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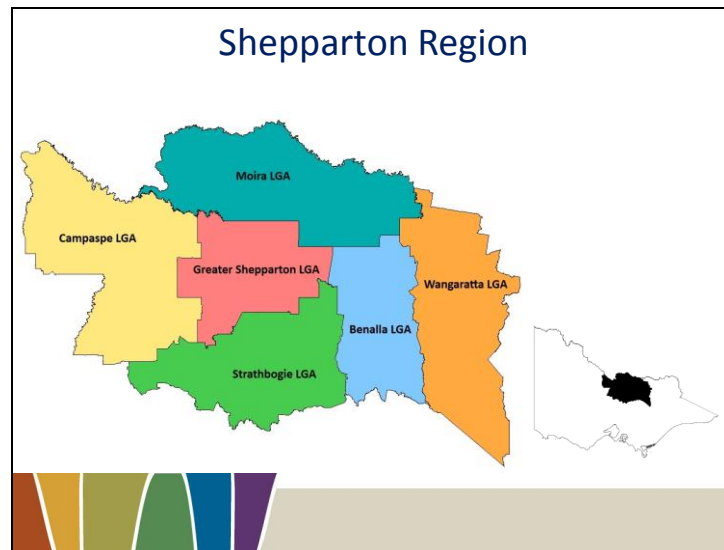
Australian Government  
Department of Education, Employment and Workplace Relations

# Shepparton Region

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### **The Shepparton Region**

The Shepparton region and surrounding area comprises six LGAs:

- Benalla
- Campaspe
- Greater Shepparton
- Moira
- Strathbogie
- Wangaratta

This region is part of the broader North Eastern Victoria Priority Employment Area (PEA). The Shepparton Region accounts for 57 per cent of the Goulburn-Ovens-Murray LFR working age population (ABS, *Estimated Residential Population, 2011*).

### Population Profile

Region	Adult Population (15 years+)	Adult Population Growth (2006 to 2011)	Median Age
<b>Greater Shepparton LGA</b>	<b>48,700</b>	<b>5%</b>	<b>38</b>
Benalla LGA	11,400	1%	46
Campaspe LGA	29,500	0%	42
Moirra LGA	23,000	3%	44
Strathbogrie LGA	8,100	1%	50
Wangaratta LGA	22,000	1%	43
<b>Shepparton Region</b>	<b>142,700</b>	<b>2%</b>	<b>42</b>
Victoria	4,524,800	9%	37
Australia	18,111,500	9%	37

Source: ABS, Estimated Residential Population, 2011;  
ABS, Census of Population and Housing, 2011

### Population Profile

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

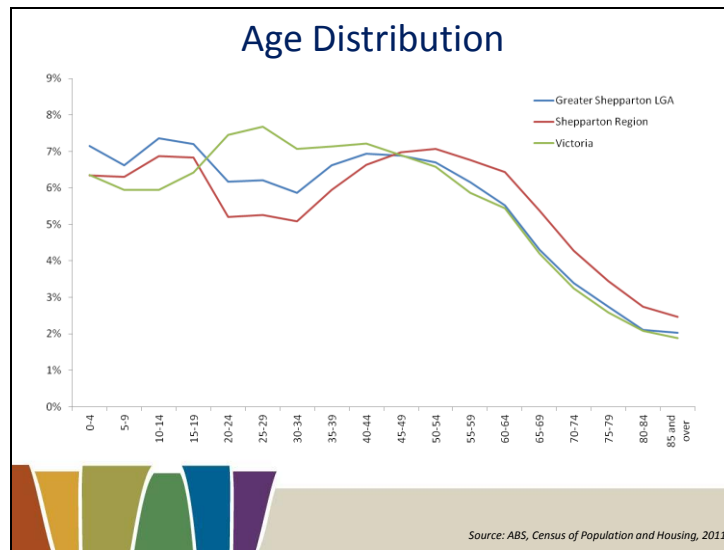
In June 2011, the adult population (aged 15 and over) in the Shepparton Region was 142,700.

The Shepparton Region experienced much slower population growth (2 per cent) in the 5 years to 2011 compared with the growth for Victoria and Australia (both 9 per cent).

The Greater Shepparton LGA experienced the highest growth across the region (5 per cent).

At the time of the 2011 Census, the median age in the Shepparton Region (42 years) was higher than the median age for Victoria and Australia (both 37 years).

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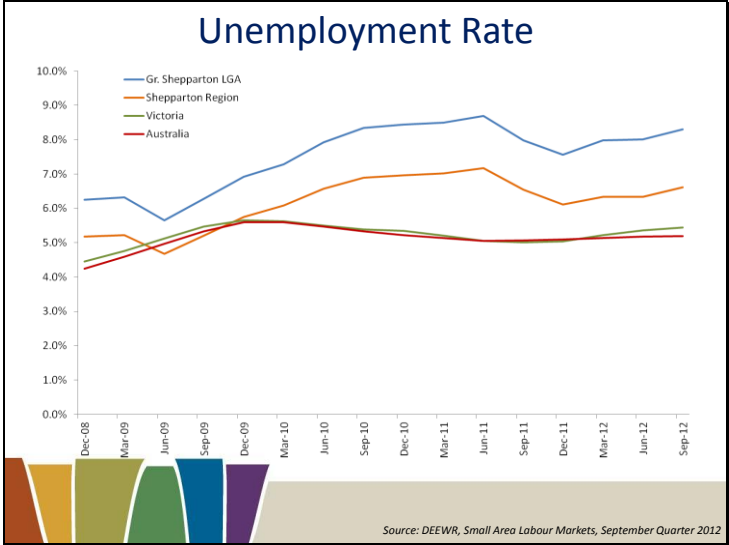
**Age Distribution**

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

This graph compares the age distributions of the Greater Shepparton LGA and the Shepparton Region with the age distribution of Victoria.

The age distribution of the Shepparton Region shows that a markedly smaller proportion of the population is made up of people aged between 20 and 44 years, when compared with the Victorian age distribution.

Similar demographic patterns exist for other regional areas and are due in part to young adults moving to major urban centres.



**Unemployment Rate**

Source: DEEWR, Small Area Labour Markets, September Quarter 2012

The unemployment rate for Shepparton Region, and particularly the Greater Shepparton LGA, has remained consistently above the state and national unemployment rates since December 2009.

