

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 'Richmond-Tweed and Clarence Valley Priority Employment Area' is centered in a large blue font. Below the title, the date 'August 2012' and the presenter's name 'Presenter: Ivan Neville' are listed. At the bottom, the presenter's role 'Branch Manager, Labour Market Research and Analysis Branch' is specified. A decorative footer consists of several overlapping colored shapes (orange, yellow, green, blue, purple) on the left, transitioning into a solid light beige bar on the right.

Australian Government
Department of Education, Employment and Workplace Relations

**Richmond-Tweed and Clarence
Valley
Priority Employment Area**

August 2012
Presenter: Ivan Neville

Branch Manager, Labour Market
Research and Analysis Branch

Survey of Employers' Recruitment Experiences – August 2012

Richmond-Tweed and Clarence Valley Priority Employment Area

Population and Age Profile			
Region	Adult (15+) Population (2011)	Growth 2006 to 2011	Median Age (2011)
Byron LGA	23,810	3%	42
Clarence Valley LGA	40,439	5%	46
Coffs Harbour LGA	55,301	7%	42
Glen Innes Severn LGA	7094	1%	46
Kyogle LGA	7472	3%	45
Lismore LGA	34,346	2%	40
Richmond Valley LGA	17,446	4%	42
Tenterfield LGA	5514	6%	47
Tweed LGA	69,947	8%	45
Richmond-Tweed and Clarence Valley PEA	261,369	5%	42
New South Wales	5,585,145	6%	38
Australia	17,363,694	9%	37

Source: ABS Census of Population and Housing, 2011 and 2006

Population and Age Profile

Source: ABS Census of Population and Housing, 2011 and 2006

The adult population (15 years+) for the Richmond-Tweed and Clarence Valley PEA at the time of the 2011 Census was 261,369 an increase of 5% from the 2006 Census.

- Adult population growth between 2006 and 2011 for New South Wales and Australia, (6 and 9 per cent respectively).
- The Tweed LGA had the largest population growth (8%) of all the LGAs in the area.

At the time of the 2006 Census, the working age participation rate (15-64 years) for the PEA was 69%, lower than both New South Wales and Australia (74 and 75% respectively). The Lismore LGA recorded the highest participation rate (72%) while the Kyogle and Clarence Valley LGAs recorded the lowest participation rates (63% and 65% respectively).

At the time of the 2006 census the median age in Richmond-Tweed and Clarence Valley PEA was 41 years. This is higher when compared to New South Wales and Australia (40 years and 37 years respectively).

**Population Change
Richmond-Tweed and Clarence Valley PEA**

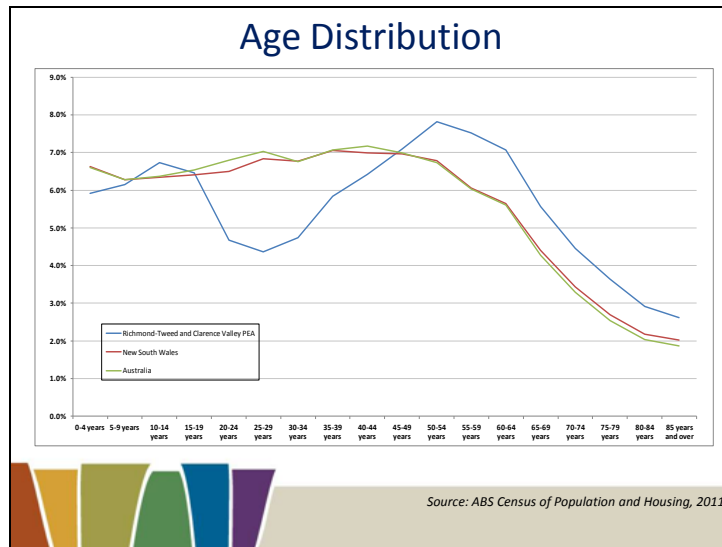
Age	2006	2011	Change
Less than 50 years	191,522	187,979	-3543
50 years and older	117,711	133,910	16,199
Total	309,233	321,889	12,656

Source: ABS Census of Population and Housing, 2011 and 2006

Population Change 2006 to 2011

Source: ABS Census of Population and Housing, 2011 and 2006

Age	2006	2011	% Change
0-4 years	17,467	19,030	9%
5-9 years	20,668	19,804	-4%
10-14 years	23,134	21,686	-6%
15-19 years	21,499	20,800	-3%
20-24 years	14,262	15,067	6%
25-29 years	12,874	14,061	9%
30-34 years	16,197	15,243	-6%
35-39 years	18,932	18,781	-1%
40-44 years	21,970	20,676	-6%
45-49 years	24,519	22,831	-7%
50-54 years	23,330	25,189	8%
55-59 years	21,766	24,195	11%
60-64 years	17,512	22,742	30%
65-69 years	15,013	17,919	19%
70-74 years	13,289	14,333	8%
75-79 years	11,681	11,728	0%
80-84 years	8,539	9,364	10%
85 years and over	6,581	8,440	28%
Total	309,233	321,889	4%



