

Slide 1



Australian Government
Department of Education, Employment and Workplace Relations

Survey of Employers' Recruitment Experiences

Ararat





Source: ABS (ASGC), 2006 LGA boundaries

The Central Victoria region includes the Local Government Areas (LGAs) of:

- Ararat (RC)
- Ballarat (C)
- Central Goldfields (S)
- Greater Bendigo (C)
- Hepburn (S)
- Moorabool (S)
- Mount Alexander (S)
- Northern Grampians (S)
- Pyrenees (S)

The Ballarat area includes the Local Government Areas (LGAs) of:

- Ararat (RC)
- Ballarat (C)
- Northern Grampians (S)
- Hepburn (S)
- Moorabool (S)
- Pyrenees (S)

The Ballarat population accounts for 80% of the population in the Central Highlands-Wimmera Labour Force Region (LFR).

The Ararat LGA population accounts for 6% of the Central Highlands-Wimmera LFR.

Profile of Ararat LGA

	Ararat LGA	Ballarat Area	Victoria	Australia
Population 15 years and over (ERP 2009)	9 837	244 113	4 437 151	17 766 042
Population growth (ERP 2004-2009)	4.5%	9.4%	10.5%	10.2%
Median age (Aug-2006)	43	39	37	37
Unemployment rate (June 2010)	7.5%	7.4%	5.4%	5.1%
Participation Rate WAP (Aug-2006)	69.5%	72.9%	74.9%	75.0%

Source: DEEWR Small Area Labour Markets, June 2010 data, ABS Census of Population and Housing, 2006, Estimated Resident Population 2009

- The estimated resident population in Ararat increased 4.5% between 2004 and 2009 which is less than half the growth rate for Ballarat 9.4%, Victoria (10.5%), and Australia (10.2%).

LGA	Population Growth (2004-2009)
Moorabool (S)	12.0%
Ballarat (C)	11.4%
Pyrenees (S)	6.1%
Ararat	4.5%
Hepburn (S)	4.3%
Northern Grampians (S)	0.9%
TOTAL BALLARAT AREA	9.4%

(Source: Estimated Resident Population, June 2009 & June 2004).

- The median age in the Ararat LGA is high (43) compared with the Ballarat area (39) and Victoria and Australia (both 37). There was some variation among LGAs in the Ballarat area:

LGA	Median Age
Pyrenees (S)	45
Hepburn	44
Ararat	43
Northern Grampians	42
Ballarat	37
Moorabool	37

(Source: ABS Census of Population and Housing, 2006)

- As at June 2010, the unemployment rate for Ararat (7.5%) and the Ballarat area (7.4%) was higher than the State and National average (both 5.4% and 5.1% respectively). Ararat's unemployment rate has fallen 0.9 pts since June 2009.
Source: DEEWR Small Area Labour Markets, June 2010 data; Victoria and Australia, Seasonally Adjusted data, June 2010.
- The participation rate is the proportion of the population which is either working or actively looking for work. At the time of the 2006 Census, the participation rate for the Ararat (69.5%) and the Ballarat area (72.9%) was low compared with the State (74.9%) and national (75.0%) averages. Ararat has the second lowest participation rate out of the LGAs in the Ballarat area. All of the six LGAs in the Ballarat area had a lower than average participation rate compared with Australia overall.

LGA	Participation Rate
Pyrenees (S)	65.4%
Ararat (RC)	69.5%
Hepburn (S)	70.2%
Northern Grampians (S)	72.7%
Ballarat (C)	73.8%
Moorabool (S)	74.4%
Total Ballarat Area	72.9%

(Source: ABS Census of Population and Housing, 2006)

Ararat at a glance

	Ararat LGA	Victoria	Australia
Individual income	\$388	\$456	\$466
Household income	\$718	\$1022	\$1027
Lower skilled occupations	51%	50%	51%
% WAP on Centrelink Benefits	22%	17%	17%
Renters	20%	24%	27%
Public housing	19%	12%	15%
Jobless Families	20%	19%	19%
Year 9 govt school students - Who did not meet minimum standard for Spelling	20%	7%	9%
- Who did not meet minimum standard for writing	26%	8%	11%

Source: ABS 2006 Census of Population and Housing; DEEWR, Small Area Labour Markets, June 2010, MySchool website.

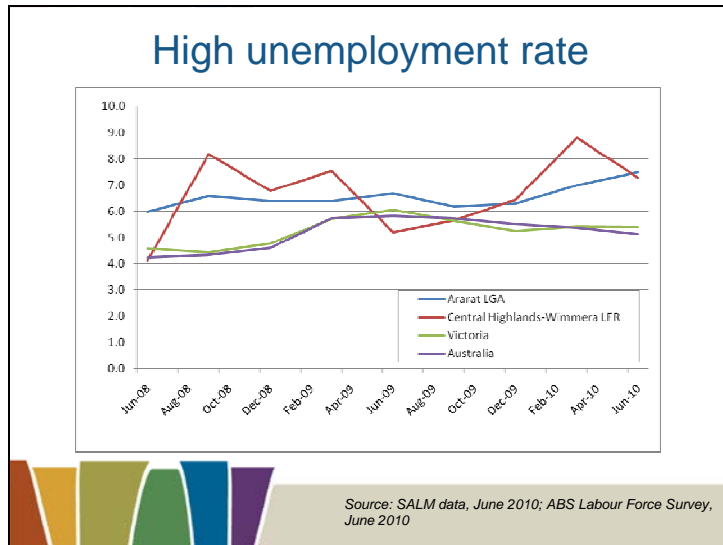
Source: ABS 2006 Census of Population and Housing; DEEWR, Small Area Labour Markets, June 2010, MySchool website; DEEWR administrative data, September 2010.

