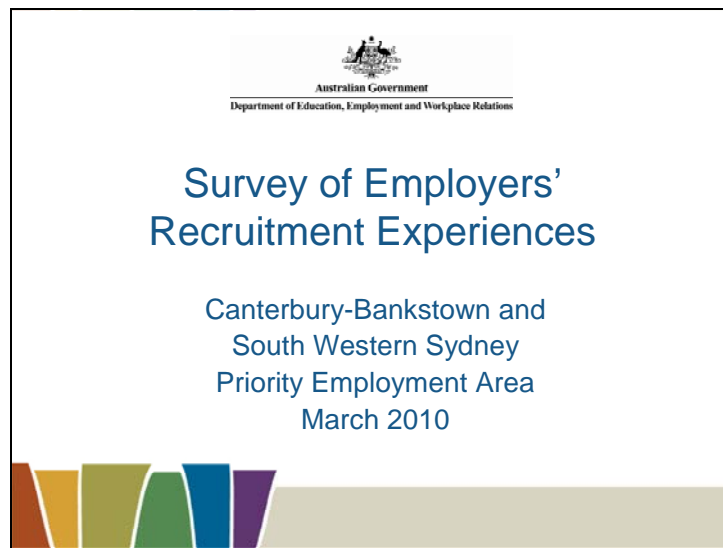


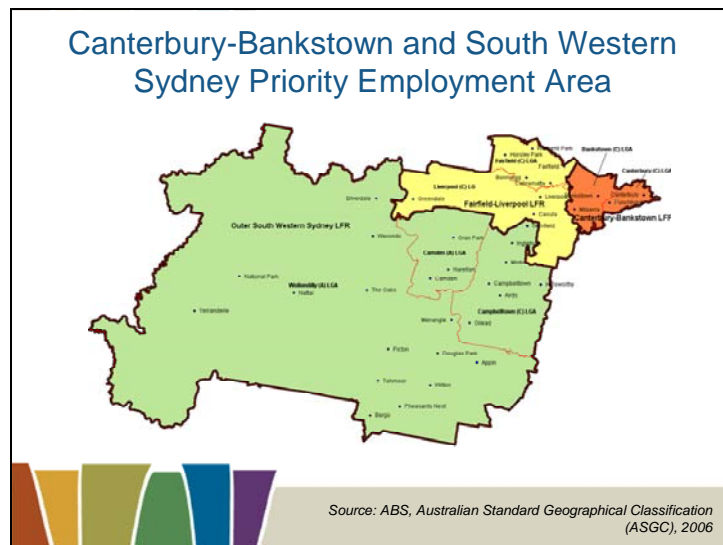
Slide 1



**Australian Government  
Department of Education, Employment and Workplace Relations**

**Survey of Employers' Recruitment Experiences**

**Canterbury-Bankstown and South Western Sydney  
Priority Employment Area March 2010**



### Canterbury-Bankstown and South Western Sydney Priority Employment Area

Source: ABS, Australian Standard Geographical Classification (ASGC), 2006, cat. no. 1216.0

This map shows the Canterbury-Bankstown and South Western Sydney Priority Employment Area which covers the Outer South Western Sydney, Canterbury-Bankstown and Fairfield-Liverpool and Labour Force Regions (LFRs).

The Local Government Areas in each LFR are:

Outer South Western Sydney

- Camden (A)
- Campbelltown (C)
- Wollondilly (A)

Canterbury-Bankstown

- Canterbury (C)
- Bankstown (C)

Fairfield-Liverpool

- Fairfield (C)
- Liverpool (C)

Profile						
	Outer South Western Sydney	Canterbury-Bankstown	Fairfield-Liverpool	Total Priority Employment Area	NSW	Australia
Adult population (2008)	188 700	255 200	286 800	730 600	5 652 300	17 306 000
Population growth (2003-2008)	5%	4%	6%	5%	6%	9%
Median Age (2006)	32	35	33	33	37	37
Proportion born in OTMESC (2006)	15%	40%	45%	35%	18%	15%
Labour Force (2010)	135 900	141 200	160 200	437 300	3 679 800	11 669 700
Working Age Participation Rate - (2010)	76.4%	69.4%	61.0%	67.8%	74.6%	76.5%

Source: ABS, Population by Age and Sex, Regions of Australia, 2008, cat. no. 3235.0; ABS, Labour Force, Australia, April 2010, cat. no. 6202.0; ABS, Census of Population and Housing, 2006