### Workforce Profile

Region	Persons Employed working age population (WAP)	Unemployment Rate (Sep 2012)	Participation Rate (2011)	Employment Growth 2006 to 2011 (WAP)	
				Total Persons	Female
<b>Greater Shepparton LGA</b>	<b>25,600</b>	<b>8.3%</b>	<b>74.2%</b>	<b>4%</b>	<b>5%</b>
Benalla LGA	5,600	6.6%	73.4%	0%	0%
Campaspe LGA	15,100	5.4%	75.0%	-1%	3%
Moira LGA	11,000	6.1%	73.4%	0%	3%
Strathbogie LGA	3,800	5.1%	74.2%	0%	1%
Wangaratta LGA	11,900	5.6%	77.9%	0%	4%
<b>Shepparton Region</b>	<b>73,100</b>	<b>6.6%</b>	<b>74.8%</b>	<b>1%</b>	<b>3%</b>
Victoria	2,448,600	5.4%	75.6%	10%	12%

Source: ABS, Census of Population and Housing, 2011 and 2006; DEEWR, Small Area Labour Markets, September Quarter 2012


### Workforce Profile

*Source: ABS, Census of Population and Housing, 2011 and 2006; DEEWR, Small Area Labour Markets, September Quarter 2012*

At the time of the 2011 Census, there were over 73,000 employed people (aged 15 to 64 years) living in the Shepparton Region. The region had significantly lower employment growth in the five years to 2011 compared with the growth seen in Victoria. The Greater Shepparton LGA experienced the highest employment growth in the region (4 per cent) however this figure was still lower than the state average.

The unemployment rate for the Shepparton Region was 6.6 per cent at September 2012, higher than the state figure of 5.4 per cent. The highest unemployment was in the Greater Shepparton LGA (8.3 per cent).

Long Term Unemployment			
Region	Long-term unemployed (52 weeks or more)		Average duration of unemployment
	Persons	Percent of all unemployed	
Goulburn-Ovens-Murray LFR	2,200	22%	38 weeks
Victoria	29,100	17%	34 weeks
Australia	120,400	19%	37 weeks



Source: ABS, Labour Force Survey, January 2013, 12 month averages of original data

### **Long Term Unemployment**

*Source: ABS, Labour Force Data, January 2013, 12 month averages of original data*

Long-term unemployed are those who have been unemployed for 52 weeks or more.

The proportion of unemployed persons who were long-term unemployed in the Goulburn-Ovens-Murray Labour Force Region (LFR) (22 per cent) was higher compared with the Victorian (17 per cent) and national rates (19 per cent).

The average duration of unemployment in the Goulburn-Ovens-Murray LFR (38 weeks) was higher than for Victorian (34 weeks).

Teenage Labour Market			
Region	Teenage full-time unemployment rate (15-19 years)		Full-time Unemployment to Population Ratio (January 2013)
	January 2013	Annual Change	
Goulburn-Ovens-Murray LFR	20.0%	-11.0% pts	4.9%
Victoria	27.6%	2.1% pts	3.9%
Australia	24.0%	0.7% pts	4.3%

Source: ABS, Labour Force Survey, January 2013, 12 month averages of original data

### **Teenage Labour Market**

*Source: ABS, Labour Force Data, January 2013, 12 month averages of original data*

Due to their lack of skills and experience, teenagers in the full-time labour market can be particularly vulnerable during a labour market downturn. The teenage full-time unemployment rate is based on people aged 15 – 19 years old who are searching for full-time employment.

The teenage full-time unemployment rate for the Goulburn-Ovens-Murray LFR was 20.0 per cent in January 2013, a decrease of 11.0 percentage points over the preceding 12 months. The teenage full-time unemployment rate in the region was lower than the rate for Victoria (27.6 per cent) and Australia (24.0 per cent).

The teenage full-time unemployment to teenage population ratio, however, was higher in the Goulburn-Ovens-Murray LFR (4.9 per cent) when compared to Victoria (3.9 per cent) and Australia (4.3 per cent).



### Higher Rates of Income Support

Region	Proportion of the WAP receiving a benefit	Proportion of the WAP receiving an unemployment benefit
Greater Shepparton LGA	25%	7%
Benalla LGA	24%	7%
Campaspe LGA	21%	5%
Moira LGA	22%	6%
Strathbogie LGA	19%	5%
Wangaratta LGA	20%	6%
<b>Shepparton Region</b>	<b>22%</b>	<b>6%</b>
Victoria	16%	5%
Australia	16%	5%

Source: DEEWR, administrative data, December 2012; ABS, Estimated Residential Population, 2011

### **Higher Rates of Income support**

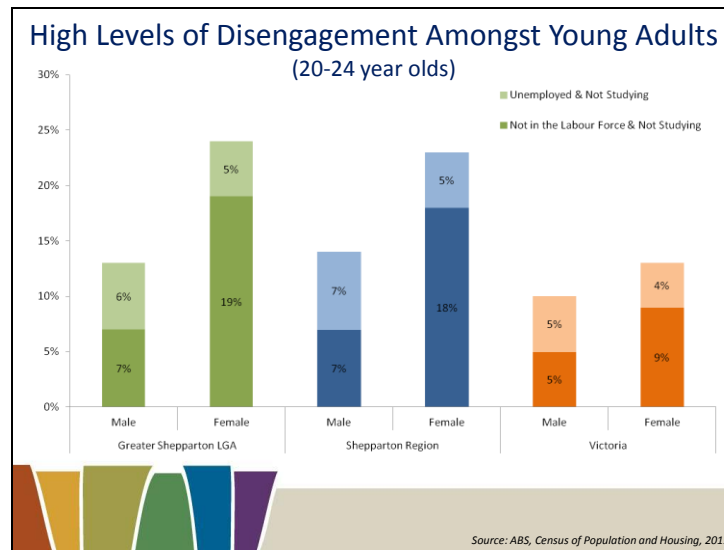
*Source: DEEWR, administrative data, September 2012; ABS, Estimated Resident Population, 2011*

In September 2012, 22 per cent of the working age population in the Shepparton Region were in receipt of a Centrelink benefit. This was larger when compared with state and national levels (both 16 per cent).

Some 6 per cent of the Shepparton Region working age population were in receipt of an unemployment benefit, slightly above both state and national levels (both 5 per cent).

The Greater Shepparton and Benalla LGAs reported the highest proportion of the working age population on unemployment benefits (7 per cent).

Some 7.3 per cent of the working age population in the Shepparton Region were on Disability Support Pension (DSP). This was higher compared with Victoria (5.2 per cent) and Australia (5.3 per cent).



