

Slide 1



Australian Government  
Department of Education, Employment and Workplace Relations

# Survey of Employers' Recruitment Experiences

## Bendigo



## Slide 2



*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 Bendigo Area includes the Local Government Areas (LGAs) of:

- Central Goldfields (S)
- Greater Bendigo (C)
- Mount Alexander (S)

**The Bendigo region makes up 47% of the Loddon-Mallee Labour Force Region (LFR).**

### Bendigo Area Profile

	Bendigo Area	Central Victoria	Victoria	Australia
Population 15 years and over (ERP 2008)	105 500	238 000	4 316 000	17 306 000
Population growth (ERP 2003-2008)	8.1%	7.8%	9.0%	8.9%
Median Age (Aug-2006)	39	-	37	37
Unemployment rate (Mar-2010)	6.2%	6.6%	5.4%	5.4%
Working Age Participation Rate (Aug-2006)	72.0%	72.5%	74.9%	75.0%

Source: DEEWR Small Area Labour Markets, March 2010; ABS Labour Force Survey, March 2010, seasonally adjusted; 2006 Census of Population and Housing; Estimated Resident Population 2008

•The estimated resident population in Bendigo increased by 8.1% between 2003 and 2008, which is slightly higher than the Central Victoria region as a whole (7.8%), however, it was lower than the increase for Victoria (9.0%), and Australia (8.9%). Greater Bendigo (C) (9.6%) recorded higher than average levels of growth while Central Goldfields LGA recorded less than 1% growth (0.1%).

LGA	Population Growth (2003-2008)
Greater Bendigo	9.6%
Mount Alexander	5.9%
Central Goldfields	0.1%

*(Source: Estimated Resident Population, June 2008 & June 2003)*

•The median age for the Bendigo area (39) was higher than the median for Victoria and Australia (37). Once again, there was some variation among LGAs in the area:

LGA	Median Age
Greater Bendigo	37
Mount Alexander	44
Central Goldfields	46

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

•The highest percentages of people aged 65+ were in the LGAs of Central Goldfields (S) (28%) followed by Mount Alexander (S) (23%) and Greater Bendigo (C) (18%) compared with 17% in Victoria and 16% in Australia.

•As at March 2010, the unemployment rate for Central Victoria (6.6%) and Bendigo (6.9%) was higher than the State and National averages (5.4% respectively).

*(Source: Bendigo and Central Victoria Small Area Labour Market (SALM) data, March 2010 and Victoria and Australia ABS Labour Force Survey, Seasonally adjusted, March 2010.)*

•The participation rate is the proportion of the working age population (15-64) which is either working or actively looking for work. At the time of the 2006 Census, the participation rate for the Central Victoria region (72.5%) and Bendigo (72.0%) was lower compared with the State (74.9%) and national (75%) averages. All three LGAs in the Bendigo area had a lower participation rate than Australia overall. The Central Goldfields (S) LGA recorded the lowest participation rate of all LGAs in Victoria.

<b>LGA</b>	<b>Participation Rate</b>
Central Goldfields (S)	63.0%
Mount Alexander (S)	68.2%
Greater Bendigo (C)	73.8%

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

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### Unemployment Rate by SLA

Statistical Local Area	March 2009	March 2010
C. Goldfields (S) Bal	10.4%	10.3%
C. Goldfields (S) - M'borough	9.0%	9.1%
Gr. Bendigo (C) - Eaglehawk	8.7%	8.7%
Mount Alexander (S) - C'maine	7.3%	7.2%
Gr. Bendigo (C) - Inner East	6.9%	6.7%
Gr. Bendigo (C) - Central	6.9%	6.6%
Gr. Bendigo (C) - Inner West	5.8%	5.6%
Mount Alexander (S) Bal	4.9%	5.5%
Gr. Bendigo (C) - Inner North	5.2%	5.0%
Gr. Bendigo (C) - Pt B	4.4%	4.4%
Gr. Bendigo (C) - S'saye	3.2%	3.0%
<b>TOTAL Bendigo</b>	<b>6.3%</b>	<b>6.2%</b>
<b>Australia</b>	<b>5.7%</b>	<b>5.4%</b>

