



Australian Government

Department of Education, Employment and Workplace Relations

# Survey of Employers' Recruitment Experiences

## Canterbury-Bankstown and South Western Sydney

JULY

2009

This report was prepared by the Labour Supply and Skills Branch and is based on research conducted by the branch.

For further information:

Ph: 1800 059 439 | [recruitmentsurveys@deewr.gov.au](mailto:recruitmentsurveys@deewr.gov.au)

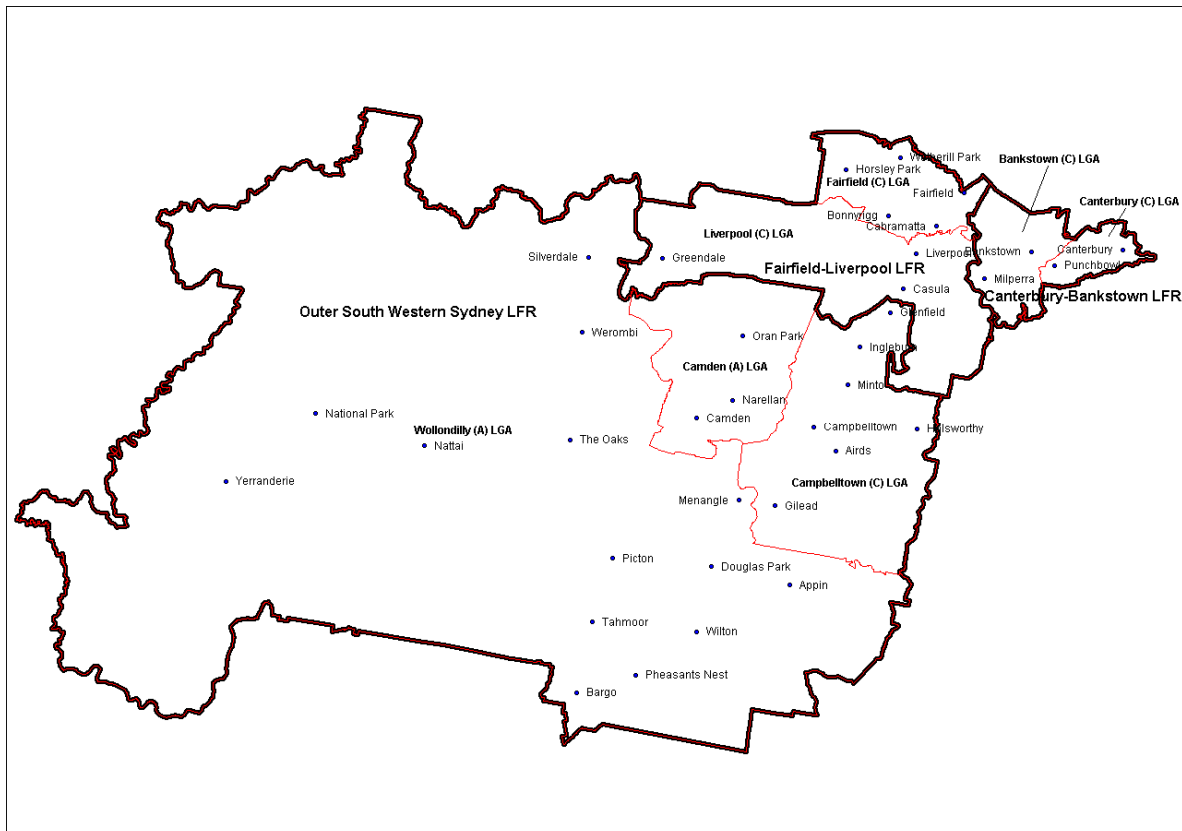
GPO Box 9880  
Canberra ACT 2601  
Ph: 02 6121 6000  
[www.deewr.gov.au](http://www.deewr.gov.au)  
ABN: 63 578 775 294



## CONTENTS

1.	Canterbury – Bankstown And South Western Sydney Priority Region.....	1
2.	The Australian Labour Market .....	2
3.	Canterbury-Bankstown And South Western Sydney Labour Market .....	2
4.	Survey Of Employers’ Recruitment Experiences .....	3
5.	Recruitment Experiences In The 12 Months Prior To The Survey .....	3
5.1.	Recruitment Methods .....	6
5.2.	Recruitment Difficulty Over The 12 Months Prior To The Survey.....	4
5.3.	Occupations Difficult To Fill In The 12 Months Prior To The Survey .....	5
6.	Recent Recruitment Experiences .....	5
6.1.	Level Of Competition And Applicant Quality .....	7
6.2.	Recruitment Difficulty For The Most Recent Vacancy .....	8
7.	Importance Of Basic Employability Skills.....	9
8.	Recent Migrants .....	10
9.	Staff Retention .....	11
10.	Training And Development .....	11
11.	Future Recruitment Expectations.....	12
12.	Summary.....	13