**High Levels of Disengagement amongst Young Adults**

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

At the time of the 2011 Census, 19 per cent of young adults (persons aged 20 to 24 years) in the Shepparton Region were neither working nor studying. This figure was notably higher when compared with Victoria (11 per cent).

For young adult males in the Shepparton Region, 7 per cent were not in the labour force and not studying and a further 6 per cent were unemployed and not studying.

For young adult females in the Shepparton Region, 18 per cent were not in the labour force and not studying and a further 5 per cent were unemployed and not studying.

**Poorer Labour Market Outcomes  
for Indigenous Working Age Population**

Region	% WAP Indigenous	Unemployment rate (%)		Participation rate (%)	
		Indigenous	Non-Indigenous	Indigenous	Non-Indigenous
Greater Shepparton LGA	3.2%	20.9%	5.3%	54.2%	75.0%
Campaspe LGA	2.3%	14.8%	4.5%	51.9%	75.6%
Shepparton Region	2.1%	17.6%	4.9%	53.7%	75.3%
Victoria	0.7%	14.2%	5.5%	59.0%	75.8%
Australia	2.4%	17.2%	5.5%	55.9%	76.4%

Source: ABS, Census of Population and Housing, 2011

**Weaker Labour Market Outcomes for Indigenous Working Age Population**

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

At the time of the 2011 Census, the Greater Shepparton LGA had the largest Indigenous population in the Region (3.2 per cent of the working age population).

In the Shepparton Region, the unemployment rate for Indigenous residents was 17.6 per cent, over 3 times the unemployment rate for non-Indigenous residents (4.9 per cent). This disparity was greater compared with the state Indigenous and non-Indigenous unemployment rates. In the Greater Shepparton LGA the Indigenous unemployment rate was even higher at 20.9 per cent.

The proportion of the working age population participating in the labour market was significantly lower for Indigenous residents in the Shepparton Region (53.7 per cent compared with 75.3 per cent for non-Indigenous residents).

**More Families Jobless**  
with children aged under 15 years

Region	Number of jobless families	Proportion of all families that are jobless	Proportion of couple families that are jobless	Proportion of lone parent families that are jobless
Greater Shepparton LGA	1,230	20%	9%	50%
Benalla LGA	250	21%	8%	53%
Moira LGA	430	17%	7%	49%
Strathbogje LGA	120	17%	5%	52%
<b>Shepparton Region</b>	<b>2,900</b>	<b>17%</b>	<b>7%</b>	<b>49%</b>
Victoria	66,720	13%	5%	43%
Australia	294,880	14%	5%	44%

Source: ABS, Census of Population and Housing, 2011

### **More Jobless Families**

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

Jobless families are families (with children under 15 years of age) where no parent is employed.

Some 17 per cent of families in the Shepparton Region did not have an employed parent, a figure larger than the figures for Victoria (13 per cent) and Australia (14 per cent).

Some 21 per cent of families with children in the Benalla LGA and 20 per cent in the Greater Shepparton LGA were jobless. On the other hand, 14 per cent of families with children in the Wangaratta LGA were jobless.

The proportion of jobless couple families was also higher in the Greater Shepparton LGA (9 per cent) and the broader Shepparton Region (7 per cent) compared with Victoria and Australia (both 5 per cent).

Nationally, 40 per cent (or 259,200) of all families with dependent children under 16 on income support payments are persistently jobless (16 March 2012). 85 per cent of these persistently jobless families are single parent jobless families.

Of all persistently jobless families, 55 per cent (142,100) are very persistently jobless for three years (16 March 2009 -16 March 2012).

*A 'persistently jobless family' is defined by the Department of Education, Employment and Workplace Relations (DEEWR) as a family with at least one dependent child under the age of 16 where all parents (partnered or single) are on income support and have no reported earnings in the previous year.*

*A 'very persistently jobless family' is defined by DEEWR as a family with at least one dependent child under the age of 16 where all parents (partnered or single) are on income support and have no reported earnings in the previous 3 years.*

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

Region	Completed Yr 12		Attained Advanced Diploma, Diploma or Certificate III & IV Level	Attained Bachelor Degree or Higher
	2011	Change since 2006		
Greater Shepparton LGA	62%	6% pts	34%	22%
Benalla LGA	57%	3% pts	40%	18%
Campaspe LGA	58%	4% pts	37%	20%
Moirra LGA	56%	5% pts	39%	15%
Strathbogje LGA	62%	8% pts	39%	20%
Wangaratta LGA	63%	6% pts	40%	22%
<b>Shepparton Region</b>	<b>61%</b>	<b>6% pts</b>	<b>38%</b>	<b>21%</b>
Victoria	79%	6% pts	29%	40%
Australia	75%	6% pts	30%	35%

Source: ABS, Census of Population and Housing, 2011

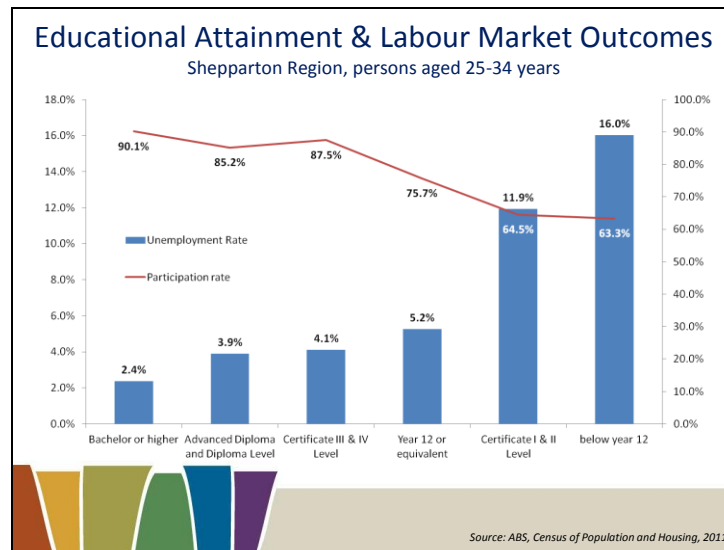
**Lower Educational Attainment – persons aged 25-34 years**

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

At the time of the 2011 Census, the proportion of 25 to 34 year olds in the Shepparton Region who had completed Year 12 or equivalent was 61 per cent. This was considerably lower than for Victoria (79 per cent) and Australia (75 per cent). The lowest levels of Year 12 attainment level were in the Moira LGA (56 per cent) and the Benalla LGA (57 per cent). The Wangaratta LGA had the highest level of Year 12 attainment in the Shepparton Region (63 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, particularly for lower skilled vacancies and entry level positions such as apprenticeships and traineeships.