Source: DEEWR Small Area Labour Markets, March 2010

*(Source: SALM data, March 2010)*

The DEEWR Small Area Labour Markets (SALM) data provides unemployment data by Statistical Local Area (SLA). Overall, the unemployment rate as at March 2010 was higher in Bendigo (6.2%) compared with Australia (5.4%). The Bendigo area is made up of the SLAs of C. Goldfields (S) - M'borough, C. Goldfields (S) Bal, Gr. Bendigo (C) – Central, Gr. Bendigo (C) – Eaglehawk, Gr. Bendigo (C) - Inner East, Gr. Bendigo (C) - Inner North, Gr. Bendigo (C) - Inner West, Gr. Bendigo (C) - S'saye, Gr. Bendigo (C) - Pt B, Mount Alexander (S) - C'maine, and Mount Alexander (S) Bal. The unemployment rate in the region was driven up by extremely high unemployment in some SLAs – the highest being Central Goldfields – Balance (10.3%) and Central Goldfields – Maryborough (9.1%).

### Long-Term Unemployment (as a proportion of unemployment)

	Long-term unemployed (52 to 104 weeks)	Very long-term unemployed (104 weeks and over)
Central Goldfields (S)	22%	39%
Greater Bendigo (C)	21%	32%
Mount Alexander (S)	21%	32%
<b>Total Bendigo Area</b>	<b>21%</b>	<b>33%</b>
<b>Victoria</b>	<b>22%</b>	<b>25%</b>
<b>Australia</b>	<b>22%</b>	<b>26%</b>

Source: DEEWR administrative JSA data, June 2010

Source: DEEWR administrative JSA data, June 2010

This slide shows the proportion of Job Services Australia clients who have been in receipt of unemployment benefits for a continuous period of 52 to 104 weeks (long term unemployed) or 104 weeks and over (very long term unemployed).

A similar proportion of people registered with Job Services Australia (JSA) have been unemployed between 52-104 weeks compared with the state and national level. However a considerably higher proportion have been unemployed for 104 weeks or longer (33% compared with 26%).

The rate of long term unemployed in the Bendigo area is similar to Victoria and Australia, however, the rate of very long term unemployed is much higher, especially in Central Goldfields.

### Teenage Unemployment

	Teenage full-time unemployment rate	% of teens looking for full-time work
Central Goldfields (S)	34%	5.9%
Greater Bendigo (C)	23%	3.8%
Mount Alexander (S)	25%	4.9%
<b>Total Bendigo Area</b>	<b>24%</b>	<b>4.1%</b>
<b>Victoria</b>	<b>20%</b>	<b>2.6%</b>
<b>Australia</b>	<b>18%</b>	<b>3.1%</b>

Source: 2006 Census of Population and Housing

### Teenage Full-Time Unemployment

Source: ABS, Labour Force, Australia, April 2010, cat. no. 6202.0

At 2006 Census, 8% of teens in the Bendigo area were neither working nor studying, compared with 7% for Australia.

A higher proportion of teenagers (15-19 years) were unemployed and looking for full-time work in Bendigo compared with Australia overall (24% compared with 18%). There was also a higher proportion of teenagers looking for full time work compared with Australia overall (4.1% compared with 3.1%)

Indigenous Population				
	Civilian population aged 15 to 64 years	Unemployment rate	Participation rate	Employment to population ratio
	'000	%	%	%
<b>VICTORIA</b>				
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
<b>AUSTRALIA</b>				
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: Labour Force Characteristics of Aboriginal and Torres Strait Islander Australians, Estimates from the Labour Force Survey, 2009

### Indigenous population

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

The proportion of the population in Bendigo who are indigenous represent a larger proportion than Victoria overall (0.8% compared with 0.5%) however, this is considerably smaller compared with Australia (2%). Figures for Victoria and Australia show the unemployment rate for indigenous people is around three times the unemployment rate for non-indigenous people. (Source: ABS 2006 Census of Population and Housing)

LGA	% Indigenous	% Non-Indigenous
Central Goldfields (S)	0.8%	96.5%
Greater Bendigo (C)	0.9%	95.6%
Mount Alexander (S)	0.7%	95.8%
TOTAL Bendigo	0.9%	95.7%
TOTAL Central Victoria	0.8%	95.6%
VICTORIA	0.5%	94.4%
AUSTRALIA	2.0%	92.5%