Age Distribution

Source: ABS Census of Population and Housing, 2011

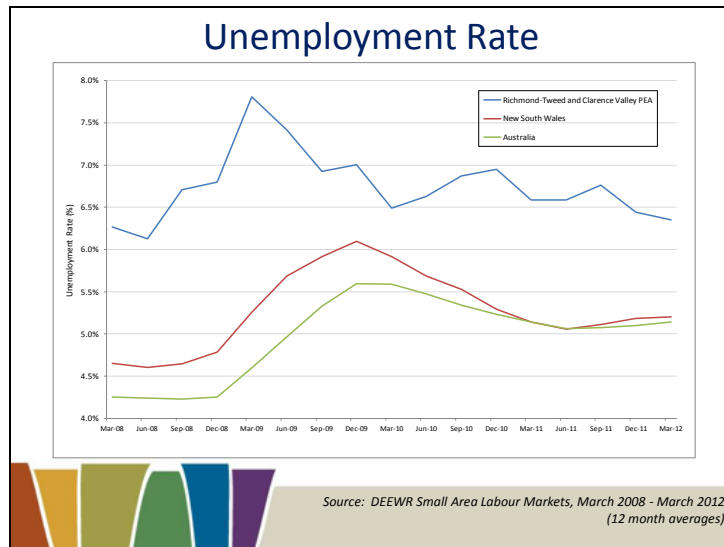
The age distribution of the Richmond-Tweed and Clarence Valley PEA suggests a large migration away from the region for those aged 20 to 34. The chart also suggests a net migration inflow of persons aged above 35 years.

There is a higher proportion of older persons in the Richmond-Tweed and Clarence Valley PEA compared with New South Wales and Australia.

Youth Unemployment rates

	15-19 years	20-24 years
Richmond-Tweed and Mid-North Coast LFR	16%	15%
New South Wales	15%	9%
Australia	16%	8%

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Unemployment Rate

Source: DEEWR Small Area Labour Markets, March 2008 - March 2012 (12 month averages)

The PEA has remained consistently above the state and national unemployment rate since March 2008.

The unemployment rate for the Richmond-Tweed Clarence Valley PEA was sitting on 6.4% in March 2012 compared with 5.2% and 5.1% for New South Wales and Australia respectively.

Regional Disparity

Region	Unemployment Rate March 2012
Byron LGA	8.0%
Kyogle LGA	7.2%
Tweed LGA	5.8%
Lismore LGA	5.6%
Richmond Valley LGA	6.3%
Clarence Valley LGA	6.6%
Coffs Harbour LGA	6.1%
Glen Innes Severn LGA	7.7%
Tenterfield LGA	8.0%
Richmond-Tweed and Clarence Valley PEA	6.4%
New South Wales	5.2%
Australia	5.1%

Source: DEEWR Small Area Labour Markets, March 2012, Source: ABS Census of Population and Housing, 2006

Regional Disparity

Source: DEEWR Small Area Labour Markets, March 2012, ABS Census of Population and Housing, 2006

In March 2012, the unemployment rate in the Richmond-Tweed and Clarence Valley PEA was 6.4 per cent, higher than the state (5.2 per cent) and national unemployment rates (5.1%).

The LGAs of Byron and Tenterfield reported the highest unemployment rates within the PEA for March 2012 (both 8.0%). While the Lismore LGA reported the lowest unemployment rate within the PEA (5.6%).

From March 2011 to March 2012 the Richmond Tweed unemployment rate decreased by 0.2 percentage points to 6.4%, while the unemployment rate fell by 0.1 percentage points for New South Wales and remained the same for Australia. The biggest decreases within the PEA were seen in the Clarence Valley and Coffs Harbour LGAs which fell by 0.6 and 0.5 percentage points respectively.

Participation Rate

Region	Participation Rate	
	June 2012	June 2011
Richmond-Tweed and Mid-North Coast LFR	53.9%	54.7%
New South Wales	63.5%	63.8%
Australia	65.4%	65.7%

Source: ABS Labour Force, June 2012 (12 month averages)