At the time of the 2011 Census, the proportion of 25 to 34 year olds who had attained an Advanced Diploma, Diploma or Certificate level III or IV in the Shepparton Region (38 per cent) was larger than state and national averages (29 per cent and 30 per cent respectively), while the proportion who had attained a Bachelor Degree or higher (21 per cent) was far lower than the state and national averages (40 per cent and 35 per cent respectively).



### **Educational Attainment and Labour Market Outcomes**

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

There is a strong relationship between educational attainment and employment outcomes. For those aged 25 to 34 years in the Shepparton Region, there were high unemployment rates for those who had completed Certificate I & II but had not completed Year 12 (11.9 per cent) and those who had not completed Year 12 or a post school qualification (16.0 per cent).

Unemployment rates are considerably lower for those who have completed a tertiary education at the Bachelor degree, Advanced Diploma and Diploma Level. It should also be noted that employment outcomes are better for those who have attained Certificate Levels III or IV. This emphasises the importance of post school education in gaining employment.

Region	Proportion of working age population OTMESC (2011)	Unemployment Rate (2011)		Participation Rate (2011)	
		OTMESC	Non-OTMESC	OTMESC	Non-OTMESC
Greater Shepparton LGA	11%	11.1%	5.2%	55.3%	76.8%
Benalla LGA	4%	6.3%	5.1%	66.9%	73.9%
Campaspe LGA	3%	3.2%	4.7%	68.9%	75.3%
Moirra LGA	5%	7.8%	4.9%	59.6%	74.2%
Strathbogie LGA	4%	8.2%	4.2%	69.7%	74.4%
Wangaratta LGA	4%	6.1%	4.8%	73.8%	78.1%
<b>Shepparton Region</b>	<b>7%</b>	<b>8.9%</b>	<b>4.9%</b>	<b>59.8%</b>	<b>76.0%</b>
Victoria	23%	7.9%	4.9%	68.4%	77.9%
Australia	19%	7.7%	5.3%	69.2%	77.5%

Source: ABS, Census of Population and Housing, 2011

### **OTMESC Labour Market Outcomes**

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

This table compares the labour market outcomes for those people born in an other than main English speaking country (OTMESC) with those born in a main English speaking country (MESC) in the Shepparton Region. MESC countries are Australia, Canada, Ireland, New Zealand, South Africa, United Kingdom and the United States of America.

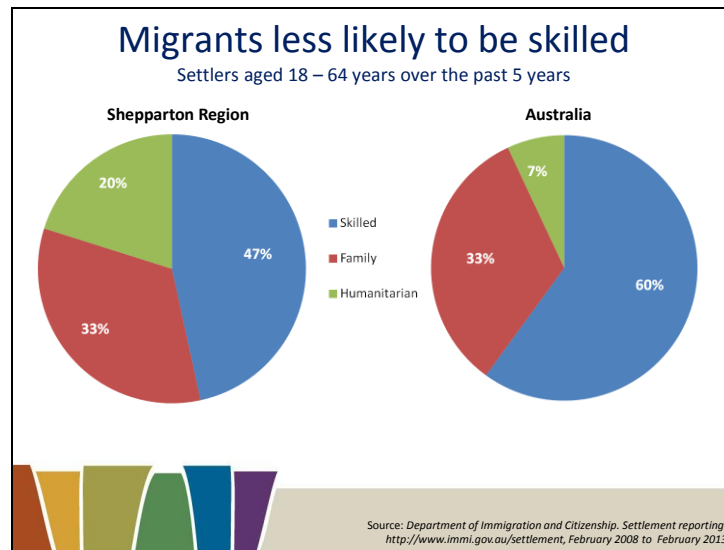
At the time of the 2011 Census, the Shepparton Region had a lower proportion (7 per cent) of working age people born in OTMESC countries than both Victoria (23 per cent) and Australia (19 per cent). The Greater Shepparton LGA had a slightly higher proportion (11 per cent) of its working age population born in an OTMESC country.

People born in OTMESC countries have a higher unemployment rate and lower participation rate when compared with those born in MESC countries.

In the Greater Shepparton LGA the unemployment rate for the OTMESC working age population was particularly high (11.1 per cent) when compared to the state and national figures (7.9 per cent and 7.7 per cent respectively).

The participation rate for the OTMESC working age population in the Greater Shepparton LGA (55.3 per cent) was also well below that for Victoria (68.4 per cent) and Australia (69.2 per cent).





### **Migrants less likely to be skilled**

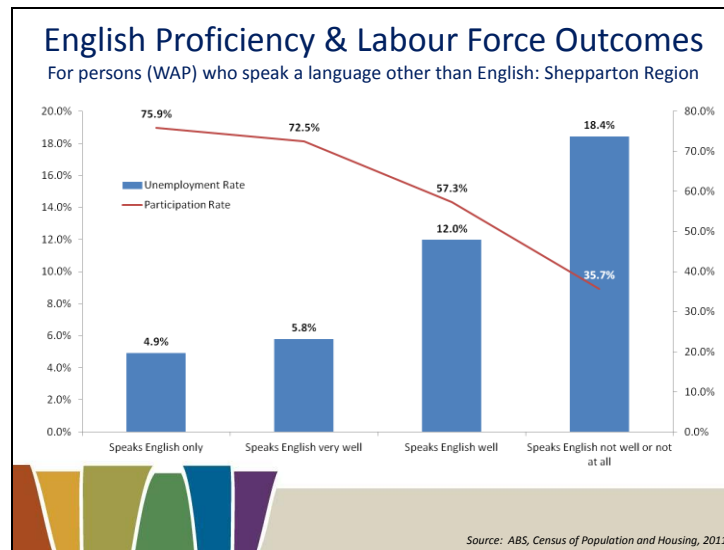
Source: Department of Immigration and Citizenship. Settlement reporting: <http://www.immi.gov.au/settlement>, February 2008 to February 2013

In the 5 years to February 2013, there have been **1,900 migrants** (aged 18-64 years) settled in the Shepparton Region.

- 47 per cent (880 migrants) settled under the skilled migration stream, compared with 60 per cent for Australia.
- 33 per cent (630 migrants) settled under the family migration stream, compared with 33 per cent for Australia.
- 20 per cent (380 migrants) settled under the humanitarian migration stream (the majority of whom settled in the Greater Shepparton LGA), compared with 7 per cent for Australia.