SLA	% Indigenous	% Non-Indigenous
Gr. Bendigo (C) - Central	1.3%	93.8%
Gr. Bendigo (C) - Eaglehawk	2.0%	93.8%
Gr. Bendigo (C) - Inner East	0.6%	96.2%
Gr. Bendigo (C) - Inner North	0.8%	96.5%
Gr. Bendigo (C) - Inner West	0.9%	96.5%

Gr. Bendigo (C) - S'saye	0.4%	97.2%
Gr. Bendigo (C) - Pt B	0.7%	95.3%
C. Goldfields (S) - M'borough	0.8%	96.5%
C. Goldfields (S) Bal	0.9%	96.5%
Mount Alexander (S) - C'maine	1.1%	94.7%
Mount Alexander (S) Bal	0.4%	96.6%
TOTAL Bendigo	0.9%	95.7%
TOTAL Central Victoria	0.8%	95.6%
VICTORIA	0.5%	94.4%
AUSTRALIA	2.0%	92.5%

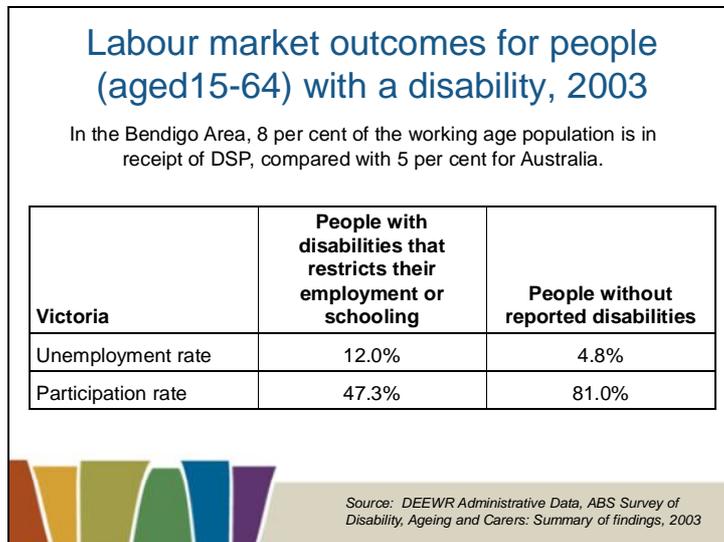
### Recipients of Centrelink benefits

	Unemployment Beneficiaries		Centrelink Beneficiaries	
	% of working age population (15-64 years)	% Change over 12 Months	% of working age population (15-64 years)	% Change over 12 Months
Central Goldfields (S)	9%	7%	39%	3%
Greater Bendigo (C)	6%	7%	25%	3%
Mount Alexander (S)	6%	18%	24%	4%
<b>TOTAL Bendigo area</b>	<b>6%</b>	<b>8%</b>	<b>26%</b>	<b>3%</b>
<b>Central Victoria</b>	<b>6%</b>	<b>9%</b>	<b>25%</b>	<b>4%</b>
<b>Victoria</b>	<b>4%</b>	<b>14%</b>	<b>17%</b>	<b>5%</b>
<b>Australia</b>	<b>5%</b>	<b>15%</b>	<b>18%</b>	<b>5%</b>

*Source: DEEWR administrative data, March 2009 and March 2010.*

Over one quarter (26%) of working age (15-64 years) in the Bendigo area are in receipt of a Centrelink benefit. This is even more pronounced in the Central Goldfields LGA where more than one in every four people (39%) of working age are in receipt of a Centrelink benefit (compared with 18% for Australia).

The most common benefits in the Bendigo area are Disability Support Pension (33% of Centrelink Recipients), Newstart Allowance (21%) and Parenting Payments (17%).