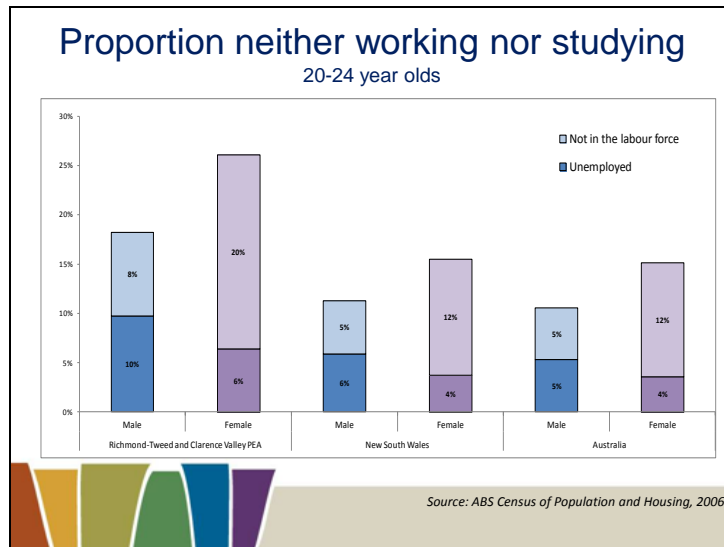
Participation Rate

Source: ABS Labour Force, June 2012 (12 month averages)

The Richmond-Tweed and Mid-North Coast Statistical Region has the second lowest participation rate in Australia.

Participation by age:

	Richmond-Tweed and Mid-North Coast LFR	New South Wales
15 - 19	54%	50%
20-24	83%	78%
25-34	79%	82%
35-44	79%	82%
45-54	79%	81%
55-59	67%	71%
60-64	47%	51%
65 and over	8%	11%



Proportion of 20-24 year olds neither working nor studying

Source: ABS Census of Population and Housing, 2006

At the time of the 2006 census, 22% of 20-24 year olds in the Richmond-Tweed and Clarence Valley PEA were neither employed nor studying, larger than the state and national figure (both 13%). For males, it was more likely that those who were neither employed nor studying were unemployed than Not In the Labour Force (NILF), while for females who were neither employed nor studying, a far greater proportion were NILF.

Total Unemployment rate	15-19 years	20-24 years
Richmond-Tweed and Mid-North Coast LFR	16%	15%
New South Wales	15%	9%
Australia	16%	8%

Long-Term Unemployment

Region	Long-Term Unemployed (52 weeks or more)		Duration of unemployment (weeks)
	Persons	Percent of all unemployed	
Richmond-Tweed and Mid-North Coast LFR	4,244	29%	65
New South Wales	42,470	22%	43
Australia	117,315	19%	36

Source: ABS Labour Force, June 2012 (12 month averages)

Long term unemployment

Source: ABS labour Force, June 2012 (12 month averages)

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

The proportion of unemployed persons who were long-term unemployed in the Richmond-Tweed and Mid-North Coast LFR (29%) was far greater than both the state (22%) and national average (19%).

The average duration of unemployment in the LFR was 65 weeks, significantly greater compared with the state (43 weeks) and national averages (36 weeks).

Recipients of Centrelink Benefits				
Region	Proportion of WAP on Centrelink benefits	Proportion of WAP on unemployment benefits	Proportion of WAP on disability benefits	Annual change of Centrelink benefits
Byron LGA	33%	11%	10%	-2%
Clarence Valley LGA	34%	9%	12%	-4%
Coffs Harbour LGA	30%	9%	10%	-1%
Glen Innes Severn LGA	32%	9%	13%	-2%
Kyogle LGA	36%	11%	14%	-5%
Lismore LGA	31%	9%	10%	-4%
Richmond Valley LGA	33%	9%	13%	-4%
Tenterfield LGA	28%	8%	11%	-6%
Tweed LGA	28%	8%	10%	-3%
Richmond-Tweed and Clarence Valley PEA	31%	9%	11%	-3%
New South Wales	18%	5%	6%	-3%
Australia	17%	5%	6%	-3%

Source: DEEWR administrative data, June 2012; ABS Census of Population and Housing, 2011

Recipients of Centrelink Benefits

Source: DEEWR administrative data, June 2012; ABS Census of Population and Housing, 2011

In June 2012, 31% of the Working Age Population (WAP) were in receipt of a Centrelink benefit in the Richmond-Tweed and Clarence Valley PEA. This was larger when compared with state and national levels (18% and 17% respectively).

Overall the annual change of Centrelink Benefits within the PEA decreased by 3%, with the Tenterfield and Kyogle LGAs experiencing the largest decreases (6% and 5% respectively). 9% of the Richmond-Tweed Clarence Valley PEA were in receipt of an unemployment benefit, larger than both state and Australia levels (both 5%).

The Byron and Kyogle LGAs reported the highest proportion of the WAP on unemployment benefits (both 11%) more than double that of New South Wales and Australia.

35% of Centrelink benefit recipients within the Richmond-Tweed and Clarence Valley PEA were on DSP or Disability payments, this was higher compared to both New South Wales and Australia (both 32%).

10.7% of the working age population in the Richmond-Tweed and Clarence Valley PEA are on DSP. This is high when compared with NSW (5.7%) and Australia (5.6%).

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%) of employed persons aged 15-74 years reported having a disability.

10.4% 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%) of the total population aged 15-74 years reported having a disability in 2009.