### **Shepparton Region:**

- 36 per cent of skilled migrants had 'nil' or 'poor' English language proficiency.
- 74 per cent of family and humanitarian migrants had 'nil' or 'poor' English language proficiency.



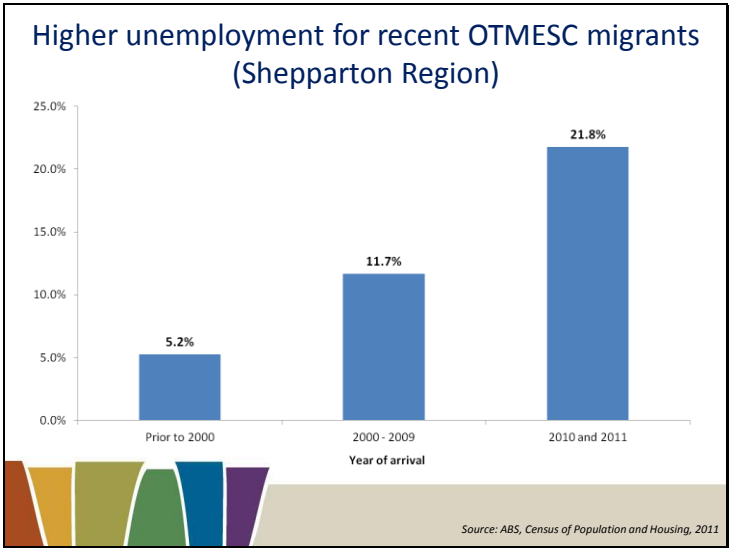
**English Proficiency & Labour Force Outcomes**

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

At the time of the 2011 Census, people in the Shepparton Region with lower levels of English proficiency were less likely to be successful in the labour market. People with low English proficiency are far more likely to be unemployed or not participating in the labour market.

In the Shepparton Region, the unemployment rate for working age people with poor English proficiency was 18.4 per cent and the participation rate was 35.7 per cent.

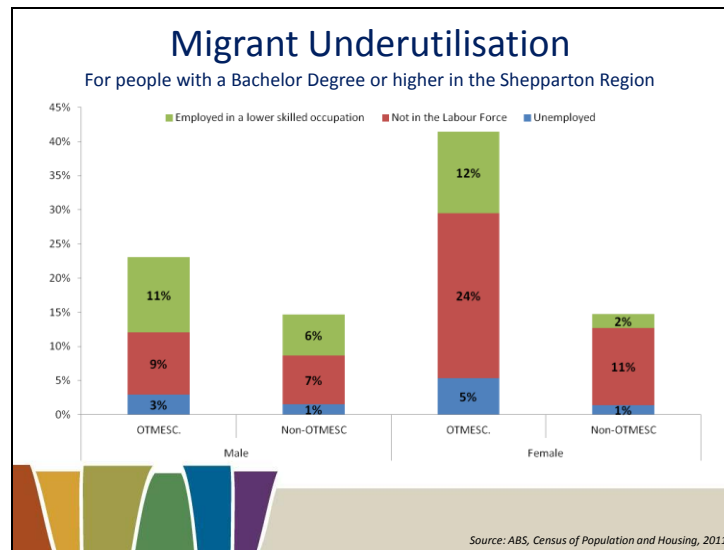
For working age people who only spoke English, the unemployment rate was lower (4.9 per cent) and participation rate higher (75.9 per cent).



**Higher unemployment for OTMESC migrants (Shepparton Region)**

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

Recent OTMESC migrants to Australia living in the Shepparton Region have a higher unemployment rate than those who have been in Australia for longer. At the time of the 2011 Census, the unemployment rate for migrants who had arrived in 2010 and 2011 was almost 22 per cent. By contrast, the unemployment rate for migrants who arrived prior to 2000 was only 5.2 per cent.



**Migrant underutilisation in the Shepparton Region (For people with a Bachelor Degree or higher)**

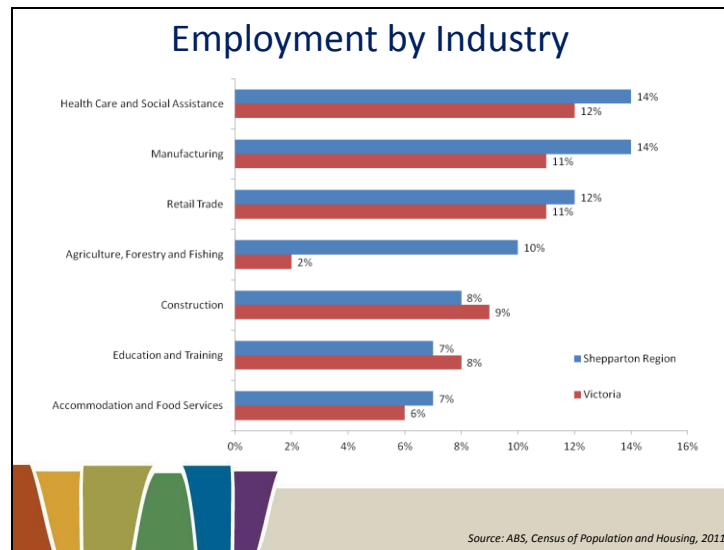
Source: ABS, Census of Population and Housing, 2011

This chart illustrates migrant underutilisation by comparing labour market participation of those with a Bachelor Degree or higher by whether they were a migrant from an Other Than Main English Speaking Country (OTMESC) or not.

Overall, 21 per cent of the OTMESC working age population in the Shepparton Region have obtained a Bachelor Degree or higher qualification, this compares with 12 per cent for the non-OTMESC population.

There was a lower level of labour market participation for highly qualified OTMESC migrants compared with the non-OTMESC migrants. For both males and females, a higher proportion of the OTMESC population with a Bachelor Degree or higher were either not in the labour force, unemployed or employed in a low skilled occupation.

*\*Lower Skilled Occupation* refers to those in the Machinery Operators and Drivers, Sales Workers and Labourers occupation groups.