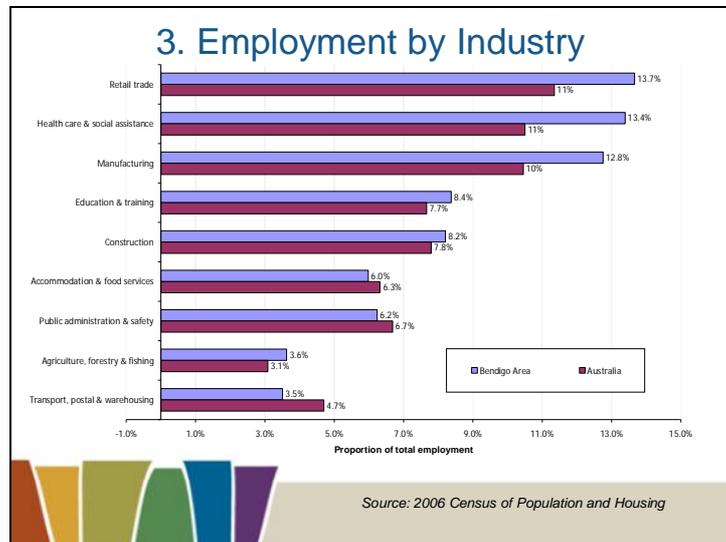


*Source: DEEWR Administrative Data, ABS Survey of Disability, Ageing and Carers: Summary of findings, 2003. Includes only persons living in households*

**Labour market outcomes for persons (aged 15-64) with a disability, 2003**

In 2003, one in five people (aged 15-64 years) reported having a disability (20% of the Australian population). Of those, 10% reported having a disability that restricted their employment or schooling.

The table indicates that persons with a disability have poorer labour market outcomes compared with persons without a disability.



### Employment by industry

(Source: 2006 Census of Population and Housing)

Another indicator of labour market vulnerability is a high concentration of employment in industries that are sensitive to economic downturns, such as the Retail Trade, Manufacturing and Construction industries.

More than one in three workers in the Bendigo area are employed in these vulnerable industries.

At the time of the 2006 Census, the Retail Trade industry had the largest proportion of employment in the Bendigo area (14%) followed by Health Care and Social Assistance (13%), Manufacturing (13%), Education and Training (8%) and Construction (8%).

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 by industry (ANZSIC 2006) for the Bendigo Area by LGA, Top 5 Employing Industries

<b>Industry</b>	<b>Central Goldfields</b>	<b>Greater Bendigo</b>	<b>Mount Alexander</b>
Retail trade	13%	14%	12%
Health care & social assistance	11%	14%	13%
Manufacturing	21%	11%	16%
Education & training	7%	8%	9%
Construction	6%	9%	7%

*(Source: 2006 Census of Population and Housing)*

### Educational attainment

% of working age population (15-64)	Completed year 12 or equivalent	Attained Bachelor degree or higher
Central Goldfields (S)	28%	7%
Greater Bendigo (C)	38%	14%
Mount Alexander (S)	38%	16%
<b>Bendigo Area</b>	<b>37%</b>	<b>13%</b>
<b>Victoria</b>	<b>49%</b>	<b>19%</b>
<b>Australia</b>	<b>47%</b>	<b>17%</b>

Source: 2006 Census of Population and Housing

*Source: ABS, 2006 Census of Population and Housing, place of usual residence*

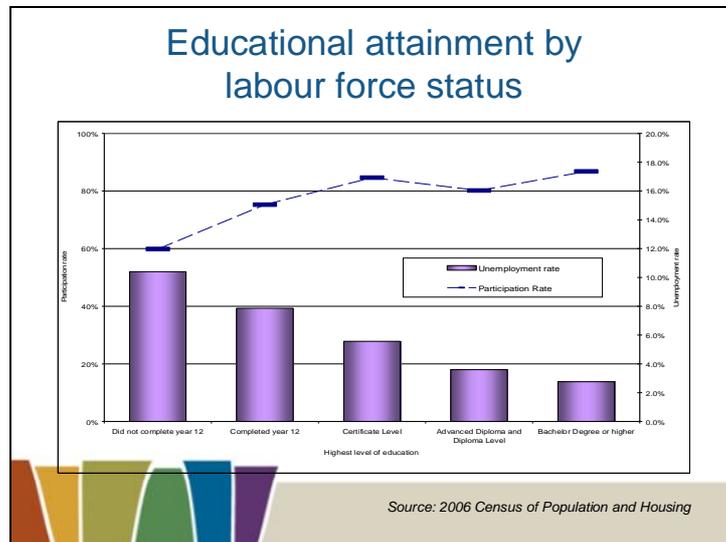
The level of educational attainment is strongly linked with labour market performance and the ability of a region (or its population) to respond flexibly to an economic shock. Accordingly, regions with relatively low levels of educational attainment tend, on average, to be less flexible in the face of 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 (15-64 years) in the Bendigo area who finished year 12 or equivalent (37%) is lower compared with Victoria (49%) and Australia (47%).