15.5% 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 Population Aged 15-64

Region	% WAP who are indigenous	Unemployment Rate (WAP)		Participation Rate (WAP)	
		Indigenous	Non-Indigenous	Indigenous	Non-Indigenous
Byron LGA	2%	16%	9%	69%	70%
Clarence Valley LGA	5%	24%	10%	49%	65%
Coffs Harbour LGA	3%	22%	9%	55%	71%
Glen Innes Severn LGA	5%	31%	7%	44%	68%
Kyogle LGA	5%	26%	10%	45%	65%
Lismore LGA	3%	26%	9%	58%	72%
Richmond Valley LGA	6%	21%	9%	46%	68%
Tenterfield LGA	7%	26%	7%	48%	68%
Tweed LGA	3%	16%	7%	60%	69%
Richmond-Tweed and Clarence Valley PEA	4%	22%	8%	54%	69%
New South Wales	2%	19%	6%	56%	74%
Australia	2%	16%	5%	57%	76%

Source: ABS Census of Population and Housing, 2006

Indigenous Population Aged 15-64

Source: ABS Census of Population and Housing, 2006

At the time of the 2006 Census, the Richmond-Tweed and Clarence Valley PEA had a larger proportion of the working age population who identified as Indigenous (4%) compared with New South Wales and Australia (both 2%).

As can be seen in the table, unemployment rates for Indigenous residents are far higher than for non-Indigenous residents. At the time of the 2006 Census, the overall unemployment rate for Indigenous residents in the Richmond-Tweed and Clarence Valley PEA was 22%. This compared with only 8% for non-Indigenous residents.

Participation was also lower for Indigenous residents in the Richmond-Tweed and Clarence Valley PEA (54%) when compared with non-Indigenous residents (69%).

Educational Attainment			
Persons aged 25-34 years			
Region	Completed Yr 12	Advanced Diploma, Diploma or Certificate III & IV	Attained Bachelor Degree or Higher
Byron LGA	67%	28%	25%
Clarence Valley LGA	44%	32%	11%
Coffs Harbour LGA	54%	32%	17%
Glen Innes Severn LGA	49%	30%	14%
Kyogle LGA	46%	26%	14%
Lismore LGA	57%	31%	20%
Richmond Valley LGA	43%	28%	10%
Tenterfield LGA	48%	30%	10%
Tweed LGA	54%	33%	16%
Richmond-Tweed and Clarence Valley PEA	53%	31%	16%
New South Wales	70%	29%	31%
Australia	69%	28%	29%

Source: ABS Census of Population and Housing, 2006

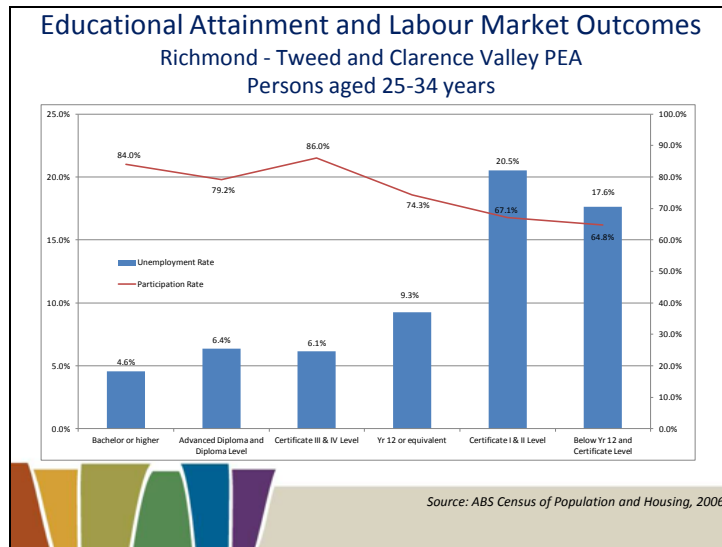
Educational Attainment – persons aged 25-34 years

Source: ABS Census of Population and Housing, 2006

At the time of the 2006 Census, the proportion of 25 to 34 year olds in the Richmond-Tweed and Clarence Valley PEA who had completed Year 12 or equivalent was 53%, smaller than New South Wales (70%) and Australia (69%). This varied across the PEA, with the Richmond Valley LGA having the smallest Year 12 attainment level (43%), while the Byron LGA had the largest (67%).

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 had attained an Advanced Diploma, Diploma or Certificate level III or IV in the Richmond-Tweed and Clarence Valley PEA (31%) was higher than state and national averages (29% and 38% respectively), while the proportion who had attained a Bachelor Degree or higher (16%) was far lower than the state and national averages (31% and 29% respectively).