# 1. CANTERBURY – BANKSTOWN AND SOUTH WESTERN SYDNEY PRIORITY REGION



A Survey of Employers' Recruitment Experiences was conducted in the Canterbury-Bankstown, Fairfield-Liverpool and Outer South Western Sydney Labour Force Regions (LFRs) in July 2009. This area was identified as the priority region Canterbury-Bankstown and South Western Sydney, based on a series of labour market indicators which make it vulnerable to the effects of the Global Recession.

## 2. THE AUSTRALIAN LABOUR MARKET

---

Until September 2008, Australia had experienced robust labour market conditions for well over a decade, with strong and sustained economic and employment growth, which saw the unemployment rate fall to a low of 3.9 per cent in February 2008.<sup>1</sup> However, the period since September 2008 has seen Australia's economy affected by the Global Recession.

Between September 2008 and August 2009, the unemployment rate in Australia rose from 4.3 per cent to 5.8 per cent. In addition, over this period the number of unemployed people increased by approximately 175 400 and the number of people employed decreased by 30 200.<sup>1</sup> Treasury has forecast that the unemployment rate will rise to 8.5 per cent in 2010–11.<sup>2</sup>

The Labour Supply and Skills Branch of the Department of Education, Employment and Workplace Relations (DEEWR) conducted a telephone survey of employers in the Canterbury – Bankstown and South Western Sydney priority region in July 2009. Findings from the survey highlight the extent and nature of recruitment difficulties facing local employers and potential employment opportunities for job seekers in these locations.

## 3. CANTERBURY-BANKSTOWN AND SOUTH WESTERN SYDNEY LABOUR MARKET

---

The estimated adult population (those aged 15 years and over) as at June 2007 for the Canterbury-Bankstown and South Western Sydney priority region was 758 300 and the estimated working age population (those aged 15–64) was 652 033.<sup>3</sup>

The unemployment rate in this region increased from 6.8 per cent in August 2008 to 8.7 per cent in August 2009<sup>4</sup>, compared with an increase for Australia from 4.0 per cent at August 2008 increasing to 5.8 per cent at August 2009<sup>1</sup>. The Fairfield-Liverpool LFR has consistently experienced the highest unemployment rate in the region, peaking at 11.1 per cent at May 2009 and dropping to 9.6 per cent at August 2009. The unemployment rates for the Outer South Western Sydney and Canterbury-Bankstown LFRs, while significantly lower (8.6 and 7.9 per cent respectively), are still well above the national average.<sup>5</sup>

---

<sup>1</sup> Australian Bureau of Statistics, *Labour Force Australia, Spreadsheets, August 2009*, cat. no. 6202.0.55.001 (seasonally adjusted data).

<sup>2</sup> Department of Treasury, *Budget Paper No.1, Statement 2: Economic Outlook*, May 2009.

<sup>3</sup> Australian Bureau of Statistics, *Estimated Resident Population*, June 2007.

<sup>4</sup> Australian Bureau of Statistics, *Labour Force Survey*, 3 month average to August 2008 and August 2009.

<sup>5</sup> As a result of a 24 per cent cut to the ABS Labour Force Survey sample size in July 2008, regional labour force estimates exhibit a higher degree of statistical variability than formerly.

This high unemployment rate coincides with an increase in the number of people receiving unemployment benefits. Between June 2008 and June 2009, the number of people in the Canterbury-Bankstown and South Western Sydney priority region receiving unemployment benefits rose by 27 per cent. The number of people receiving Youth Allowance and Newstart increased by 29 per cent and 27 per cent respectively<sup>6</sup>, similar to the increase seen nationally (29 per cent).

The Manufacturing industry employed the largest number of people in the priority region, accounting for 14 per cent of total employment as at August 2009.<sup>7</sup> This is significantly higher compared with the proportion of employment in Manufacturing for Australia (9 per cent). Other major employing industries in the region were Retail Trade (12 per cent), Construction (11 per cent) and Transport, Postal and Warehousing (9 per cent).