Profile of Ararat LGA

- The median individual and household income is below the State and National Median.
Source: ABS 2006 Census of Population and Housing
- A similar proportion of employed people are working in lower skilled occupations in the Ararat LGA (51%) compared with Victoria (50%) and Australia (51%).
Source: ABS 2006 Census of Population and Housing
- A higher proportion of the working age population in Ararat are on Centrelink benefits compared with Victoria and Queensland (both 17%).
Source: DEEWR administrative data, September 2010.
- A smaller proportion of people live in rental properties in the Ararat LGA (20%) compared with Victoria (24%) and Australia (27%).
Source: ABS 2006 Census of Population and Housing
- A high proportion of renters are in public housing in the Ararat LGA (19%) compared with Victoria (12%) and Australia (15%).
Source: ABS 2006 Census of Population and Housing

- A higher proportion of year 9 students in 2009, did not meet the minimum standard for spelling and writing in the Ararat LGA (20% and 26% respectively).

Source: MySchool website



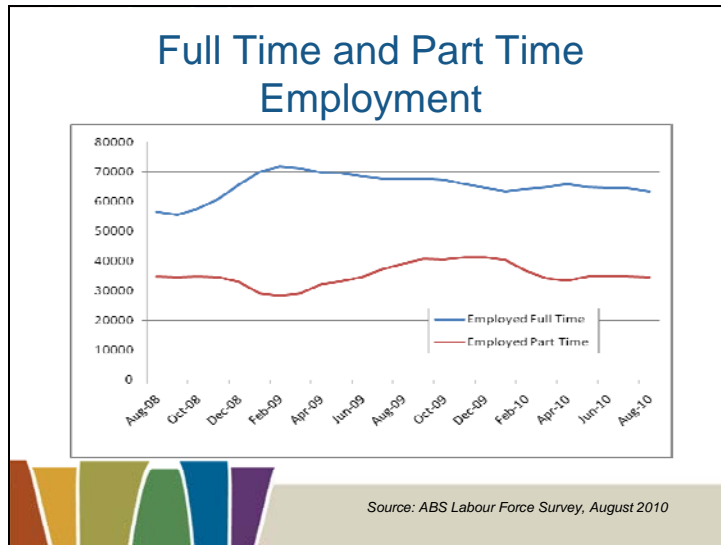
Source: Ararat LGA SALM data, June 2010; Central Highlands-Wimmera Labour Force Region data, ABS cat. no. 6291.0.55.001, June 2010 (3 month average); Australia and Victoria data, ABS cat. no. 6202.0, June 2010 (seasonally adjusted).

- The unemployment rate for the Ararat LGA rose from 6.0% in June 2008 to 7.5% in June 2010. At the same time the unemployment rate for the Central Highland-Wimmera LFR rose from 4.1% to 7.3%.
- While the unemployment rate in the Central Highland-Wimmera LFR experienced a trough in June 2009, the unemployment rate for Ararat remained consistently above the average for Australia between June 2009 and June 2010.
- The DEEWR Small Area Labour Markets (SALM) data provides unemployment data by Statistical Local Area (SLA). Overall, the unemployment rate as at June 2010 was higher in Ararat (7.5%) compared with Victoria (5.4%) and Australia (5.1%). While the unemployment rate for Victoria and Australia has declined over the year to June 2010 the unemployment rate in Ararat has increased.

Statistical Local Area	Jun-09	Jun-10
Ararat (RC)	6.7%	7.5%
Ballarat (C) - Central	7.6%	7.2%
Ballarat (C) - Inner North	8.2%	8.4%
Ballarat (C) - North	4.4%	4.5%
Ballarat (C) - South	8.8%	8.8%
Hepburn (S) - East	7.9%	7.3%

Hepburn (S) - West	7.5%	8.6%
Moorabool (S) - Bacchus Marsh	4.9%	5.3%
Moorabool (S) - Ballan	5.7%	5.1%
Moorabool (S) - West	5.2%	5.0%
N. Grampians (S) - St Arnaud	5.3%	6.5%
N. Grampians (S) - Stawell	7.6%	7.4%
Pyrenees (S) - North	8.3%	8.1%
Pyrenees (S) - South	6.7%	8.1%
TOTAL Ballarat area	7.3%	7.4%
Victoria	6.1%	5.4%
Australia	5.8%	5.1%