- The proportion of the working age population in the Bendigo area who had attained a Bachelor degree or higher (13%) is also lower compared with Victoria (19%) and Australia (17%).

These figures suggest that education and training will be significant issues in helping the Bendigo area to weather the global recession.

The proportion of the working age population in the Central Goldfields LGA who completed year 12 (28%) and who attained a Bachelor degree or higher (7%) was especially low.



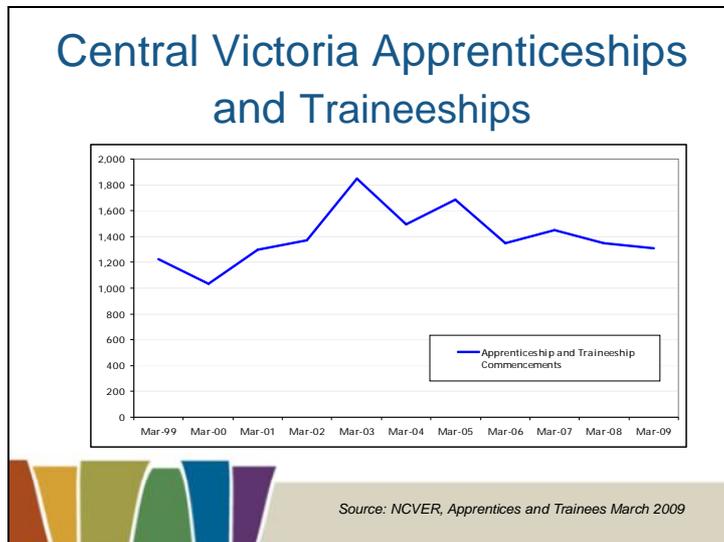
*Source: ABS, 2006 Census of Population and Housing, Bendigo area concorded from LGAs.*

There is a strong relationship between educational attainment and employment outcomes. For those of working age (15-64) who did not completed year 12 in the Bendigo area, the unemployment rate was over 10% at the time of the 2006 Census, while for those who had a Bachelor degree or higher, the unemployment rate was less than 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 qualification was 5.6% compared with 10.4% for those who did not completed year 12. In addition the participation rate was 85% for those who completed a Certificate level qualification compared with 60% for those who did not complete 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.



*Source: NCVER, Apprentices and Trainees March 2009, Central Victoria region*

The number of commencements in apprenticeships/traineeships in the Central Victoria region was high in 2003, and seems to have been on a downward trend since then. March 2010 data for the region are not yet available, but there is some evidence to suggest that commencements have increased again. Commencements at the national level have recently returned to pre-downturn levels.

### Central Goldfields at a glance

	Central Goldfields – Maryborough SLA	Central Goldfields – Balance SLA	Australia
Median age	45	46	37
Median household income (\$)	575	588	1027
Working age participation rate	64%	62%	71%
% of jobless families	34%	28%	19%
% population aged 15-64 who completed year 12	28%	27%	47%
% population aged 15-64 on:			
Centrelink benefits	38%	40%	18%
Disability Support Pension	14%	15%	5%
Parenting Payments	6%	5%	3%
Year 9 govt school students who did not meet minimum standards for reading in 2009	9%	n/a	6%
- did not meet minimum standards for writing in 2009	20%	n/a	11%

Source: 2006 Census of Population and Housing, DEEWR administrative data, March 2010; MySchool Data

*(Source: 2006 Census of Population and Housing and DEEWR administrative data; MySchool Data)*