Educational Attainment and Labour Market Outcomes

Source: ABS Census of Population and Housing, 2006

There is a strong relationship between educational attainment and employment outcomes. For those aged 25 to 34 years in the Richmond-Tweed and Clarence Valley PEA, there were high unemployment rates for those who had completed Certificate I & II but did not complete Year 12 (20.5%) and those who did not complete Year 12 without any further post school qualification (17.6%).

Unemployment rates are lower for those who have completed a tertiary education at the Bachelor Degree, Advanced Diploma and Diploma levels. This emphasises the importance post school education has in ensuring success in gaining employment. It should also be noted that employment outcomes are vastly better for those who have attained Certificate Levels III or IV than for those who have not completed Year 12 or only attained Certificate Levels I and II.

Profile of Disadvantage

Key Indicators	Tenterfield LGA	Clarence Valley LGA	Richmond Valley LGA	New South Wales	Australia
Median household income (weekly)	\$694	\$768	\$789	\$1036	\$1234
Unemployment Rate	8.0%	6.6%	6.3%	5.2%	5.1%
% of working age population receiving Centrelink benefits	28%	34%	33%	18%	17%
% receiving unemployment benefits	8%	9%	9%	5%	5%
% 25-34 year olds completed Year 12	48%	44%	53%	70%	69%
Year 9 govt school students who did not meet minimum standard for reading in 2011	21%*	16%*	11%*	6%	6%
Who did not meet minimum standard for numeracy in 2011	19%*	11%*	7%*	6%	6%

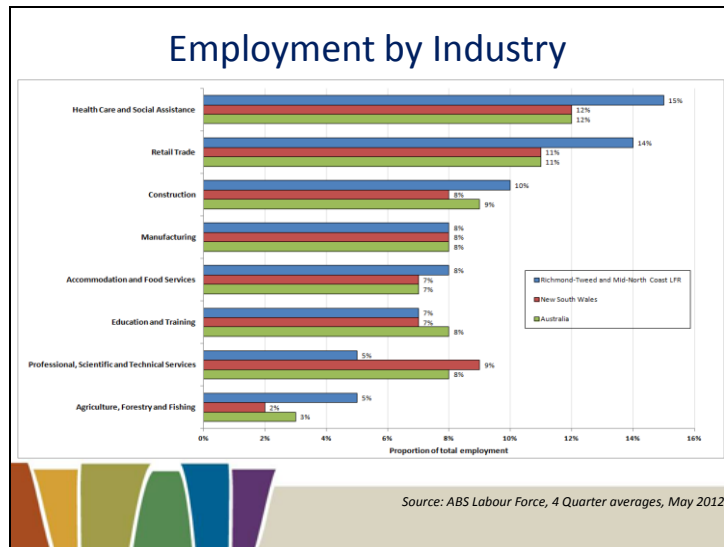
* This figure is not an average, it is the result of a selected school within the LGA.

Source: ABS Census of Population and Housing, 2011 and 2006; DEEWR SALM, March 2012; DEEWR Administrative Data, June 2012; Myschool website: www.myschool.edu.au

Profile of Disadvantage by Statistical Local Area

Source: ABS Census of Population and Housing, 2012 and 2006; DEEWR SALM, March 2012; DEEWR Administrative Data, June 2012; Myschool website 2011: www.myschool.edu.au

The Richmond-Tweed and Clarence Valley PEA contains some areas of disadvantage, such as the Tenterfield, Clarence Valley and Richmond Valley LGAs. Indicators of disadvantage include a high unemployment rate, a high proportion of persons on Centrelink benefits, a low median household weekly income, a low Year 12 completion rate and high levels of students not meeting national school literacy and numeracy standards.

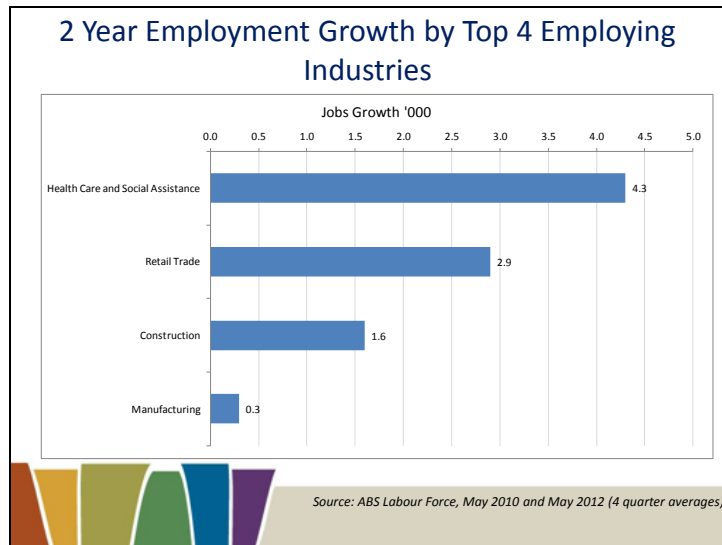


Employment by Industry

Source: ABS Labour Force, May 2012 (4 quarter averages)

In the Richmond-Tweed and Mid-North Coast LFR, the Health Care and Social Assistance; and Retail Trade industries were the top employing industries (15% and 14% of total employed persons respectively).