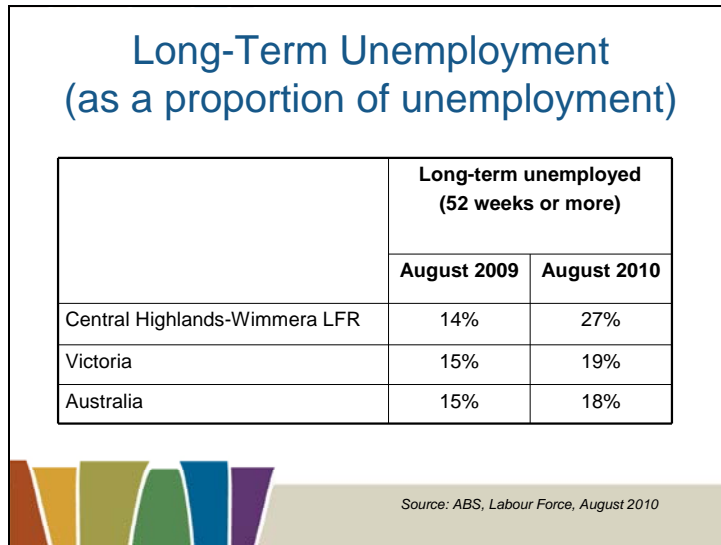
Source: SALM data, June 2010



Source: Central Highlands-Wimmera Labour Force Region data, ABS cat. no. 6291.0.55.001, August 2010 (original data, 3 month averages), Full time and part time employment.

Full Time and Part Time Employment

- During the downturn there was an increase in the number of people employed part time. At the same time the number of people employed full time decreased, however, hasn't rebounded to the pre down turn level.
- The unemployment rate for the Central Highland-Wimmera LFR rose from 4.3% in August 2009 to 8.4% in August 2010.
- In addition to the rise in unemployment, the economic downturn saw a rise in underemployment (full time workers who have had to work part time during the downturn and the part timers who could not find a full time job). The underemployment rate rose from 5.9 per cent in May 2008 to 7.9 per cent in August 2009 (source: ABS, Labour Force, Australia, cat. no. 6202.0, August 2010, trend data). Although the underemployment rate fell to 7.2 per cent in August 2010, it remains considerably above the pre-downturn level.



Long-term unemployment for the Central Highlands-Wimmera LFR

Source: ABS, Labour Force Australia, Detailed – Electronic Delivery, August 2010 (cat. no. 6291.0.55.001), 12 month averages

- The proportion of unemployed people who have been unemployed for over 52 weeks has increased over the past year.
- In Australia the proportion of unemployed people who have been unemployed for 52 weeks or more increased 3 percentage points while in the Central Highlands-Wimmera LFR the proportion of people unemployed for 52 weeks or more increased 13 percentage points.

TOTAL Unemployed	August 2009	August 2010
Central Highlands-Wimmera LFR	4 800	9 000
VICTORIA	178 600	166 400
AUSTRALIA	671 600	607 700

Source: Central Highlands-Wimmera LFR, ABS Labour Force, August 2010, 3 month Average; Victoria and Australia ABS Labour Force, August 2010, Seasonally Adjusted.

% Unemployed 52-103 weeks	August 2009	August 2010
Central Highlands-Wimmera SR	8%	13%
VICTORIA	8%	12%
AUSTRALIA	8%	11%

Source: ABS Labour Force, August 2010, 12 month Average

% unemployed 104+ weeks	August 2009	August 2010
Central Highlands-Wimmera SR	6%	14%
VICTORIA	7%	8%
AUSTRALIA	7%	8%

Source: ABS Labour Force, August 2010, 12 month Average

Average duration of Unemployment	August 2009	August 2010
Central Highlands-Wimmera SR	28.4 weeks	48.1 weeks
VICTORIA	29.8 weeks	37.0 weeks
AUSTRALIA	31.2 weeks	34.4 weeks

Source: ABS Labour Force, August 2010

Teenage Unemployment

	Teenage full-time unemployment rate	% of teens looking for full-time work
Central Highlands-Wimmera LFR	50.3%	11.8%
Victoria	27.9%	3.9%
Australia	24.3%	4.6%

Source: ABS Labour Force, August 2010

Teenage Full-Time Unemployment

Source: ABS, Labour Force, Australia, August 2010, 12 month average

- The full-time unemployment rate for those aged 15-19 years in the Central Highlands-Wimmera LFR was considerably higher compared with Australia overall (50.3% compared with 24.3%). In addition, the proportion of teens looking for full-time work was higher (11.8% compared with 4.6%).
- The full time unemployment rate for Central Highlands-Wimmera is the second highest of all the LFRs in Australia. (second to North Western Melbourne LFR at 55.1%).