- Central Goldfields Maryborough and Central Goldfields Balance account for 9% of the population of the Bendigo area. The Estimated Resident Population in 2008 for the Central Goldfields Maryborough SLA was around 4,300 and 3,200 for the Central Goldfields Balance SLA.
- The population in Central Goldfields is considerably older compared with the whole of Australia. The median age of both Central Goldfields – Maryborough SLA (45) and Central Goldfields – Balance SLA (46) was much higher than the median for Australia (37).
- The median weekly household income was \$575 for Central Goldfields – Maryborough SLA and \$588 for Central Goldfields – Balance SLA compared with \$1027 for Australia.
- The participation rate for those of working age in Central Goldfields – Maryborough (64%) and Central Goldfields – Balance (62%) is was much lower in comparison with Australia (71%).
- At the time of the 2006 Census there were 553 families with children in the Central Goldfields LGA, of whom 31% had no parent working. Children living in jobless families or without an employed parent may be considered to be disadvantaged or potentially disadvantaged. Depending on individual circumstances, children living without employed parents or guardians may be at higher risk of financial hardship, and may be without role models of employment to follow. However, there may be positive effects for children living

without an employed parent, for example, if the reason the parent is without a job is to care for children or to undertake study to try to improve the economic well-being of the household later on. (Source: ABS, Australian Labour Market Statistics, January 2009, cat. No. 6105.0)

- Almost 2 in every 5 people of working age in Central Goldfields is receiving a Centrelink benefit, while 14% of the working age population are in receipt of disability support payment (compared with 5% for Australia). In addition, a higher proportion of the working age population are receiving parenting payments (6%) compared with Australia (3%).

- At the time of the 2006 Census, a considerably lower proportion of the working age population had completed year 12 compared with Australia overall (28% compared with 47%).

- There is only one government high school in the Central Goldfields area, so results from the MySchool website for that school give a good indication of education outcomes for students in the area, who will soon be of an age to move into the labour force. Maryborough Education Centre had a higher proportion of year nine students who did not meet minimum standards for four out of five test areas;

<b>Tested area</b>	<b>Central Goldfields</b>	<b>Australia</b>
<b>Reading</b>	9%	6%
<b>Writing</b>	20%	11%
<b>Spelling</b>	13%	9%
<b>Grammar &amp; Punctuation</b>	16%	8%
<b>Numeracy</b>	2%	4%

### Internet Vacancy Index (IVI)

Victoria	Change over the last year	Number of Vacancies
Managers	18.3%	6 662
Professionals	5.4%	13 709
Technicians and Trades Workers	26.0%	5 992
Community and Personal Service Workers	0.3%	2 950
Clerical and Administrative Workers	31.3%	9 900
Sales Workers	6.8%	5 580
Machinery Operators and Drivers	17.8%	2 092
Labourers	-13.0%	3 508
<b>Total</b>	<b>12.2%</b>	<b>50 394</b>

Source: DEEWR, Internet Vacancies Index, June 2010

In spite of the global recession, are there still job opportunities?

During June 2010, there were 50 394 job vacancies in Victoria. Over 20,000 were for lower skilled positions.

These data are from the Internet Vacancies Index, which is based on vacancies newly lodged on four online recruitment websites - SEEK, CareerOne, MyCareer and Australian JobSearch.

The number of vacancies is more than 12% higher than a year ago indicating that the labour market may be recovering.

On the 30<sup>th</sup> June 2010 there were 85 jobs advertised on the JobSearch web site in the Bendigo area. Around 40% of the vacancies were for lower skilled positions.

**Survey results**  
Recruitment experiences 12 months preceding the survey

	<b>Bendigo Area May 2010</b>	<b>Bendigo Area September 2009</b>	<b>Central Victoria May 2010</b>	<b>Central Victoria September 2009</b>	<b>All Regions (12 months to March 2010)</b>
Employers who recruited	73%	74%	75%	72%	65%
Growth	63%	60%	61%	55%	56%
Staff turnover	86%	84%	86%	82%	80%
Unfill rate	6.3%	4.3%	6.7%	4.0%	4.6%
Experienced difficulty	53%	53%	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 again in May 2010. The survey covered the LGAs of Central Goldfields (S), Greater Bendigo (C) and Mount Alexander (S) which make up the Bendigo area.

A total of 164 employers were surveyed in the Bendigo area as part of the Central Victoria survey.

Although a similar proportion of employers recruited in Bendigo in May 2010 (73%) compared with September 2009 (74%) a considerably higher proportion recruited compared with all employers surveyed in the 12 months to March 2010 (65%).