## Profile

Source: ABS, Population by Age and Sex, Regions of Australia, 2008, cat. no. 3235.0; ABS, Labour Force, Australia, April 2010, cat. no. 6202.0; ABS, Census of Population and Housing, 2006

## Population


- Growth in the adult population between 2003 and 2008 in the Priority Employment Area has been lower (5%) compared with NSW (6%) and all of Australia (9%).
- The adult population of the Priority Employment Area is 730 600 at June 2008.
- The median age for the Priority Employment Area is 33 years compared with 37 years for both NSW and Australia.
- Outer South Western Sydney has a similar proportion of residents born in OTMESC (15%) compared with NSW (18%) and Australia (15%).
- The whole Priority Employment Area has a high proportion of residents born in OTMESC (35%), however most of these residents are in the Canterbury-Bankstown (40%) and Fairfield Liverpool (45%) LFRs.

## Labour Force

- The Outer South Western Sydney LFR had a significantly higher participation rate (78.1%) compared with both the Canterbury Bankstown LFR (70.1%) and the Fairfield Liverpool LFR (61.4%).
- As at April 2010, the Working Age participation rate in Canterbury-Bankstown and South Western Sydney Priority Employment Area (67.8%) was below that of NSW (74.6%) and Australia (76.3%).

Why was Canterbury-Bankstown and South Western Sydney identified as a Priority Employment Area?

1. Increase in unemployment
2. Increase in the number of unemployment benefit recipients
3. High industry concentration in Manufacturing, Retail Trade and Construction
4. Lower levels of educational attainment



Source: DEEWR, *Keep Australia Working Final Report*, October 2009

**Why was Canterbury-Bankstown and South Western Sydney identified as a Priority Employment Area?**

*Source: DEEWR, Keep Australia Working Final Report, October*

1. Increase in unemployment
2. Increase in the number of unemployment benefit recipients
3. High industry concentration in Manufacturing, Retail Trade and Construction
4. Lower levels of educational attainment

### 1. Unemployment Rate by SLA

Statistical Local Area (SLA)	Dec-08	Dec-09	Change (percentage points)
Camden (A)	2.7%	3.7%	1.0
Campbelltown (C) - North	8.4%	10.6%	2.2
Campbelltown (C) - South	7.7%	9.8%	2.1
Wollondilly (A)	3.6%	4.7%	1.1
Canterbury (C)	6.4%	8.0%	1.6
Bankstown (C) - North-East	9.0%	11.5%	2.5
Bankstown (C) - North-West	8.0%	10.3%	2.3
Bankstown (C) - South	2.8%	4.3%	1.5
Fairfield (C) - East	10.4%	13.7%	3.3
Fairfield (C) - West	5.3%	7.0%	1.7
Liverpool (C) - East	5.8%	8.0%	2.2
Liverpool (C) - West	5.4%	7.7%	2.3
<b>New South Wales</b>	<b>5.2%</b>	<b>5.8%</b>	<b>0.6</b>
<b>Australia</b>	<b>4.6%</b>	<b>5.5%</b>	<b>0.9</b>

Source: DEEWR, Small Area Labour Markets, Australia, December 2009; ABS, Labour Force, Australia, April 2010

### Unemployment Rate by SLAs

Source: DEEWR, Small Area Labour Markets, Australia, December 2009.  
 ABS, Labour Force, Australia, April 2010, cat. no. 6202.0

Note: Unemployment rates for SLAs use a 4 qrt average. Unemployment rates for Australia and New South Wales are seasonally adjusted.

Statistical Local Area (SLA)	Dec-09
Camden (A)	3.7%
Campbelltown (C) - North	10.6%
Campbelltown (C) - South	9.8%
Wollondilly (A)	4.7%
Canterbury (C)	8.0%
Bankstown (C) - North-East	11.5%
Bankstown (C) - North-West	10.3%
Bankstown (C) - South	4.3%
Fairfield (C) - East	13.7%
Fairfield (C) - West	7.0%
Liverpool (C) - East	8.0%
Liverpool (C) - West	7.7%

Long-Term Unemployment				
	Long-term unemployed (52 weeks and under 104 weeks)		Very long-term unemployed (104 weeks and over)	
	April 2010	April 2009	April 2010	April 2009
Outer South Western Sydney	13%	11%	11%	14%
Canterbury-Bankstown	12%	9%	8%	6%
Fairfield-Liverpool	18%	12%	10%	12%
<b>Australia</b>	<b>9%</b>	<b>7%</b>	<b>7%</b>	<b>7%</b>

Source: ABS, Labour Force, Australia, April 2010

**Long-term unemployment in the Canterbury-Bankstown and South Western Sydney Priority Employment Area**

*Source: ABS, Labour Force Australia, Detailed – Electronic Delivery, April 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.