Indigenous Population

	Civilian population aged 15 to 64 years	Unemployment rate	Participation rate	Employment to population ratio
	'000	%	%	%
VICTORIA				
Indigenous	23.0	17.1	55.7	46.2
Non-Indigenous	3678.7	5.7	76.1	71.7
Total	3701.8	5.7	75.9	71.6
AUSTRALIA				
Indigenous	336.6	18.1	58.1	47.6
Non-Indigenous	14,452.1	5.5	76.7	72.5
Total	14,788.7	5.7	76.3	72.0

Source: ABS Labour Force Characteristics of Aboriginal and Torres Strait Islander Australians, Estimates from the Labour Force Survey, 2009

Source: ABS Labour Force Characteristics of Aboriginal and Torres Strait Islander Australians, Estimates from the Labour Force Survey, 2009.

Indigenous population

Source: ABS Census of Population and Housing, 2006

Note: Denominator (total population) includes not stated

- The indigenous population represents a small proportion of the population in the Ballarat region (see figure below), however, figures for Victoria and Australia show the unemployment rate for Indigenous people is around three times the unemployment rate for non-Indigenous people.

LGA	% Indigenous	% Non-Indigenous
Ararat (RC)	0.7%	97.0%
Ballarat (C)	0.9%	95.2%
Hepburn (S)	0.5%	95.1%
Moorabool (S)	0.7%	96.0%
Northern Grampians (S)	0.7%	95.9%
Pyrenees (S)	0.6%	95.0%
TOTAL Ballarat	0.8%	95.5%
TOTAL PEA	0.8%	95.6%
VICTORIA	0.5%	94.4%
AUSTRALIA	2.0%	92.5%

Recipients of Centrelink benefits

	Centrelink Beneficiaries		Unemployment Beneficiaries	
	% of working age population (15-64 years)	% Change over 12 Months	% of working age population (15-64 years)	% Change over 12 Months
Ararat (RC)	22.0%	-4.8%	5.1%	-6.3%
Ballarat (C)	25.1%	3.9%	5.2%	-3.0%
Moorabool (S)	25.0%	-2.9%	6.0%	5.2%
Northern Grampians (S)	17.0%	1.0%	3.5%	-5.7%
Hepburn (S)	24.1%	-1.2%	5.1%	-1.2%
Pyrenees (S)	25.5%	-2.3%	5.8%	-4.6%
TOTAL Ballarat area	13.2%	1.6%	2.8%	-2.7%
Victoria	16.9%	0.5%	4.0%	-2.3%
Australia	17.2%	0.6%	4.3%	-1.4%

Source: DEEWR administrative data September 2010.

Source: DEEWR administrative data, September 2010.

- 22% of people of working age (15-64 years) in the Ararat LGA are in receipt of a Centrelink benefit compared with 17% for Victoria and Australia. Despite this the number of people on Centrelink benefits has declined 4.8% over the 12 months to September 2009.
- The most common benefits in the Ararat LGA are Disability Support Pension (41% of Centrelink recipients), Newstart Allowance (20%) and Parenting Payments (16%). A higher proportion of the working age population in Ararat LGA is in receipt of DSP (9.0%) compared with Australia (5.3%).

Disability and Labour Force Status (persons aged 15-74)			
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*

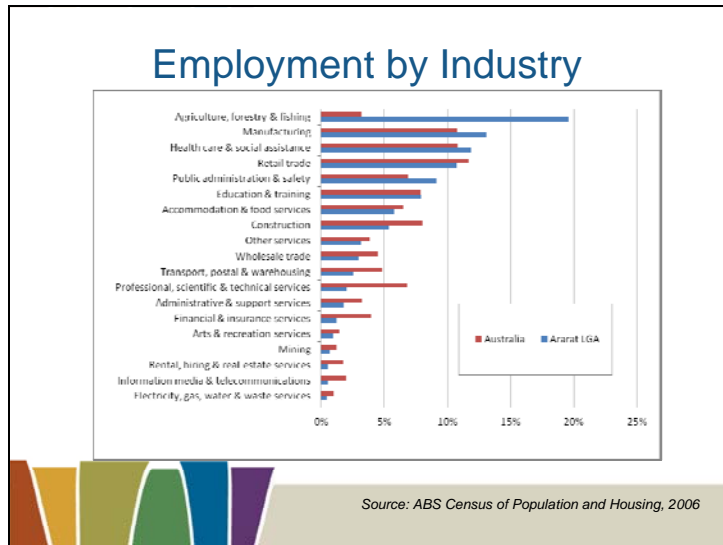
Source: ABS, Survey of Education and Training, 2009

Source: ABS, Survey of Education and Training, 2009, customised tables

Labour market outcomes for persons (aged 15-74) with a disability, 2009

- This slide shows the effect of having a disability on labour market outcomes.
- In 2009, over one in four (28.7 per cent) of employed persons aged 15-74 years reported having a disability.
- 10.4 per cent 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 per cent) of the total population aged 15-74 years reported having a disability in 2009.
- 15.5 per cent 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.