Of the employers who recruited 63% recruited due to increasing staff numbers, while 86% of employers recruited due to staff turnover.

A higher proportion of vacancies were unfilled in May 2010 (6.3%) compared with September 2009 (4.3%) and all businesses surveyed in the 12 months to March 2010 (4.6%).

Overall, 53% of employers in the Bendigo area reported that recruitment was difficult (both times the area was surveyed). 'Recruitment difficulty' includes having to re-advertise, taking a long time to fill a vacancy, or having to recruit someone who needs development.

### Recent Changes in Staff Levels

Industry	Change in staff numbers over the last 3 months	
	Increased	Decreased
Manufacturing	28%	14%
Wholesale Trade	20%	10%
Retail Trade	27%	8%
Accommodation and Food Services	17%	10%
Health Care and Social Assistance	16%	5%
Bendigo Area May 2010	21%	8%
Bendigo Area September 2009	17%	5%
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 who increased staff levels in the three months prior to surveying is higher compared with the September 2009 (21% compared with 14%). The proportion of employers who increased staff levels in the three months prior to surveying was highest in Manufacturing and Retail Trade.

### Occupations difficult to fill

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

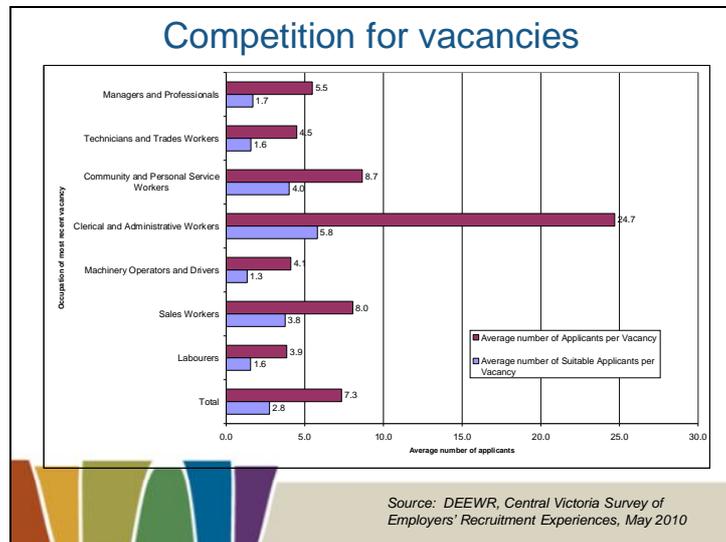
Source: DEEWR, Central Victoria Survey of Employers' Recruitment Experiences, May 2010

This slide shows the occupations across the Bendigo area that 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 as difficult to fill in the Bendigo area.

Occupations with an asterisk indicate that these occupations were reported as difficult to fill last time the Central Victoria region was surveyed.



The average number of applicants per vacancy in Bendigo was lower (7.3 applicants per vacancy) compared with all employers surveyed in the 12 months to March 2010 (8.5 applicants per vacancy).

In Bendigo there was a large pool of applicants for Clerical and Administrative Workers vacancies (24.7 applicants).

Although there was a relatively large number of applicants per vacancy the pool of suitable applicants was much smaller, with 2.8 suitable applicants per vacancy. The number of suitable applicants was slightly higher than the average received by all employers surveyed in the 12 months to March 2010 (2.6 applicants per vacancy).

Of particular interest is the gap between the number of applicants and the number of suitable applicants. In Bendigo, 2 out of every 5 applicants were unsuitable for the job for which they applied. For some occupations, such as Clerical and Administrative Workers, the gap was much wider (1 out of every 4 applicants).

### Reasons applicants unsuitable

58% 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

58% of employers in the Bendigo area had one or more unsuitable applicants during their most recent recruitment round.

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 (61%) as well as a lack of qualifications or training (25%). In addition, applicants having poor job search motivation (10%) was 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.