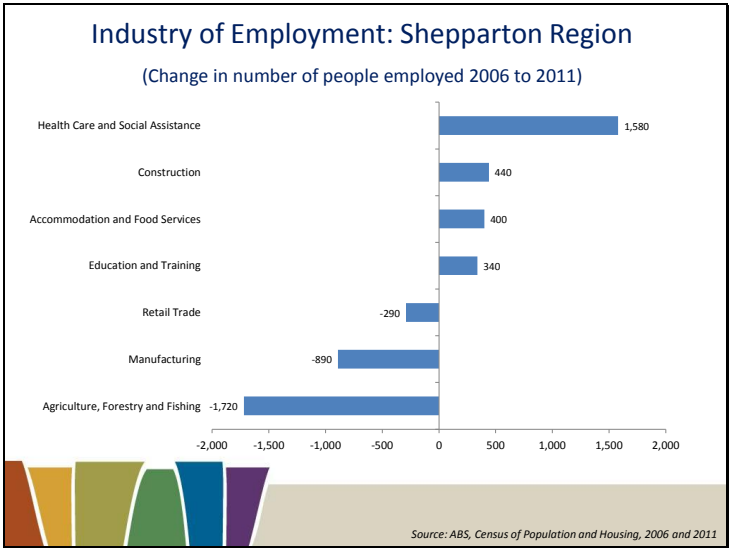


**Employment by Industry**

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

In the Shepparton Region the Health Care and Social Assistance, Manufacturing and Retail Trade industries were the main employing industries.

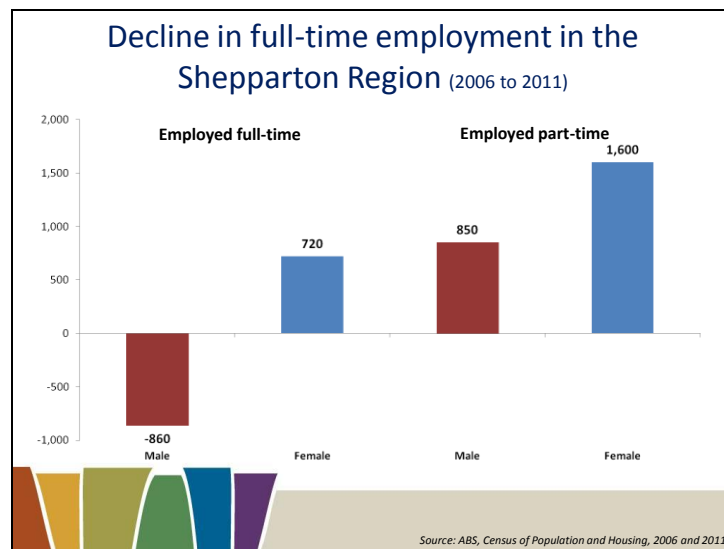
The Agriculture, Forestry and Fishing industry is also an important industry and accounts for a far greater proportion of employment within the Shepparton Region compared with Victoria overall.



**Industry of Employment: Shepparton Region (Change in the number of people employed: 2006 to 2011)**

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

This graph shows the change in the number of people employed in some key industries in the Shepparton Region over the period 2006 to 2011. Much of the growth in employment in the region was concentrated in the Health Care and Social Assistance industry. By contrast, employment in the Agriculture, Forestry and Fishing and Manufacturing industries reduced substantially.



**Decline in full-time employment in the Shepparton Region (2006 to 2011)**

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

Between 2006 and 2011 in the Shepparton Region there was a marked decline in the number of males employed full-time and an increase in males employed part-time.


There were moderate increases in both part-time and full-time female employment.

In terms of industry, the largest declines in male full-time employment took place in Agriculture, Forestry and Fishing (950 persons), Manufacturing (400 persons) and Retail Trade (250 persons).

The largest increases in male full-time employment were in Construction (300 persons) and Health Care and Social Assistance (140 persons).

**Recruitment activity softened**  
Recruitment experiences in the 12 months before the survey

- The proportion of employers who had recruited (53 per cent) had decreased significantly in the 13 months since the region was last surveyed (72 per cent).
- The rate of unfilled vacancies (5.1 per cent) was substantially lower than in August 2011 (8.5 per cent).
- The proportion of employers who reported recruitment difficulty (45 per cent) was also lower compared with the previous survey (58 per cent).



Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012 and August 2011, North Eastern Victoria Priority Employment Area

**Survey Results - Recruitment Experiences 12 Months Preceding the Survey for the North Eastern Victoria Priority Employment Area**

*Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012 and August 2011, North Eastern Victoria Priority Employment Area and all regions surveyed in the 12 months to September 2012.*

386 employers were surveyed in the North Eastern Victoria PEA in September 2012, of which 244 were located in the Shepparton Region.

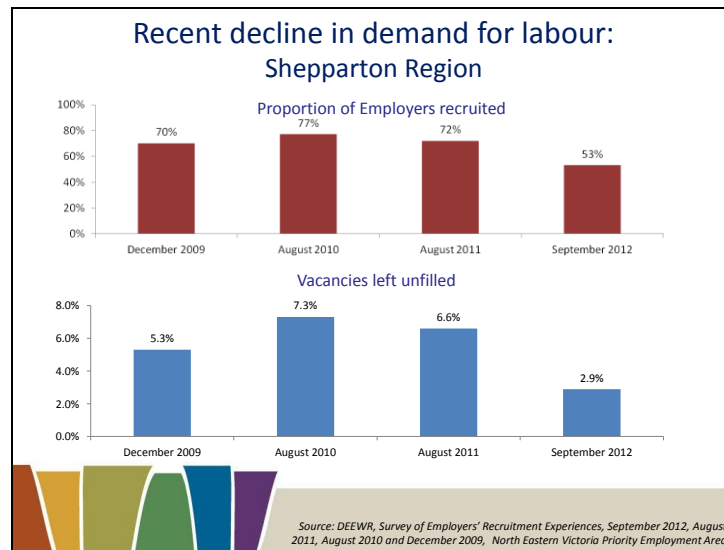
The proportion of employers who had recruited in the past 12 months (53 per cent) had fallen significantly in the 13 months since the area was last surveyed (72 per cent), and was also lower than across all regions surveyed in the 12 months to September 2012 (63 per cent).

There were a smaller number of vacancies per 100 staff in the Shepparton Region (13 vacancies per 100 staff) compared with the North Eastern PEA (16 vacancies per 100 staff) and all regions surveyed (18 vacancies per 100 staff).

The rate of unfilled vacancies over the past 12 months for employers surveyed in the Shepparton Region (5.1 per cent) was substantially lower than in the previous survey (8.5 per cent).

The proportion of employers who reported recruitment difficulty was lower in the Shepparton Region (45 per cent) compared with all regions (53 per cent) and had declined since the 2011 survey (58 per cent).