Source: ABS Census of Population and Housing, 2006

Employment by industry

- At the time of the 2006 Census the largest employing industry in the Ararat LGA was the Agriculture, forestry and fishing industry which accounted for 20% of employment compared to 3% of employment for Australia. Other larger employing industries included the Manufacturing (13%), the Health Care and Social Assistance (12%) and Retail Trade (11%) industries.
- Employment in Health Care and Social Assistance is expected to grow significantly in the future. An ageing population, the continued demand for child care coupled with the growth of community and home-based services and advances in medical technology are expected to increase the future demand for health services.
- DEEWR has projected employment in the Health Care and Social Assistance industry to grow at an average rate of 3.3 per cent per annum, which equates to around 211 500 new jobs in the five years to 2014-15. This compares with an average annual growth rate of 1.8 per cent for all industries over the same period. (source: <http://www.skillsinfo.gov.au/skills/IndustryOutlooks>)

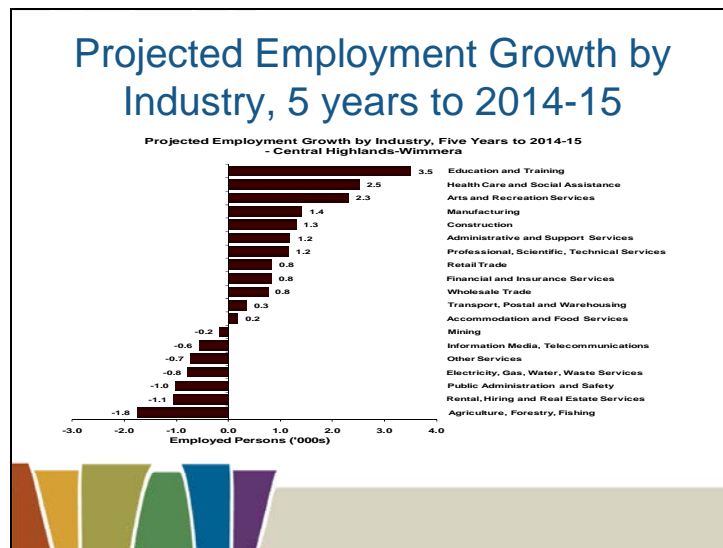
Employment change by industry

	Ararat LGA	Victoria	Australia
Agriculture, Forestry & Fishing	-9%	-14%	-15%
Manufacturing	12%	-8%	-3%
Health Care and Social Assistance	-1%	18%	21%
Retail Trade	4%	11%	12%
Public Administration and Safety	44%	34%	26%
TOTAL	5%	8%	9%

Source: ABS Census of Population and Housing, 2001 and 2006

Source: ABS Census of Population and Housing, 2001 and 2006

This table shows the change in employment for the top 5 employing industries in the Ararat LGA at the time of the 2006 Census.



Projected Employment Growth by Industry, 5 years to 2014-15, Central Highlands-Wimmera LFR

Industries that are projected to experience the largest amount of growth include Education and Training (3.5%), Health Care and Social Assistance (2.5%) and Arts and Recreation (2.3%), while Agriculture, Forestry and Fishing (-1.8%), Rental, Hiring and Real Estate Services (-1.1%) and Public Administration and Safety are likely to decline.

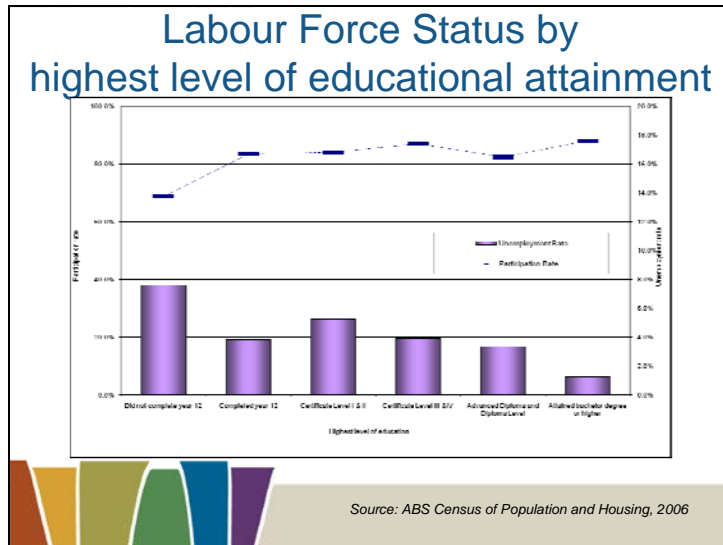
Educational attainment

% of Working age Population (15-64)	Completed year 12 or equivalent	Attained Bachelor degree or higher
Ararat (RC)	35%	11%
Ballarat (C)	44%	17%
Hepburn (S)	42%	17%
Moorabool (S)	38%	13%
Northern Grampians (S)	34%	10%
Pyrenees (S)	31%	10%
Total Ballarat	41%	15%
Victoria	53%	22%
Australia	51%	20%