One feature of the priority region is its large migrant population. Census 2006 data show that a large proportion of residents were born overseas in the Canterbury-Bankstown (44 per cent) and Fairfield-Liverpool (49 per cent) LFRs compared with the national average (24 per cent).<sup>8</sup> Of those people born overseas, many were from non-English speaking countries. The most common country of birth reported (apart from Australia) in the Fairfield-Liverpool LFR was Viet Nam (9 per cent) and in the Canterbury-Bankstown LFR, Lebanon (6 per cent). The Outer South Western Sydney LFR did not have a similarly large migrant population (23 per cent).

#### **4. SURVEY OF EMPLOYERS' RECRUITMENT EXPERIENCES**

---

The Canterbury-Bankstown and South Western Sydney Survey of Employers' Recruitment Experiences collected information from 237 businesses. Findings from the survey provide a good indication of the extent and nature of the recruitment experiences of local employers and can identify labour market opportunities for employers and job seekers.

#### **5. RECRUITMENT EXPERIENCES IN THE 12 MONTHS PRIOR TO THE SURVEY**

---

Recruitment activity in the Canterbury-Bankstown and South Western Sydney priority region in the 12 months prior to the survey was lower (55 per cent of employers) compared with all regions surveyed by DEEWR in the five months to May 2009 (62 per cent) and the 12 months to December 2008 (66 per cent). The highest level of recruitment activity was in the Retail Trade industry where 64 per cent of employers had recruited in the 12 months prior to the survey (see Table 1).

---

<sup>6</sup> DEEWR administrative data, June 2008 and June 2009.

<sup>7</sup> Australian Bureau of Statistics, *Labour Force Survey*, 4 quarter average to August 2009.

<sup>8</sup> Australian Bureau of Statistics, *Census of Population and Housing*, 2006.

**Table 1: Overview of Recruitment Activity by Industry – in the 12 months prior to the survey<sup>9</sup>**

Industry (Number of employers surveyed)	Employers who had recruited
Retail Trade (22)	64%
Manufacturing (37)	62%
Transport, Postal and Warehousing (18)	61%
Wholesale Trade (23)	57%
Health Care and Social Assistance (28)	54%
Construction (22)	55%
Other Services (21)	48%
Financial and Insurance Services (14)	36%
<b>Total Canterbury-Bankstown and South Western Sydney (237)</b>	<b>55%</b>
<b>All regions surveyed by DEEWR in the five months to May 2009</b>	<b>62%</b>
<b>All regions surveyed by DEEWR in the 12 months to December 2008</b>	<b>66%</b>

Source: DEEWR Survey of Employers' Recruitment Experiences, Canterbury-Bankstown and South Western Sydney July 2009.

Over the 12 months prior to surveying, the majority (74 per cent) of employers recruited due to staff turnover. Recruitment due to staff turnover was highest in the Retail Trade (93 per cent) and Accommodation and Food Services (85 per cent) industries. More than half of employers also recruited due to a need to increase staff numbers (58 per cent).

In order to gauge any impact on recruitment from the Global Recession, employers were asked if they had increased or decreased the number of staff employed by their business in the three months prior to surveying. Overall, more employers (21 per cent) decreased staff numbers compared with all regions surveyed in the five months to May 2009 (18 per cent). The main reason for decreasing staff numbers was the fall in demand for products or services (69 per cent of employers who decreased staff numbers). Conversely, 11 per cent of employers increased staff numbers in the last three months. The main reason employers increased staff numbers was a higher demand for their products or services (74 per cent).

## **5.1. RECRUITMENT DIFFICULTY OVER THE 12 MONTHS PRIOR TO THE SURVEY**

In line with weakening labour market conditions, employers surveyed in the region reported a considerably lower proportion of vacancies unfilled (5.7 per cent) in the 12 months prior to the survey, compared with the average for all regions surveyed during the 12 months to December 2008 (11.1 per cent). This result is similar to other regions recently surveyed (4.5 per cent of vacancies unfilled) in the five months to May 2009. The Other Services<sup>10</sup> industry had the largest proportion of unfilled vacancies (20.7 per cent) followed by the Wholesale Trade (15.0 per cent) and Retail Trade (10.3 per cent) industries in the Canterbury-Bankstown and South Western Sydney region.

<sup>9</sup> In total, 16 industries were surveyed, although reliable results were produced for only eight of these industries. Results for all industries are included in totals.

<sup>10</sup> *Other Services* includes a broad range of personal services; religious, civic, professional and other interest group services; and selected repair and maintenance activities. (ABS, ANZSIC 2006, cat. no. 1292.0)

A considerably smaller proportion of employers in the Canterbury-Bankstown and South Western Sydney region reported experiencing difficulty when recruiting compared with the average for all regions surveyed in the 12 months to December 2008 (54 per cent compared with 70 per cent). However, this was only slightly lower when compared with all regions surveyed by DEEWR in the five months to May 2009 (57 per cent).