*Note: figures in brackets are September 2009 data for Bendigo.*

Employers in the Bendigo 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 Bendigo area, 43% stated that both technical skills and experience and basic employability skills were equally important. A further 33% of employers considered personality traits and qualities were more important whilst 23% 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					
	Bendigo Area May 2010	Bendigo Area Sept 2009	Central Victoria May 2010	Central Victoria Sept 2009	All Regions (12 mths to March 2010)
Will recruit	53%	50%	53%	49%	44%
Expect future difficulty	50%	32%	50%	30%	36%
Uncertain about recruitment	14%	25%	14%	19%	n/a
Will decrease staff	3%	1%	3%	2%	3%
Will increase staff	27%	26%	28%	27%	27%
Will recruit an apprentice	23%	27%	23%	29%	20%

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

### Future Recruitment Expectations

The proportion of employers in the Bendigo area who expected to recruit in the 12 months following the survey (53%) was higher when compared with employers surveyed in Bendigo in September 2009 (50%) and all regions surveyed in the 12 months to March 2010 (44%).

A higher proportion of employers in the Bendigo area expected to encounter difficulties (50%) when recruiting in the 12 months following the survey compared with employers surveyed in Bendigo in September 2009 (32%) and all employers surveyed in the 12 months to March 2010 (36%).

The proportion of employers uncertain about future recruitment declined between the September 2009 and May 2010 survey (25% down to 14%)

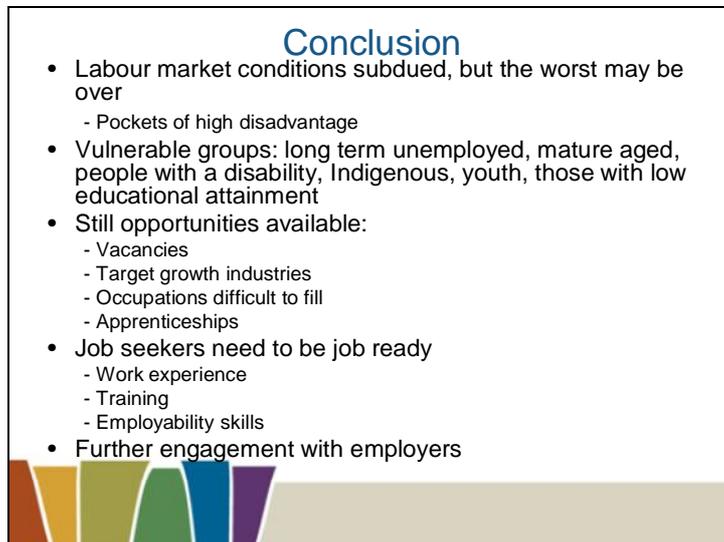
### Reducing Staff

A larger proportion (3%) of employers in the Bendigo area expected to reduce staff numbers in the 12 months following the survey compared with employers surveyed in Bendigo in September 2009 (1%). However, this is a similar proportion to all employers surveyed in the 12 months to March 2010 (3%).

### Recruiting an Apprentice

A higher proportion of employers in the Bendigo area (23%) intended to recruit an apprentice in the 12 months following the survey compared with all employers surveyed in the 12 months to March 2010. However, this is a smaller proportion compared with employers surveyed in Bendigo in September 2009.

These results demonstrate that there are opportunities in the Bendigo area to be taken advantage of, especially in relation to apprenticeships.



### Conclusion

- Labour market conditions subdued, but the worst may be over
  - Pockets of high disadvantage
- Vulnerable groups: long term unemployed, mature aged, people with a disability, Indigenous, youth, those with low educational attainment
- Still opportunities available:
  - Vacancies
  - Target growth industries
  - Occupations difficult to fill
  - Apprenticeships
- Job seekers need to be job ready
  - Work experience
  - Training
  - Employability skills
- Further engagement with employers

### Conclusion

The unemployment rate in Bendigo has been consistently higher than the national average. There are also pockets of very high unemployment, high youth unemployment and long term unemployed. The results of the survey, however, suggest some tightening of the labour market since September 2009.

There are still pockets of extreme disadvantage in the area (Central Goldfields) and vulnerable groups (long term unemployed, mature aged, people with a disability, indigenous, youth and those with low educational attainment).

However, there are still job opportunities available in the area with a large proportion of employers recruiting. There are also expected to be new jobs created in growth industries such as Health Care. 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](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)
- [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au)
- [www.jobsearch.gov.au](http://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](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)  
[www.skillsinfo.gov.au](http://www.skillsinfo.gov.au)  
[www.jobsearch.gov.au](http://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.