly reported were employers lacked suitable staff to supervise and train Apprentice and Trainees (24 per cent), additionally Apprentice and Trainees lacked work readiness (19%)
- 22% of businesses expected to recruit at least one Apprentice or Trainee in the 12 months following the survey;
- 6% of businesses expected to increase the number of Apprentices or Trainees employed;
- 69% of businesses had employees undertake recognised training.

Source: DEEWR, Survey of Employers' Recruitment Experiences

One third (33 per cent) of businesses in Hume employed at least one apprentice or trainee, slightly lower than for all surveys conducted in the 12 months to March 2010 (34 per cent).

Recruitment expectations for apprentices and trainees in Hume appear to be similar compared with all employers surveyed in the 12 months to March 2010.

- Just under a quarter (22 per cent) of employers expected to recruit an apprentice or trainee in the following 12 months, compared with 22 per cent of employers in all surveys conducted.
- However, a lower proportion of businesses in Hume (6 per cent) expected to increase the number of apprentices or trainees they employed in the 12 months following compared with all areas surveyed (11 per cent).

A slightly higher proportion of businesses surveyed in Hume (69 per cent) had employees undertake recognised training in the 12 months prior to the survey, compared with all surveys conducted (67 per cent). Training was most commonly provided by employers internal/informal on the job training (45 per cent), external on site (33 per cent) and external remote (non-government provider) (33 per cent).

Encouragingly, 80 per cent of employers fully funded training to their staff.

Opportunities

Growth industries:

- Health
- Retail
- Transport, Storage and Warehousing

Occupations difficult to fill

- Truck Drivers
- Motor Mechanics
- Child Carers

Ageing workforce likely to increase opportunities

Job seekers need to be job ready

- Work experience / training / apprenticeships / employability skills



While the Broadmeadows area clearly has high levels of unemployment and disadvantage, opportunities exist for job seekers with the right mix of skills (both technical skills and experience and soft skills).

DEEWR projections suggest the growth industries in NW Melbourne in the next five years will be Health Care and Social Assistance, Retail and Transport, Storage and Warehousing.

The DEEWR survey results show that employers in the Hume LGA had difficulty recruiting for Truck Drivers, Motor Mechanics and Child Carers.

The ageing of the workforce that is being seen nationally is likely to be seen locally in Broadmeadows, creating more opportunities and exacerbating skill shortages where they exist.

Job seekers need to be ready to take advantage of these opportunities, by increasing their level of work experience, training and employability skills.

Further Information

- www.deewr.gov.au/lmip
- www.deewr.gov.au/SkillShortages
including 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
- www.keepaustraliaworking.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
- www.keepaustraliaworking.gov.au

Thank you.