**Proportion of Unemployed in LTU and VLTU as at April 10 and April 09.**

Region	LTU-10	LTU-09	VLTU-10	VLTU-09
Outer South Western Sydney	13	11	11	14
Canterbury-Bankstown	12	9	8	6
Fairfield-Liverpool	18	12	10	12
Total Priority Employment Area	15	11	10	11
New South Wales	11	9	8	9
Australia	9	7	7	7

**Average Duration of Unemployment  
(weeks)**

	<b>April 2010</b>	<b>April 2008</b>
Outer South Western Sydney	42	33
Canterbury-Bankstown	41	34
Fairfield-Liverpool	48	60
<b>Australia</b>	34	33

*Source: ABS, Labour Force, Australia, April 2010*

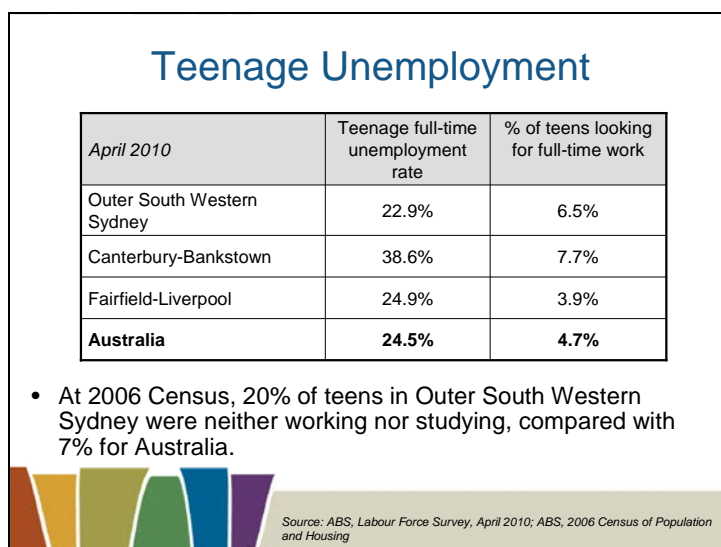
**Long-term unemployment in the Canterbury-Bankstown and South Western Sydney Priority Employment Area**

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

The average duration of unemployment has increased over the past two years in Outer South Western Sydney.

**Average Duration of Unemployment (Weeks)**

<b>Region</b>	<b>April-10</b>	<b>April-08</b>
Outer South Western Sydney	42	33
Canterbury-Bankstown	41	34
Fairfield-Liverpool	48	60
Total Priority Employment Area	44	44
New South Wales	39	39
Australia	34	33



### Teenage Full-Time Unemployment

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

Current Teenage Full-Time Unemployment Rate April 2010 stands at:

### Teenage Full-Time Unemployment Rate

12 month average to April 2010

Canterbury-Bankstown	38.6%
Fairfield-Liverpool	24.9%
Outer South Western Sydney	22.9%
Whole Priority Employment Area	27.6%
New South Wales	26.1%
<b>AUSTRALIA</b>	<b>24.5%</b>

### Teenage Full-Time Unemployment to Population Ratio

12 month average to April 2010

Outer South Western Sydney	6.5%
Canterbury-Bankstown	7.7%
Fairfield-Liverpool	3.9%
NSW	5.0%
Australia	4.7%

At the 2006 Census, 20% of teens in Outer South Western Sydney were neither working nor studying, compared with 7% for Australia.