The Professional, Scientific and Technical Services industry only made up 5% of total employment with the PEA, much lower compared with state (9%) and national levels (8%).



Employment by Top 4 Employing Industries

Source: ABS Labour Force, May 2010 and May 2012 (4 quarter averages)

The chart above presents the employment growth of people employed in May 20010 to May 2012 by the top 4 employing industries.

Travel to work

Outgoing

Work PEA and live in PEA	93770
Work in Ballina and live in PEA	2516
Work in Queensland and live in PEA	7677
Work elsewhere and live in PEA	9217
	19410

Incoming

Work in PEA and live in Ballina	4319
Work in PEA and live in Queensland	3913
Work in PEA and live elsewhere	2640
	10872

Net of 8538 people leaving the PEA for work

Survey Results			
Recruitment experiences in the 12 months preceding the survey			
	Richmond-Tweed and Clarence Valley PEA		All Regions (12 months to June 2012)
	June 2012	May 2010	
Employers who recruited	61%	61%	65%
- Growth	32%	58%	48%
- Staff turnover	89%	75%	85%
Vacancies per 100 staff	12	17	19
Vacancies unfilled	1.7%	4.6%	6.3%
Experienced difficulty	49%	49%	56%

Source: DEEWR, Survey of Employers' Recruitment Experiences, June 2012
Richmond-Tweed and Clarence Valley Priority Employment Area

Survey Results

Recruitment Experiences 12 Months Preceding the Survey

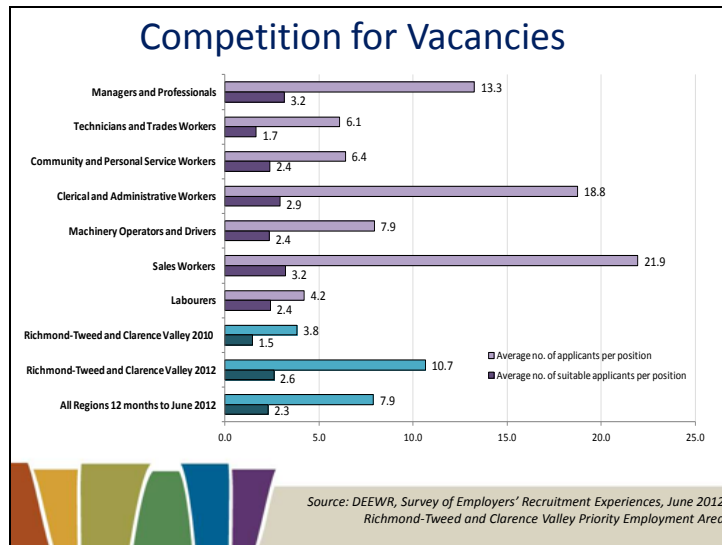
Source: DEEWR, Survey of Employers' Recruitment Experiences, June 2012 Richmond-Tweed and Clarence Valley Priority Employment Area

395 employers were surveyed in the Richmond-Tweed and Clarence Valley PEA in June 2012.

The proportion of employers who had recruited in the past 12 months was smaller for the Richmond-Tweed and Clarence Valley PEA (61%) compared with all regions surveyed 12 months to June 2012 (65%).

There were a smaller number of vacancies per 100 staff for the PEA (12 vacancies per 100 staff) compared with all regions surveyed (19 vacancies per 100 staff).

The rate of unfilled vacancies over the past 12 months for the Richmond-Tweed and Clarence Valley PEA (1.7%) was substantially lower than for all regions (6.3%). This was supported with the proportion of employers who reported recruitment difficulty being smaller for the PEA (49%) compared with all regions (56%).



Competition for vacancies

Source: DEEWR, Survey of Employers' Recruitment Experiences, June 2012 Richmond-Tweed and Clarence Valley Priority Employment Area

There was, on average, more competition for vacancies in the Richmond-Tweed and Clarence Valley PEA (10.7 applicants per vacancy and 2.6 applicants considered suitable) compared with all regions surveyed (7.9 applicants per vacancy and 2.3 applicants considered suitable) and when previously surveyed (3.8 applicants per vacancy and 1.5 suitable applicants).

There was a high level of competition for Sales workers, with an average of 21.9 applicants per vacancy.

Employers recruiting for Labourers had little choice of suitable applicants (an average of 4.2 applicants per vacancy and 2.4 applicants considered suitable).