## 5.2. OCCUPATIONS DIFFICULT TO FILL IN THE 12 MONTHS PRIOR TO THE SURVEY

Table 2 shows the occupations most commonly reported by employers in the Canterbury-Bankstown and South Western Sydney region as difficult to fill during the 12 months preceding the survey.

**Table 2: Occupations Difficult to Fill by Occupation Group<sup>11</sup>**

<b>Managers and Professionals</b>	
Production Managers	Advertising and Sales Managers
<b>Technicians and Trades Workers</b>	
Metal Fitters and Machinists	Panel Beaters
Vehicle and Body Builders and Trimmers	Structural Steel and Welding Trades Workers
<b>Clerical and Administrative Workers</b>	
Receptionists	Purchasing and Supply Logistics Clerks
Accounting Clerks	
<b>Community and Personal Service Workers</b>	
Welfare Support Workers	Child Carers
<b>Machinery Operators and Drivers</b>	
Fork Lift Drivers	Storepersons
Truck Drivers	
<b>Sales Workers and Labourers</b>	
Sales Assistants (General)	Miscellaneous Labourers
Insulation and Home Improvement Installers	

Source: DEEWR Survey of Employers' Recruitment Experiences, Canterbury-Bankstown and South Western Sydney July 2009.

## 6. RECENT RECRUITMENT EXPERIENCES

Employers were also asked about their most recent recruitment round. Overall, 9.1 per cent of vacancies remained unfilled in the Canterbury-Bankstown and South Western Sydney region. This rate is lower than the average for all regions surveyed in the 12 months to December 2008 (13.8 per cent), but higher than the average for all regions in the five months to May 2009 (6.0 per cent). Employers in the Canterbury-Bankstown and South Western Sydney region reported that a similar proportion of staff required development (12 per cent) when compared with all regions surveyed in the 12 months to December (11 per cent) and the five months to May 2009 (12 per cent). Table 3 displays the level of success experienced by employers in Canterbury-Bankstown

<sup>11</sup> Vacancies for which employers had difficulty recruiting for over the past 12 months. While occupations were reported as being difficult to fill, this does not necessarily mean that vacancies were not filled.

and South Western Sydney when recruiting for their most recent vacancy by occupation group.

**Table 3: Success Filling Recent Vacancies – By Occupation Group of Most Recent Vacancy<sup>12</sup>**

Occupation Group	Vacancies (number)	Positions filled without development (%)	Vacancies filled with job seekers who needed development (%)	Unfill rate (%)
Managers	13	54%	8%	15.4%
Professionals	14	71%	7%	21.4%
Technicians and Trades Workers	37	57%	16%	27.0%
Community and Personal Service Workers	31	84%	10%	0.0%
Clerical and Administrative Workers	28	96%	0%	3.6%
Machinery Operators and Drivers	41	54%	37%	9.8%
Sales Workers	43	84%	7%	4.7%
Labourers	36	100%	0%	0.0%
<b>Total</b>	<b>243</b>	<b>76%</b>	<b>12%</b>	<b>9.1%</b>

Source: DEEWR Survey of Employers' Recruitment Experiences, Canterbury-Bankstown and South Western Sydney July 2009.

Across the Canterbury-Bankstown and South Western Sydney priority region, success in filling vacancies varied depending on the occupation of the vacancy the employer was attempting to fill. Vacancies for Technicians and Trades Workers were hardest for employers to fill, with 27.0 per cent remaining unfilled. A high proportion of vacancies for Professionals and Managers was also unfilled (21.4 per cent and 15.4 per cent respectively). Conversely, Labourer vacancies were the easiest to fill, with all vacancies filled with staff who did not require development.

Overall, 12 per cent of vacancies were filled with staff who needed development. The most common development need identified by employers was in skills specific to the job (60 per cent). Other development needs included training in skills not specific to the job (27 per cent).

## 6.1. RECRUITMENT METHODS

In the Canterbury-Bankstown and South Western Sydney region, 69 per cent of employers used a formal method when recruiting for their most recent vacancy compared with 35 per cent of employers who used an informal method.<sup>13</sup> Overall, newspapers were the most common method of recruitment used by employers in the Canterbury-Bankstown and South Western Sydney region (34 per cent). Other methods commonly used were the internet (32 per cent) and word of mouth (22 per cent).