Source: ABS Census of Population and Housing, 2006

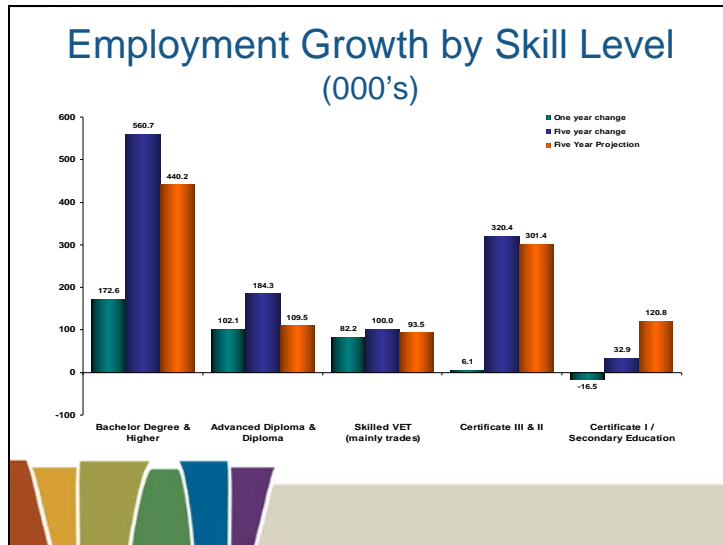
Source: ABS Census of Population and Housing, 2006 (place of usual residence). NOTE: Excludes not stated and inadequately described

- The level of educational attainment is strongly linked with labour market performance and the ability of a region (or its population) to respond flexibly to an economic shock. Accordingly, regions with relatively low levels of educational attainment tend, on average, to be less flexible in the face of economic slowdowns and face greater labour market difficulties. For example, upon retrenchment, those with lower educational attainment will find it significantly more difficult to find subsequent employment than their more highly skilled counterparts.
- The proportion of the working age population in the Ararat LGA who finished year 12 or equivalent (35%) is lower compared with Victoria (53%) and Australia (51%).
- The proportion of the working age population in the Ararat LGA who had attained a Bachelor degree or higher (11%) is also lower compared with Victoria (22%) and Australia (20%).



Source: Ararat LGA, ABS Census of Population and Housing, 2006. NOTE: Excludes not stated and inadequately described

- There is a strong relationship between educational attainment and employment outcomes.
- For those of working age (15-64) in the **Ararat LGA** who did not complete year 12 the unemployment rate was 7.6% at the time of the 2006 Census while for those who had a Bachelor degree or higher the unemployment rate was 1.3%.
- While it would be unrealistic for many jobseekers to complete a Bachelor degree, further training such as Apprenticeships and other Certificate training could improve job seekers' engagement in the labour force. The unemployment rate for people who completed a Certificate level III or IV qualification was 3.9%, compared with 7.6% for those who did not complete year 12. In addition, the participation rate was 87% for those who completed a Certificate level III or IV qualification compared with 69% for those who did not completed year 12.
- There is also a strong relationship between educational attainment and income. Although young people often choose to earn a wage rather than study, in the long term they will earn more by becoming better qualified.
- Around three quarters of jobs growth is in jobs which require post-school education and training (DEEWR, New Jobs – Employment trends and prospects for Australian industries, November 2008) – this is a global trend.



Employment Growth (trend) by Skill Level

This slide shows the change over the year and five years to August 2010 (trend data) and the five year projected growth to 2014-15.

There is projected to be an additional 440,200 positions requiring a Bachelor degree or higher in the 5 years to 2014-15 and 301,400 positions requiring a Certificate III & II.

Survey results

Recruitment experiences 12 months preceding the survey

	Ballarat Area May 2010	Ballarat Area September 2009	Central Vic May 2010	Central Victoria September 2009	All regions (12 months to March 2010)
Employers who recruited	78%	69%	75%	72%	65%
Growth	59%	49%	61%	55%	56%
Staff turnover	85%	79%	86%	82%	80%
Unfill rate	6.9%	3.6%	6.7%	4.0%	4.6%
Experienced difficulty	53%	54%	53%	54%	53%

Source: DEEWR, Central Victoria Survey of Employers' Recruitment Experiences, May 2010.

The Central Victoria Survey of Employers' Recruitment Experiences was conducted during September 2009 and May 2010. The survey covered the LGAs of Ararat (RC), Ballarat (C), Hepburn (S), Moorabool (S), Northern Grampians (S) and Pyrenees (S) which make up the Ballarat area.

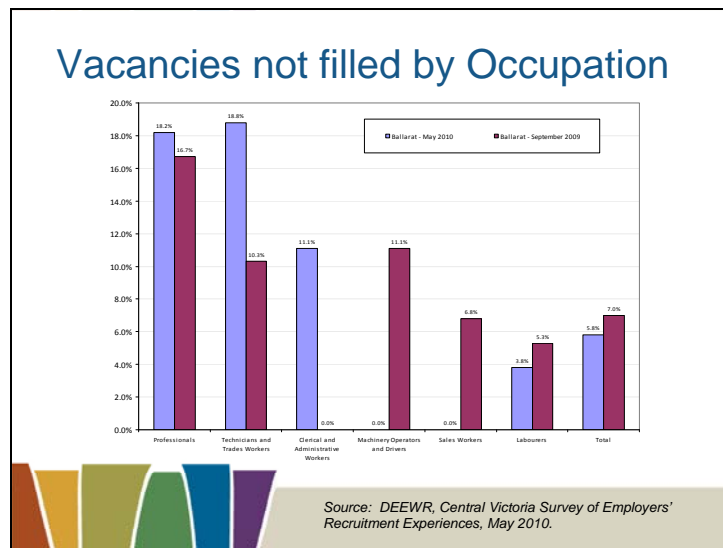
- A total of 284 employers were surveyed as part of the Central Victoria survey, of whom, 120 employers were surveyed as part of the Ballarat area.
- A larger proportion of employers recruited in May 2010 (78%) when compared to September 2009 (69%) and all regions in March 2010 (65%).
- Recruitment due to growth increased by 6 pts to 85% along with recruitment to replace staff, up by 10 pts to 59%.
- The rate of vacancies remaining unfilled increased to 6.9% from 3.6% and employers are experiencing slightly less difficulty recruiting.