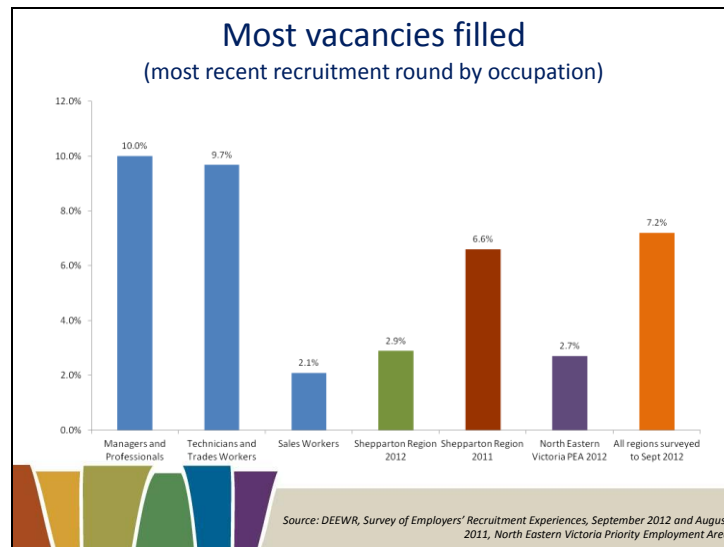


**Recent decline in demand for labour: Shepparton Region**

*Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012, August 2011, August 2010 and December 2009, North Eastern Victoria Priority Employment Area*

Graph 1: Proportion of employers who recruited in the past 12 months  
Graph 2: Proportion of vacancies left unfilled in most recent recruitment round.

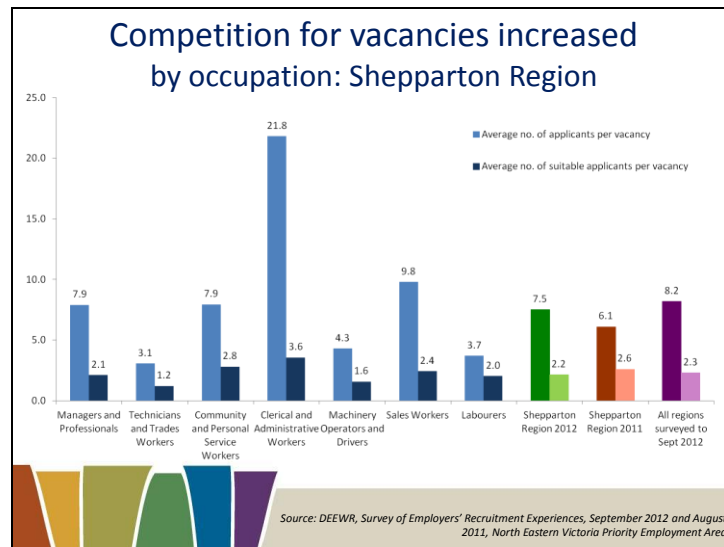
The proportion of employers who recruited in the 12 months prior to the survey remained high in 2009, 2010 and 2011, however there was a substantial decrease in 2012. In line with the reduced recruitment activity in September 2012, the number of vacancies left unfilled had also reduced.



**Unfill Rate by Occupation (most recent recruitment round)**

*Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012 and August 2011, North Eastern Victoria Priority Employment Area and all regions surveyed in the 12 months to September 2012.*

Some 2.9 per cent of employers' most recent vacancies remained unfilled in the Shepparton Region. This was much lower than in August 2011 (6.6 per cent). One in ten vacancies for Managers and Professionals, and Technicians and Trade Workers remained unfilled. However, vacancies for most other occupations were filled.



### **Competition for vacancies**

*Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012 and August 2011, North Eastern Victoria Priority Employment Area and all regions surveyed in the 12 months to September 2012.*

There was, on average, more competition for vacancies in the Shepparton Region (7.5 applicants per vacancy) compared with the last time the area was surveyed (6.1 applicants per vacancy). However, the average number of suitable applicants per vacancy (2.2) had declined since the previous survey (2.6).

There was a high level of competition for Clerical and Administrative Workers vacancies, with an average of 21.8 applicants per vacancy.

Employers recruiting for Technicians and Trade Workers had little choice of applicants with an average of 3.1 applicants of which only 1.2 were considered suitable.

### Reasons Applicants are Considered Unsuitable

- 71% of applicants were considered unsuitable by employers
- Reasons applicants were considered unsuitable include:
  - Insufficient experience to perform job duties (52%)
  - Lack of employability skills and personal characteristics (52%)
  - Insufficient qualifications or training (18%)



Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012, North Eastern Victoria Priority Employment Area

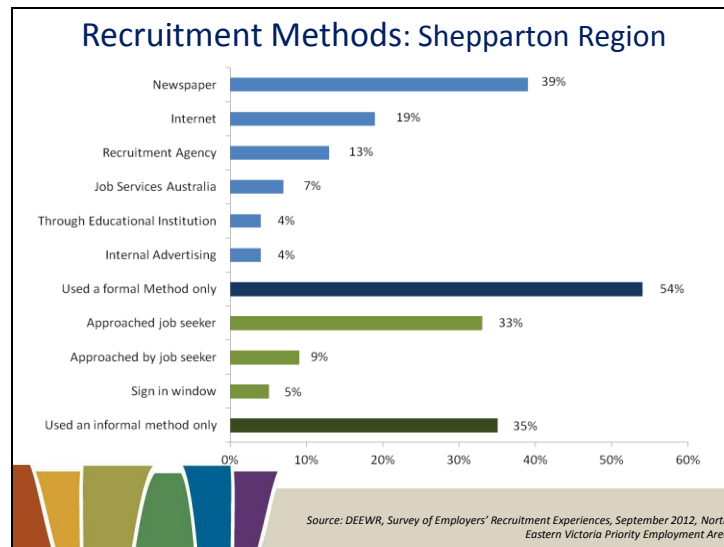
#### **Reasons Applicants Unsuitable**

*Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012, North Eastern Victoria Priority Employment Area*

Almost three-quarters (71 per cent) of applicants in employers' most recent recruitment rounds were considered unsuitable.

The reasons applicants were considered unsuitable included:

- Insufficient experience to perform job duties (52 per cent)
- Lack of employability skills and personal characteristics (52 per cent)
- Insufficient qualifications or training (18 per cent)



### **Recruitment Methods**

Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012, North Eastern Victoria Priority Employment Area

Over one third of employers (35 per cent) in the Shepparton Region used informal methods *only* in their most recent recruitment round.