<sup>12</sup> Vacancies filled without development, Vacancies filled with job seekers who needed development and Unfill rate may not sum to 100% as some employers stated 'Unsure' to the number of positions that were filled with job seekers who required development

<sup>13</sup> *Formal methods* include newspapers, internet, Job Services Australia, recruitment agency, radio and internal advertising. *Informal Methods* include word of mouth, sign in a window or billboard, or approaching the job seeker directly.



The methods of recruitment used by employers differed depending on the type of vacancy they were trying to fill. For example, half of the employers used the internet when recruiting for Managers (45 per cent) and Professionals (50 per cent) compared with one quarter (25 per cent) of employers using the internet when seeking to fill Machinery Operators and Driver vacancies. By contrast, for lower skill occupations such as Labourers and Sales Workers, newspapers were the preferred recruitment method (40 and 26 per cent respectively).

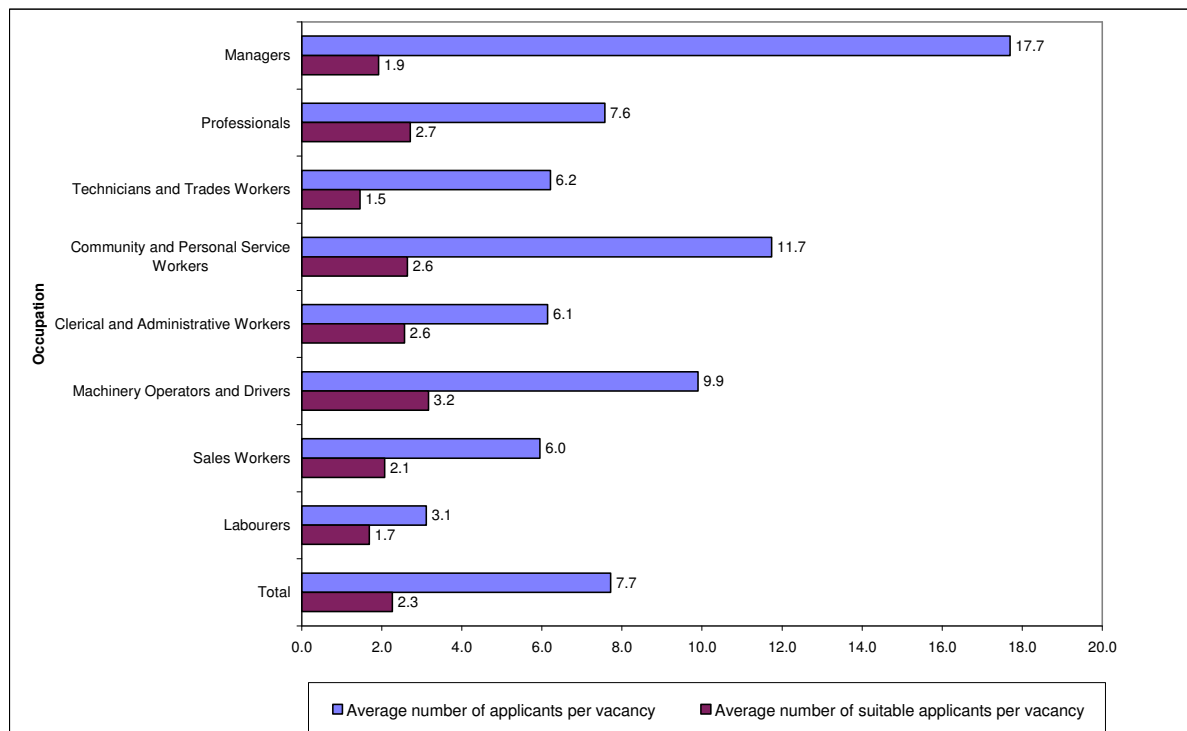
## **6.2. LEVEL OF COMPETITION AND APPLICANT QUALITY**

The level of competition between applicants for positions and the quality of these applicants provides additional insight into the difficulties experienced by employers across the Canterbury-Bankstown and South Western Sydney region. On average, employers reported receiving 7.7 applicants per vacancy, compared with an average of 5.3 for all regions surveyed in the 12 months to December 2008. This was substantially fewer than the average number of applicants per vacancy (11.9) in other regions surveyed in the five months to May 2009.

In addition, the average number of *suitable* applicants was higher than all regions surveyed in the 12 months to December 2008 (2.3 suitable applicants per vacancy compared with 1.8 suitable applicants per vacancy). By contrast, there was a lower average number of suitable applicants for each vacancy when compared with the other regions surveyed in the five months to May 2009 (3.1).

As shown in Chart 1, one in every three applicants was considered suitable for the positions for which they had applied. This was a similar suitability rate compared with the 12 months to December 2008, but was higher when compared with the five months to May 2009, where less than one in every four applicants was considered suitable.