Recent Changes in Staff Levels

Industry	Change in staff numbers over the last 3 months	
	Increased	Decreased
Manufacturing	43%	21%
Construction	22%	11%
Retail Trade	9%	4%
Accommodation and Food Services	29%	18%
Health Care and Social Assistance	21%	7%
Ballarat Area May 2010	23%	11%
Ballarat Area September 2009	10%	15%
Central Victoria May 2010	21%	10%
Central Victoria September 2009	14%	9%
All Regions (12 months to March 2010)	15%	14%

Source: DEEWR, Central Victoria Survey of Employers' Recruitment Experiences, May 2010

- The proportion of employers in the Ballarat area who increased staff levels in the three months prior to surveying was higher compared with September 2009 (23% compared with 10%). The proportion of employers who increased staff levels in the three months prior to surveying was highest in Manufacturing and Accommodation and Food Services.



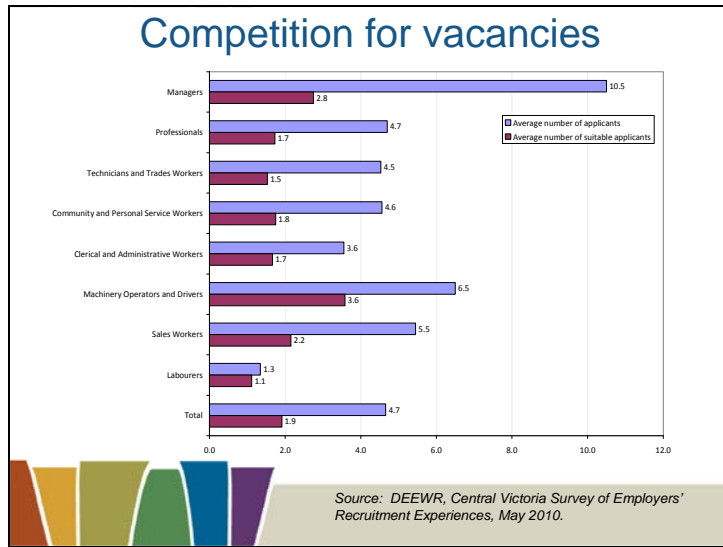
- The largest proportion of unfilled vacancies in the Ballarat area was for Technicians and Trades Workers (18.8%) and Professionals (18.2%).
- The largest increase was for Clerical and Administrative Workers (up from 0% to 11.1% of vacancies unfilled in May 2010) and Technicians and Trade Workers (up from 10.3% to 18.8% of vacancies unfilled in May 2010).
- Employers recruiting for Machinery Operators and Drivers (11.1% down to 0%) and Sales Workers (6.8% down to 0.0%) reported a smaller proportion of unfilled vacancies.

Occupations difficult to fill

Bachelor degree or higher VET qualifications	
Architectural, Building and Surveying Technicians*	<i>Chefs*</i>
<i>Motor Mechanics*</i>	<i>Plumbers</i>
Primary School Teachers	<i>Registered Nurses*</i>
Secondary School Teachers	<i>Structural Steel and Welding Trades Workers*</i>
Other occupations	
<i>Child Carers</i>	<i>Bar Attendants and Baristas*</i>
<i>Sales Assistants (General)*</i>	<i>Waiters*</i>

Source: DEEWR, Central Victoria Survey of Employers' Recruitment Experiences, May 2010.

- This slide shows the occupations across the Central Victoria region employers considered difficult to fill. The occupations fall across a range of skill levels and a range of industries.
- Although there are a number of jobs that require a higher level of education (either higher VET (Cert III/IV) or Bachelor Degree or higher), some of the occupations mentioned as difficult to fill are medium to lower skill level jobs.
- Occupations in italics indicate that these occupations were reported difficult to fill in the Ballarat area.
- Occupations with an asterisk indicate that these occupations reported as difficult to fill last time the Central Victoria region was surveyed.