Reasons Applicants Unsuitable

- 76% 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 (51%)
 - Insufficient qualifications or training (25%)
 - Employability skills (19%)



Source: DEEWR, Survey of Employers' Recruitment Experiences, June 2012
Richmond-Tweed and Clarence Valley Priority Employment Area

Reasons Applicants Unsuitable

Source: DEEWR, Survey of Employers' Recruitment Experiences, June 2012 Richmond-Tweed and Clarence Valley Priority Employment Area

76 per cent of applicants were regarded by employers as unsuitable in the Richmond-Tweed and Clarence Valley Priority Employment Area.

Reasons applicants were considered unsuitable include:

- Insufficient experience to perform job duties (51 per cent)
- Insufficient qualifications or training (25 per cent)
- Employability skills (19 per cent)



Basic Employability Skills

Source: DEEWR, Survey of Employers' Recruitment Experiences, All regions surveyed in the 12 months to 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:

- Enthusiasm
- Motivation
- Communication
- Confidence
- Teamwork

Apprentices and Trainees

- 36% of businesses employed at least one Apprentice or Trainee (34% in all regions)
 - 23% of these employers reported they had experienced challenges
 - Challenges commonly reported were Apprentices and Trainees lacked work readiness (43%) and difficulty in retaining apprentices and trainees so as to complete their apprenticeship (37%)
- 21% of businesses expected to recruit at least one Apprentice or Trainee in the 12 months following the survey



Source: DEEWR, Survey of Employers' Recruitment Experiences, June 2012
Richmond-Tweed and Clarence Valley Priority Employment Area

Apprentices, Trainees and Staff Training

Source: DEEWR, Survey of Employers' Recruitment Experiences, June 2012 Richmond-Tweed and Clarence Valley Priority Employment Area

The proportion of surveyed employers with an apprentice or trainee on staff (36%) in the Richmond-Tweed and Clarence Valley PEA was slightly higher than when the region was last surveyed in May 2010 (32%) and in all regions (34%).

Lack of work readiness and difficulty retaining apprentices until the end of their apprenticeship were the most commonly reported challenges for employers

Occupations Difficult to Fill	
Higher Skill Level (1) – Bachelor Degree or higher Medium Skill Level (2&3) - Certificate IV to Associate Degree	
Real Estate Sales Agents	Registered Nurses*
Motor Mechanics	Chefs*
Early Childhood (Pre-primary School) Teachers	
Lower Skill Level (4&5) – Compulsory Secondary Education to Certificate III	
Child Carers*	Receptionists
Truck Drivers	Waiters
Kitchenhands	Gardeners
Dental Assistants	

* Occupations also difficult to fill in the May 2010 survey

Source: DEEWR, Survey of Employers' Recruitment Experiences, June 2012
Richmond-Tweed and Clarence Valley Priority Employment Area

Occupations Difficult to Fill

Source: DEEWR, Survey of Employers' Recruitment Experiences, June 2012 Richmond-Tweed and Clarence Valley Priority Employment Area

This slide shows the vacancies that employers considered difficult to fill in the Richmond-Tweed and Clarence Valley PEA (**Occupations also difficult to fill in the May 2010 Survey*)

Higher Skill Level (1) - Bachelor Degree or Higher and Medium Skill Level (2&3) – Certificate IV to Associate Degree

- Motor Mechanics
- Chefs*
- Early Childhood (Pre-primary School) Teachers
- Registered Nurses*
- Real Estate Sales Agents

Lower Skill Level (4&5) – Compulsory Secondary Education to Certificate III

- Child Carers*
- Receptionists
- Truck Drivers
- Waiters
- Kitchenhands
- Dental Assistants
- Gardeners

Future Recruitment Expectations			
	Richmond-Tweed and Clarence Valley PEA		All Regions June 2012
	June 2012	May 2010	
Expected to recruit	45%	31%	50%
Expected to increase staff	17%	19%	27%
Expected to decrease staff	7%	4%	5%
Expected difficulty	32%	41%	44%
Expected Challenges	69%	59%	58%

Source: DEEWR, Survey of Employers' Recruitment Experiences, June 2012
Richmond-Tweed and Clarence Valley Priority Employment Area

Future Recruitment Expectations

Source: DEEWR, Survey of Employers' Recruitment Experiences, June 2012 Richmond-Tweed and Clarence Valley Priority Employment Area

Many employers remain cautious about their recruitment expectations for the next 12 months with more than two thirds (69 per cent) expecting challenges to their business.

Major challenges reported:

- Reduced business activity and / or customers (47 per cent)
- Business regulations (28 per cent)
- The structure of the market (16 per cent)

Recruitment expectations for the 12 months following the survey were subdued in the Richmond-Tweed and Clarence Valley PEA. A lower proportion of employers (45%) expected to recruit compared with all regions surveyed (50%). Of those that expect to recruit, a lower proportion expected difficulty compared with all regions surveyed (32% compared to 44%). Only 17% of employers expected to increase staff numbers and 7% of employers expected to reduce staff numbers in the following 12 months.

