



Labour Market Conditions in the Central Coast Region

Labour market conditions in the NSW Central Coast region are soft and have continued to weaken over the past 12 months.

- Total employment in the Central Coast region has decreased by 900 in the past year. Male and female full-time employment both fell substantially over this period (990 and 3770 respectively).¹
- Employment in Health Care and Social Assistance, increased by 4770 over the past two years.²
- The unemployment rate in the region currently stands at 6.7 per cent,³ compared with 6.2 per cent for Australia.⁴
 - There is considerable variation in the unemployment rates for the two Local Government Areas in the region, with Wyong particularly high at 7.9 per cent compared with 5.1 per cent in Gosford.⁵
- Some 29.6 per cent of all unemployed persons in the region are long-term unemployed, compared with 21.7 per cent in Australia.⁶
- A larger proportion of the working age population is in receipt of income support benefits (21 per cent) compared with NSW and Australia (both 17 per cent).⁷



What employers are telling us⁸

The survey results show that recruitment activity in the Central Coast region is generally soft.

- Just over half (55 per cent) of employers in the region had recruited in the 12 months preceding the survey, compared with 61 per cent for all regions surveyed⁹.
- Consistent with a softer labour market, only 1.6 per cent of vacancies remained unfilled, and only 28 per cent of recruiting employers reported recruitment difficulty.
- Some 78 per cent of applicants did not qualify for an interview, with the most common reasons being a lack of relevant experience (47 per cent) or insufficient qualifications (30 per cent).
- Employers' recruitment expectations for the year following the survey were subdued, with only 36 per cent of employers reporting that they would recruit.

	September 2014	All regions surveyed ¹⁰
Proportion recruited	55%	61%
Unfilled vacancy rate	1.6%	3.0%
Recruitment difficulty	28%	33%

Where are the opportunities?

Despite the weaker labour market conditions in the region, opportunities exist in some industries.

- A large proportion of employers recruited in the Accommodation and Food Services and the Health Care and Social Assistance industries, due to high staff turnover and employment growth respectively.
- Employers expect to recruit for a variety of occupations over the next year, including Sales Assistants (General), Waiters, Chefs, Kitchenhands, Aged and Disabled Carers, Child Carers and Registered Nurses

¹ ABS, Labour Force Survey, September 2014 (12 month averages of original data).

² ABS, Labour Force, August 2014 quarter, Central Coast SA4.

³ Ibid.

⁴ ABS, Labour Force Survey, October 2014 (Seasonally adjusted).

⁵ Department of Employment, Small Area Labour Markets, June 2014.

⁶ ABS, Labour Force Survey, September 2014 (12 month averages of original data).

⁷ Department of Employment, Administrative Data, July 2014.

⁸ Based on 302 responses from the Central Coast Survey of Employers' Recruitment Experiences undertaken in September 2014.

⁹ Survey of Employers' Recruitment Experiences, All regions surveyed in the 12 months to June 2014