**Chart 1: Supply and Suitability of Applicants - By Occupation Group of Most Recent Vacancy**



Source: DEEWR Survey of Employers' Recruitment Experiences, Canterbury-Bankstown and South Western Sydney July 2009.

The most commonly reported reason for applicant unsuitability was insufficient experience to perform the job duties (66 per cent). Insufficient qualifications or training to perform the job duties (34 per cent), poor attitude or lack of work readiness (10 per cent), poor personal presentation (8 per cent) and limited interest in the job (7 per cent) were also commonly reported as reasons for applicant unsuitability.

The reasons applicants were regarded as unsuitable varied considerably depending on the occupation of the most recent vacancy. Employers recruiting for occupations that required a higher level of education and skill, such as Managers and Professionals and Technicians and Trades Workers, reported insufficient experience to perform the job duties more frequently (both 76 per cent), compared with employers who were recruiting for occupations requiring little or no qualifications such as Sales Workers and Labourers (61 per cent).

### **6.3. RECRUITMENT DIFFICULTY FOR THE MOST RECENT VACANCY**

Half (50 per cent) of the employers surveyed in the Canterbury-Bankstown and South Western Sydney priority region reported difficulties recruiting for their most recent vacancy. This level of difficulty is lower compared with all regions surveyed in the 12 months to December 2008 (58 per cent). On the other hand, the level of difficulty was higher compared with all regions surveyed in the five months to May 2009 (42 per cent). Employers recruiting for Managers (75 per cent), Technicians and Trade Workers (63 per cent) and Clerical and Administrative Workers (62 per cent) more frequently reported difficulty compared with other employers in the region. Employers reported that

the most common reasons for recruitment difficulty were the technical skill requirements of the job (58 per cent), and the soft skill requirements for the job (36 per cent).

## **7. IMPORTANCE OF BASIC EMPLOYABILITY SKILLS**

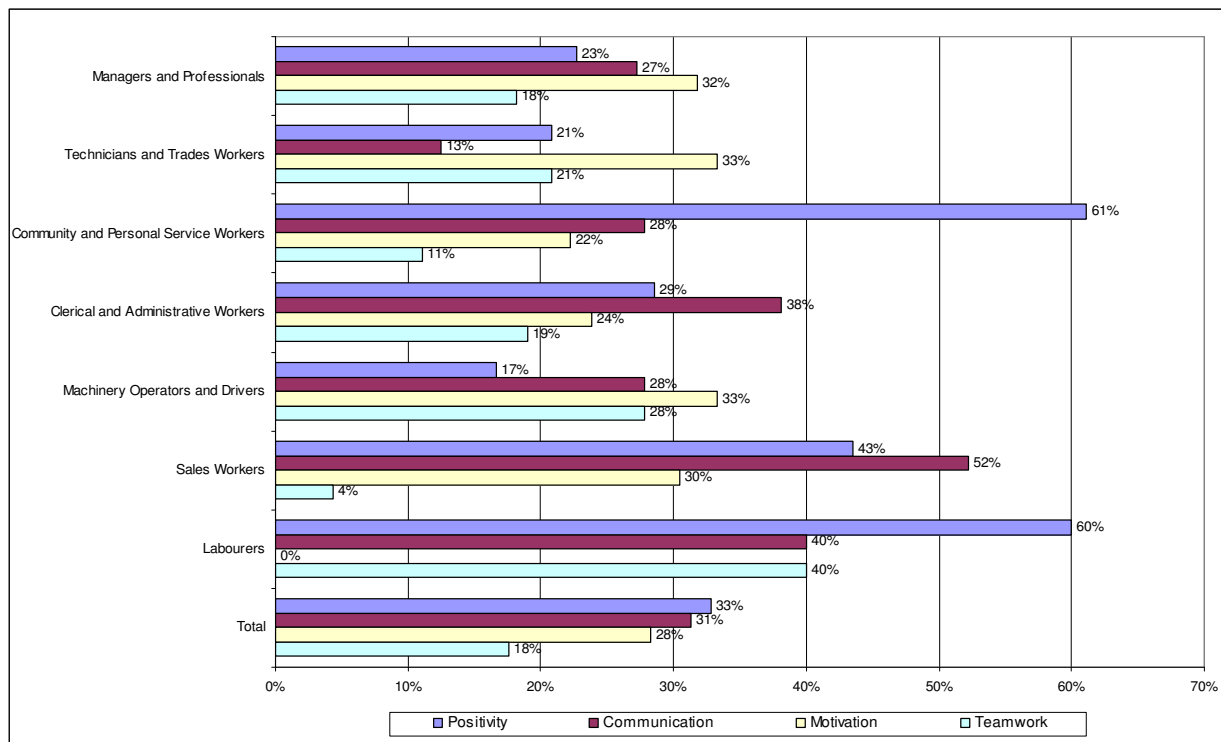
---

The survey results emphasise that in today's labour market, job seekers increasingly need to possess not only the technical 'job-specific' skills but also basic employability skills, that is, core competencies which can be applied across a variety of job and life situations. They include literacy and numeracy skills, people skills such as communication and teamwork and personal attributes such as loyalty and motivation.

