



Recruitment methods in Tasmania

Finding a job has been challenging in Tasmania over recent years. In particular, labour market conditions have been difficult for young job seekers and the long-term unemployed, who are attempting to get a foothold in, or re-enter, the jobs market.

More recently though, labour market conditions across the State have strengthened.

- The level of employment has risen by 9700, or 4.2 per cent, in the two years to October 2015.¹
- The unemployment rate has decreased from 7.8 per cent in October 2013 to 6.5 per cent in October 2015.²
- Employers reported that they are less frequently concerned about the economy and more apprehensive about finding workers compared with previous years.³

How are employers filling their vacancies?⁴

Half of all vacancies in Tasmania were advertised on the **internet** or in a **newspaper**.

- Advertising on the internet was the most common method of recruitment overall (38 per cent of vacancies) followed by advertising in a newspaper (29 per cent), with employers frequently advertising in both.
 - Outside of Hobart though, there were just as many jobs advertised in newspapers as advertised on the internet.
 - While the majority of internet vacancies were advertised on internet recruitment sites, more than one third of internet vacancies were advertised on the company's website, emphasising the need for job seekers to check a broad range of websites.

More than one third of all vacancies were not formally advertised.

- When recruiting informally, employers most frequently looked at **résumés that job seekers had dropped off in person** (28 per cent of all vacancies) or recruited through **word of mouth** (17 per cent).
 - Employers looked at résumés dropped off by job seekers for up to half of vacancies for Hospitality Workers, Sales Assistants or Checkout Operators, while word of mouth was used for more than one third of Machinery Operator and Driver vacancies.
- Given the high proportion of employers who used informal recruitment methods, job seekers can significantly improve their employment prospects by approaching employers about potential job opportunities, and by broadening their social networks to let people know they are looking for work.

¹ ABS, Labour Force Survey, *seasonally adjusted* data, October 2015 (cat. no. 6202.0)

² *Ibid.*

³ Based on a Survey of Employers' Recruitment Experiences of 497 employers in Tasmania undertaken in June 2015.

⁴ *Ibid.*