Higher Skill Level (1)- Bachelor Degree or higher and Medium Skill Level (2&3) – Certificate IV to Associate Degree	
Motor Mechanics	Dentists
Dental Hygienists, Technicians and Therapists	Structural Steel and Welding Trades Workers
Lower Skill Level (4&5) – Compulsory Secondary Education to Certificate III	
Sales Representatives	Child Carers
Dental Assistants	General Clerks
Receptionists	Storepersons

Source: DEEWR, Survey of Employers' Recruitment Experiences, June 2012
Richmond-Tweed and Clarence Valley Priority Employment Area

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

Source: DEEWR, Survey of Employers' Recruitment Experiences, June 2012 Richmond-Tweed and Clarence Valley Priority Employment Area

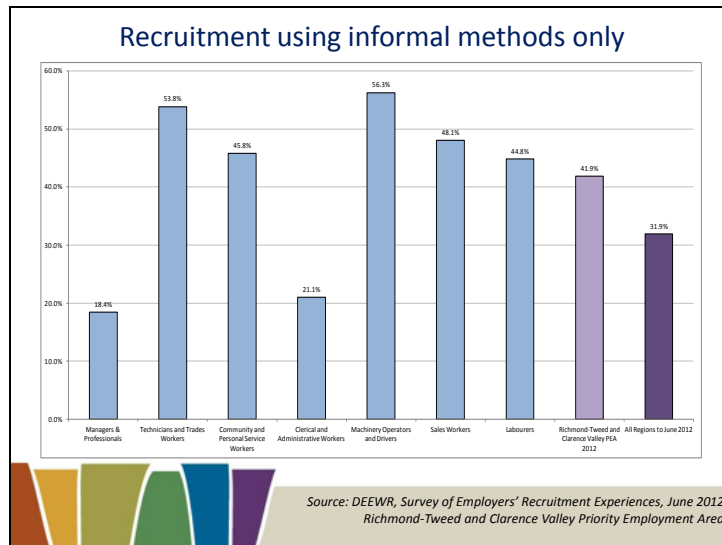
This slide shows the vacancies that employers most commonly expected to recruit for in the Richmond Tweed PEA in the 12 months following the survey.

Higher Skill Level (1) - Bachelor Degree or Higher and Medium Skill Level (2&3) – Certificate IV to Associate Degree

- Structural Steel and Welding Trades Workers
- Dental Hygienists, Technicians and Therapists
- Dentists
- Motor Mechanics

Lower Skill Level (4&5) – Compulsory Secondary Education to Certificate III

- Sales Representatives
- Child Carers
- Dental Assistants
- General Clerks
- Receptionists
- Storepersons



Recruitment Using Informal Methods Only

Source: DEEWR, Survey of Employers' Recruitment Experiences, June 2012 Richmond-Tweed and Clarence Valley Priority Employment Area

Nearly 42 per cent of employers in the Richmond-Tweed Clarence Valley PEA used informal methods *only* in their most recent recruitment round.


In particular, employers reported the highest use of informal methods *only* for Machinery Operators and Drivers (56.3 per cent) and Technicians and Trades Workers (53.8 per cent). In contrast, the use of informal methods *only* was lowest for Managers and Professionals (18.4 per cent) and Clerical and Administrative Workers (21.1 per cent).

Informal recruitment methods most mentioned were:

- Word of mouth
- Employer approached directly by a job seeker
- Sign in the window or billboard

Conclusion

- Area faces some labour market challenges
 - Above average unemployment
 - Very low participation
- Disadvantaged groups:
 - Long term unemployed
 - Disengaged youth
 - Persons with lower levels of education
 - Indigenous population
 - People with disabilities
- Opportunities exist:
 - Some large and growing industries (Health)
 - Broad range of occupations difficult to fill
 - Recruitment expectations are encouraging
- Job seekers need to be job ready:
 - Opportunities for work experience
 - Education and training
 - Apprenticeships and traineeships
 - Literacy and numeracy
- Ongoing engagement with employers about their needs, expectations and recruitment methods
- Collaboration amongst all key stakeholders
 - Local Employment Coordinator plays a key role



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Further Information

- www.deewr.gov.au/lmip
- www.deewr.gov.au/SkillShortages
- www.deewr.gov.au/regionalreports
- www.deewr.gov.au/australianjobs
- 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.deewr.gov.au/SkillShortages
- www.deewr.gov.au/RegionalReports
- www.deewr.gov.au/australianjobs
- www.joboutlook.gov.au

A report on the survey findings for the Sydney West and Blue Mountains Priority Employment Area will be placed on the regional reports section of the DEEWR- Regional Reports web site.

Thank you.



Australian Government
Department of Education, Employment and Workplace Relations

If you have any questions about the presentation please contact the Regional and Industry Employer Surveys section on [1800 059 439](tel:1800059439) or email recruitmentsurveys@deewr.gov.au