Employers in the Canterbury-Bankstown and South Western Sydney region were asked about the importance of an applicant's personality traits and qualities when selecting staff. Overall, 37 per cent of employers placed more importance on an applicant's personality traits and qualities than technical 'job-specific' skills, while 36 per cent of employers placed more importance on technical skills. Employers who considered both technical and personality traits and qualities as equally important accounted for a further 23 per cent of responses.

Employers recruiting for Managers more frequently stated that the technical skill requirements of the job (67 per cent) were more important than the applicant's personal traits or qualities (25 per cent). Employers most frequently stated that the personal traits or qualities for which they were looking when filling their most recent vacancy were positivity (33 per cent), communication skills (31 per cent) and motivation (28 per cent).

**Chart 2: Personality Traits employers considered important when selecting staff for their most recent vacancy**



Source: DEEWR Survey of Employers' Recruitment Experiences, Canterbury-Bankstown and South Western Sydney July 2000

## 8. RECENT MIGRANTS

In the Canterbury-Bankstown and South Western Sydney region, 34 per cent of employers had staff who had moved to Australia within the last ten years. A high proportion (84 per cent) of these employees were from a non-English speaking country. The Manufacturing and Accommodation and Food Services industries reported the highest proportion of employees with a non-English speaking background (94 per cent and 88 per cent of overseas staff).

Nearly two thirds (61 per cent) of employers who reported filling vacancies with applicants from non-English speaking countries reported positive experiences recruiting and retaining those staff. The most common positive experience was that employees were hard working and motivated. Less than half (47 per cent) of employers reported a negative experience, with the negative experiences related to language or communication barriers.

## 9. STAFF RETENTION

---

Of the employers surveyed in the Canterbury-Bankstown and South Western Sydney region, 67 per cent reported that they had staff leave their business in the 12 months prior to the survey. The main reasons staff left the business were employees taking another job offer (42 per cent), personal reasons such as relocating or returning to study (32 per cent) and employers offering redundancies (22 per cent).

Although the majority of employers reported that staff had left their business in the 12 months prior to the survey, only 36 per cent had strategies in place to reduce staff turnover. Of the employers who did have retention strategies in place, 24 per cent offered increased wages, 19 per cent offered flexible hours and 12 per cent offered development and training opportunities.

## 10. TRAINING AND DEVELOPMENT

---

Of the employers surveyed in Canterbury-Bankstown and South Western Sydney priority region, 31 per cent employed an apprentice. Only 22 per cent of employers anticipated putting on an apprentice in the 12 months following the survey. The most common reason employers did not intend to recruit an apprentice or trainee in the 12 months following the survey was that this type of training does not fit in with industry needs (46 per cent) and that they were not hiring any staff (28 per cent).

All employers, regardless of whether they intended to recruit an apprentice or not, were asked if there were any barriers to employing an apprentice or trainee. Some 23 per cent of employers stated that they had no need for an apprentice or a trainee, 8 per cent stated that they required experienced or qualified staff and 7 per cent of employers stated the cost/time and training requirements were too prohibitive.

Employers were also asked whether any employees had undertaken any types of training in the 12 months preceding the survey. Overall, 61 per cent of employers had employees undertake training. Of these employers, 74 per cent fully funded the training and a further 13 per cent partially funded training.

The most common forms of training provided were informal training such as on-the-job training (45 per cent) and formal training such as through a training department (32 per cent). The most common form of external training was provided through non-government organisations (55 per cent) whilst only 7 per cent of employers stated that they used TAFE as a training provider. Encouragingly, in the 12 months following the survey, 63 per cent of employers expected to provide training.