The informal recruitment methods most commonly used were:

- Employer approached job seeker
- Employer approached directly by a job seeker

In particular, employers recruiting Sales Workers reported the highest use of informal methods *only* (50 per cent). The sole use of informal methods was also high for employers recruiting Professionals (45 per cent) and Community and Personal Service Workers (44 per cent).

### Apprentices and Trainees

- 28% of businesses employed at least one apprentice or trainee (32% in all regions)
  - 30% of these employers reported they had experienced challenges
- Challenges commonly reported:
  - apprentices and trainees lacked work readiness (38%)
  - lack of communication skills (24%)
- 11% of businesses expected to recruit at least one apprentice or trainee in the 12 months following the survey (21% in all regions)



*Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012, North Eastern Victoria Priority Employment Area*

#### **Apprentices, Trainees and Staff Training**

*Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012, North Eastern Victoria Priority Employment Area and all regions surveyed in the 12 months to September 2012.*

28% of businesses employed at least one apprentice or trainee (32% in all regions)

–30% of these employers reported they had experienced challenges

Challenges commonly reported:

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–lack of communication skills (24%)

11% of businesses expected to recruit at least one apprentice or trainee in the 12 months following the survey (21% in all regions)

### Future Recruitment Expectations Weak

	Shepparton Region		NE Victoria PEA Sep 2012	All Regions Sep 2012
	Sep 2012	Aug 2011		
Expected to recruit	31%	57%	33%	47%
Expected to increase staff	21%	31%	21%	25%
Expected to decrease staff	2%	4%	3%	4%
Expected difficulty	36%	41%	35%	43%

Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012 and August 2011, North Eastern Victoria Priority Employment Area

### **Future Recruitment Expectations**

*Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012 and August 2011, North Eastern Victoria Priority Employment Area and all regions surveyed in the 12 months to September 2012.*

Recruitment expectations for the 12 months following the survey were weak in the Shepparton Region. A substantially smaller proportion of employers (31 per cent) expected to recruit compared with the previous survey (57 per cent) and all regions surveyed (47 per cent).

Expected recruitment following the survey North Eastern Victoria PEA	
Higher Skill Level (ANZSIC Skill Level 1)	
Agricultural and Forestry Scientists	
Medium Skill Level (ANZSIC Skill Level 2 & 3)	
Structural Steel and Welding Trade Workers	Real Estate Sales Agents
Lower Skill Level (ANZSIC Skill Level 4 & 5)	
Sales Assistants (General)	Housekeepers
General Clerks	Truck Drivers
Crop Farm Workers	Waiters
Shelf Filler	Bar Attendants and Baristas

Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012, North Eastern Victoria Priority Employment Area

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

*Source: DEEWR, Survey of Employers' Recruitment Experiences, September 2012, North Eastern Victoria Priority Employment Area*

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

**Higher Skill Level (1) - Bachelor Degree or Higher**

Agricultural and Forestry Scientists

**Medium Skill Level (2 & 3) – Certificate IV to Associate Degree**

Real Estate Sales Agents

Structural Steel and Welding Trade Workers

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

Sales Assistants

Truck Drivers

General Clerks

Housekeepers

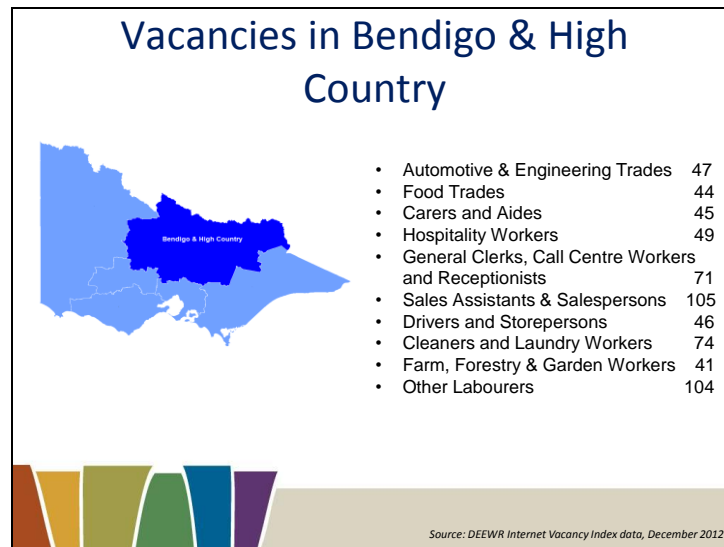
Crop Farm Workers

Waiters

Shelf Fillers

Bar Attendants and Baristas





#### **DEEWR Vacancies Index**

This slide shows some examples of occupations where there are a relatively high number of potential employment opportunities in the IVI region 'Bendigo & High Country'.


The data are based on counts of newly lodged online vacancies advertised on SEEK, My Career, CareerOne and Australian JobSearch. These data are an average of October, November and December 2012 data.

#### **Vacancies in Bendigo & High Country**

Automotive and Engineering Trades	47
Food Trades	44
Carers and Aides	45
Hospitality Workers	49
General Clerks, Call Centre Workers and Receptionists	71
Sales Assistants and Salespersons	105
Drivers and Storepersons	46
Cleaners and Laundry Workers	74
Farm, Forestry and Garden Workers	41
Other Labourers	104

### Conclusion

- Recruitment activity subdued and slowing
- Unemployment rate above the state average, higher in the Greater Shepparton LGA
- Fewer employed in Agriculture and Manufacturing between 2006 and 2011
- Most vacancies filled and more competition for jobs since 2011 survey
- Opportunities are limited and at the higher skill level
- Disadvantaged groups: OTMESC, disengaged youth, jobless families, lower educated, Indigenous
- Job seekers need to be job ready
  - education and training
  - further engagement with employers regarding opportunities for work experience and apprenticeships
  - literacy and numeracy – vital for migrants
  - employability skills
- Relocation as an option
- Collaboration with key stakeholders and Local Employment Coordinator



### Conclusion

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  - literacy and numeracy – vital for migrants
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- Relocation as an option
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**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 websites:

- [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 for the North Eastern Victoria Priority Employment Area will be placed on the regional reports section of the DEEWR>Regional Reports website.



Australian Government  
Department of Education, Employment and Workplace Relations

For any questions about this presentation please contact the

**Regional and Industry Employer Surveys**

**Section on 1800 059 439 or email**

**[recruitmentsurveys@deewr.gov.au](mailto:recruitmentsurveys@deewr.gov.au)**