## 2. Recipients of Centrelink Benefits

	% of Working Age Population on Centrelink Benefits	% of Working Age Population on Unemployment Benefits	% Change over 12 Months for all Centrelink Benefit Recipients	% Change over 12 Months for Unemployment Benefit Recipients
Camden (A)	10%	2%	10%	26%
Campbelltown (C) - North	22%	6%	9%	20%
Campbelltown (C) - South	22%	6%	8%	21%
Wollondilly (A)	13%	3%	8%	19%
<b>Outer South Western Sydney</b>	<b>18%</b>	<b>5%</b>	<b>9%</b>	<b>21%</b>
<b>New South Wales</b>	<b>18%</b>	<b>5%</b>	<b>7%</b>	<b>20%</b>
<b>Australia</b>	<b>18%</b>	<b>5%</b>	<b>8%</b>	<b>26%</b>

Source: DEEWR, Administrative Data, December 2008 - December 2009

### Centrelink Benefits

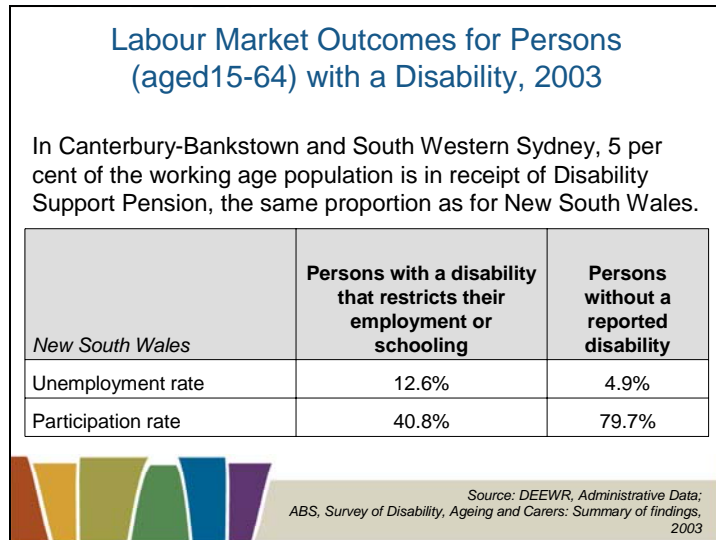
Source: DEEWR, Administrative Data, December 2008 - December 2009

### Recipients of Centrelink Benefits

- A higher proportion of the working age population (WAP) in the Campbelltown (C) – North and Campbelltown (C) – South were in receipt of Centrelink benefits (22%) compared with NSW and Australia (18% and 18%).
- Camden saw a 10% increase in the proportion of the WAP in receipt of Centrelink Benefits in the 12 months to Dec-09 compared with 8% for all of Australia.

### Recipients of Unemployment Benefits

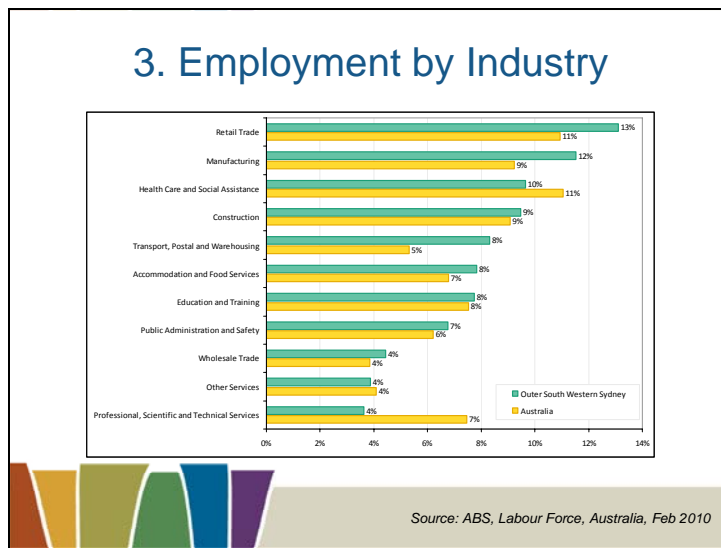
- The highest proportion of the WAP in receipt of Unemployment benefits was in Campbelltown (C) – North and Campbelltown (C) – South (both 6%), although overall the Outer South Western Sydney area had a similar proportion to NSW and Australia (all 5%).
- Camden had a significant rise in the proportion of the WAP in receipt of Unemployment benefits (26%), however this was from a relatively small base.



**Labour Market Outcomes for Persons (aged 15-64) with a Disability, 2003**

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

- In 2003, one in five people (aged 15-64 years) reported having a disability (20% of the Australian population). 8.9 per cent of the population (aged 15-64 years) reported having a disability that restricted their employment or schooling.
- Persons with a disability that restricts their employment or schooling have poorer labour market outcomes compared with persons without a disability. In the Canterbury-Bankstown and South Western Sydney Priority Employment Area, 5% of the working age population is in receipt of a Disability Support Pension (DSP), compared with 5% for Australia.