- The average number of applicants per vacancy in the Ballarat Area was lower (4.7 applicants per vacancy) when compared with results from September 2009 (7.5 applicants per vacancy) and all regions surveyed to March 2010 (8.5 applicants per vacancy).
- In Ballarat, there was a large pool of applicants for Managers (10.5 applicants) followed by Machinery Operators and Drivers (6.5 applicants) and Sales Workers (5.5 applicants).
- The pool of suitable applicants was slightly lower (1.9 suitable applicants per vacancy) in May 2010 when compared with results in September 2009 (2.2 suitable applicants per vacancy) and lower when compared with all regions to March 2010 (2.6 suitable applicants per vacancy).
- Under half of the applicants for Sales Workers vacancies were found suitable (2.2 suitable) and just over half were found suitable for the Machinery Operator and Drivers vacancies (3.6 suitable) and less than one in three were found suitable for Manager vacancies (2.8 suitable).

Reasons applicants unsuitable

43% of employers had one or more unsuitable applicants, reasons applicants were unsuitable included:

- Applicants having insufficient experience to perform job duties
- Applicants having insufficient qualifications or training to perform job duties
- Applicants having a limited interest in the job and lacking basic employability skills



Source: DEEWR, Central Victoria Survey of Employers' Recruitment Experiences, May 2010.

- 43% of employers in the Ballarat area had one or more unsuitable applicants during their most recent recruitment round, which was lower than the proportion for the whole Central Victoria region (57%) and lower when compared with results from September 2009 (57%).
- Employers were asked the reasons why job seekers were considered unsuitable. The lack of work experience was the single most common reason for applicant unsuitability as well as a lack of qualifications or training. In addition, applicants having limited interest in the job were cited as reasons applicants were unsuitable.
- These results show the importance of work experience, education, training and employability skills for job seekers, but also highlight the need to work with employers to understand their requirements and expectations.



- Employers in the Ballarat area were asked when recruiting, whether they placed more importance on the applicant's personality traits and qualities or on their technical skills and experience.
- Of the employers surveyed in the Ballarat area, 39% stated that both technical skills and experience and personality traits were equally important. A further 43% of employers considered personality traits and qualities were more important whilst 18% rated technical skill and experience as more important.
- These survey results indicate that in today's labour market, jobs seekers need to have both technical or job-specific skills and basic employability skills.

Future recruitment expectations

	Ballarat May 2010	Ballarat September 2009	Central Victoria May 2010	Central Victoria September 2009	All Regions (12 months to March 2010)
Will recruit	53%	47%	53%	49%	44%
Expect future difficulty	50%	30%	50%	30%	36%
Uncertain about recruitment	14%	14%	14%	19%	na
Will increase staff	28%	28%	28%	27%	27%
Will decrease staff	3%	3%	3%	2%	3%
Will recruit an apprentice	23%	30%	23%	29%	19%

Source: DEEWR, Central Victoria Survey of Employers' Recruitment Experiences, May 2010.

Future Recruitment Expectations

The proportion of employers in the Ballarat area who expected to recruit in the 12 months following the survey was higher when compared to all regions surveyed to March 2010 (53% compared with 44%).

A larger proportion of employers in the Ballarat area expected to encounter difficulties when recruiting in the 12 months following the survey compared all region surveyed to March 2010 (50% compared with 36%).

Reducing Staff

Of employers in the Ballarat area, 3% expected to reduce staff numbers in the 12 months following the survey, this is the same for all regions surveyed to March 2010 (3%).

A slightly larger proportion (28%) of employers expected to increase staff numbers in the 12 months following the survey compared with all regions surveyed to March 2010 (27%).

Recruiting an Apprentice

A higher proportion of employers in the Ballarat area (23%) intended to recruit an apprentice in the 12 months following the survey compared all regions surveyed to March 2010 (19%) but lower when compared with results from the September 2009 survey (30%).

Conclusion

Labour market conditions remain subdued:

- unemployment rate in Ararat still high

But there are some positive signs:

- Recruitment activity in the area has increased
- Employers increasing staffing levels

Vulnerable groups:

- Long term unemployed
- Youth
- Indigenous
- People with a disability

Challenges:

- Ageing population
- Decreasing employment in Agriculture industry


Opportunities:

- Target growth industries
- Occupations difficult to fill
- Apprenticeships

Job seekers need to be job ready:

- Work experience
- Training
- Employability skills

Further engagement with employers
Work with your Local Employment Coordinator



Conclusion

- The labour market conditions in the Ararat area remains subdued with the Ararat unemployment rate remaining above the average for Victoria and Australia.
- On a positive note recruitment activity has increased in the area and employers are increasing staffing levels.
- There are vulnerable groups in the region such as long term unemployed, youth, indigenous and people with a disability.
- Some of the challenges that employers are likely to face is a decrease in employment in the Agriculture industry and an ageing population.
- However, there are still job opportunities available in the area, for example in the growth industries and in occupations that are difficult to fill. Job seekers need the skills to take advantage of these current and future job opportunities not only through apprenticeships but also through work experience and training in basic work readiness skills.
- Providers can support job seekers by further engagement with employers and working with the Local Employment Coordinator.

Further Information

For more 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
- www.skillsinfo.gov.au
- www.jobsearch.gov.au



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

www.skillsinfo.gov.au

www.jobsearch.gov.au

A report on the survey findings for the Central Victoria region will be placed on the regional reports section of the DEEWR site.

Thank you.