## 11. FUTURE RECRUITMENT EXPECTATIONS

---

The survey results suggest that recruitment activity in the Canterbury-Bankstown and South Western Sydney region will weaken in the next 12 months, with 43 per cent of employers anticipating that they will recruit (compared with 55 per cent who recruited in the previous 12 months). That said, the level of anticipated recruitment is higher compared with the proportion for employers surveyed in the five months to May 2009 (37 per cent) but lower than the proportion of employers surveyed in the 12 months to December 2008 (51 per cent) who expected to recruit over the following year. Of the employers who anticipated recruiting in the region, 65 per cent anticipated that they would need to recruit due to increasing staff numbers and 49 per cent due to staff turnover. The main reason employers stated that they would increase staff numbers was due to an increase in demand for their products or services (86 per cent).

A large proportion of employers stated that this future recruitment activity would take place within the next three months following the survey (43 per cent). An additional 39 per cent of employers expected this recruitment activity to take place three to six months following the survey.

Of employers who expected to recruit in the 12 months following the survey, 27 per cent expected recruitment to be difficult compared with 59 per cent of employers across all regions surveyed in the 12 months to December 2008. This was only slightly lower when compared with the five months to May 2009 (31 per cent). The main reasons some employers anticipated increased difficulty recruiting were the technical skill requirements of the job (18 per cent) and soft skills such as teamwork and communication (18 per cent).

Of the employers surveyed, 16 per cent stated that they were unsure whether they would recruit in the 12 months following the survey. Their uncertainty was mainly due to an anticipated decrease in demand for their products or services (55 per cent).

In the Canterbury-Bankstown and South Western Sydney region, 4 per cent of employers stated that they would reduce staff numbers in the 12 months following the survey. Again, this was due to an anticipated fall in demand for their products and services (70 per cent). The majority of these employers (60 per cent) stated that these staff reductions would take place within the three to six months following the survey.

Employers were also asked if there were any new or ongoing non-recruitment related challenges that their businesses would face in the 12 months following the survey. Overall, 51 per cent of employers stated that they expected to face one or more non-recruitment related challenges in the next 12 months. Of these employers, 51 per cent stated that reduced business activity would be a challenge for their business. Other challenges mentioned included changes in the structure of the market (17 per cent), business regulations (10 per cent) and cash flow problems (7 per cent).

## 12. SUMMARY

---

The survey results for the region suggest that it has been affected by the Global Recession, with lower recruitment activity, a lower proportion of unfilled vacancies and a higher number of applicants for job vacancies compared with regions surveyed last year. Recruitment activity in the region is also low compared with regions surveyed in the five months to May this year, however, those employers who are recruiting are experiencing higher unfill rates and receiving lower numbers of applicants and suitable applicants for vacancies, which suggests there are still opportunities for job seekers with the requisite skills.

Demand for labour was strongest in the Retail Trade industry with relatively high recruitment activity and a large proportion of vacancies remaining unfilled over the 12 months preceding the survey. Opportunities for job seekers appear to exist in the Sales Workers occupation group with vacancies receiving lower than average numbers of applicants and suitable applicants. Nearly two thirds of employers recruiting for this occupation group placed emphasis on personality traits over technical skills.

Opportunities for higher skilled workers appear to exist in the Technicians and Trades Workers occupation group (e.g. Metal Fitters and Machinists and Panelbeaters), with a very high proportion of vacancies remaining unfilled, a high proportion of vacancies filled with job seekers who required development and low numbers of suitable applicants for vacancies. Employers recruiting for this occupation group placed equal emphasis on technical skills and personality traits, with the most valued personality traits being motivation, a positive attitude and good teamwork skills.



## For more information:

- **Labour Market Information Portal:**  
[www.workplace.gov.au/lmip](http://www.workplace.gov.au/lmip)
- **Skill Shortages**  
[www.workplace.gov.au/skillsindemand](http://www.workplace.gov.au/skillsindemand)
- **Better Connections Workshops**  
[www.workplace.gov.au/bcw](http://www.workplace.gov.au/bcw)
- **Survey of Employers' Recruitment Experiences**  
[www.workplace.gov.au/regionalreports](http://www.workplace.gov.au/regionalreports)
- **Productivity Places Program**  
[www.productivityplaces.deewr.gov.au](http://www.productivityplaces.deewr.gov.au)
- **SkillsInfo**  
[www.skillsinfo.gov.au](http://www.skillsinfo.gov.au)

This report was prepared by the Labour Supply and Skills Branch and is based on research conducted by the branch.

For further information:

Ph: 1800 059 439 | [recruitmentsurveys@deewr.gov.au](mailto:recruitmentsurveys@deewr.gov.au)

GPO Box 9880  
Canberra ACT 2601  
Ph: 02 6121 6000  
[www.deewr.gov.au](http://www.deewr.gov.au)  
ABN: 63 578 775 294