### Employment by Industry

Source: ABS, Labour Force, Australia, Detailed, Quarterly, Feb 2010 cat. no. 6291.0.55.003

- An indicator of labour market vulnerability is a high concentration of employment in industries that are sensitive to economic downturns, such as the Manufacturing, Retail Trade and Construction industries.
- This chart compares the Outer South Western Sydney Labour Force Region with Australia. The chart shows the high concentration of employment in Manufacturing (12% of employment in the region), Retail Trade (13%), Health Care and Social Assistance Services (10%) and Construction (9%).
- 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 3.0 per cent per annum, which equates to around 181 600 new jobs in the five years to 2013-14. This figure includes lower skilled positions such as wardspeople, cleaners and gardeners all of which have high levels of part-time employment. This compares with an average annual growth rate of 1.0 per cent for all industries over the same period. (source: <http://www.skillsinfo.gov.au/skills/IndustryOutlooks>)

### Employment Change by Industry

Employment Change February 2009 – February 2010	Outer South Western Sydney	Canterbury- Bankstown	Fairfield- Liverpool	Total Priority Employment Area	New South Wales	Australia
Manufacturing	-9%	-4%	4%	-5%	2%	-4%
Construction	-11%	-3%	-13%	-9%	-2%	0%
Retail Trade	5%	9%	16%	10%	-5%	-2%
Health Care and Social Assistance	11%	1%	5%	5%	6%	7%
<b>Total</b>	<b>1%</b>	<b>-5%</b>	<b>-5%</b>	<b>-3%</b>	<b>0%</b>	<b>1%</b>

Source: ABS, Labour Force, Australia, Feb 2010

### Employment change by Industry

Source: ABS Labour Force, Australia, Detailed, Quarterly, Feb 2010 cat. no. 6291.0.55.003

- This table shows the change in employment for the largest employing industries in the Canterbury-Bankstown and South Western Sydney Priority Employment Area over the 12 months to February 2010.
- There has been a considerable increase in the proportion of employment in the Retail Trade industry (10%) over the 12 months to Feb-10, and a smaller increase in Health Care and Social Assistance (5%).
- There has been a considerable decrease in the proportion of employment in the Construction (-9%) and Manufacturing (-5%) industries over the 12 months to Feb-10 compared with Australia overall.

### 4. Educational Attainment

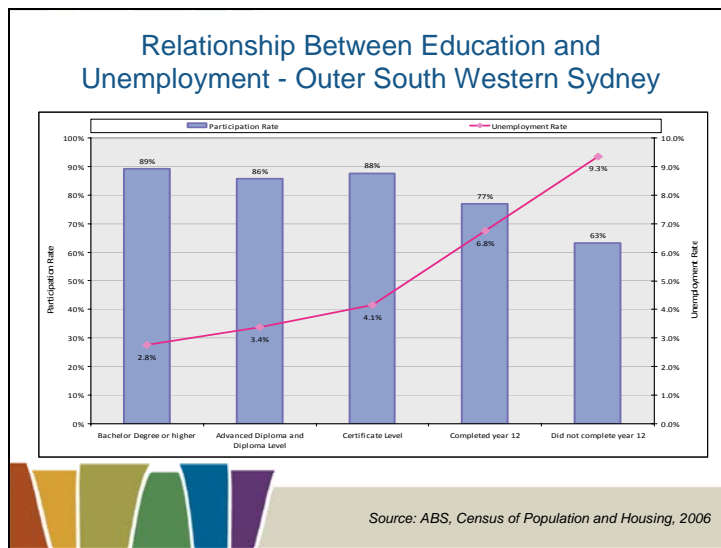
<i>Proportion of Working Age Population (15 to 64 years)</i>	<b>Outer South Western Sydney</b>	<b>Canterbury-Bankstown</b>	<b>Fairfield-Liverpool</b>	<b>NSW</b>	<b>Australia</b>
Completed year 12 or equivalent	38%	50%	44%	47%	47%
Bachelor degree or higher	10%	14%	10%	19%	17%

Source: ABS, Census of Population and Housing, 2006

### Educational Attainment

Source: ABS, Census of Population and Housing, 2006

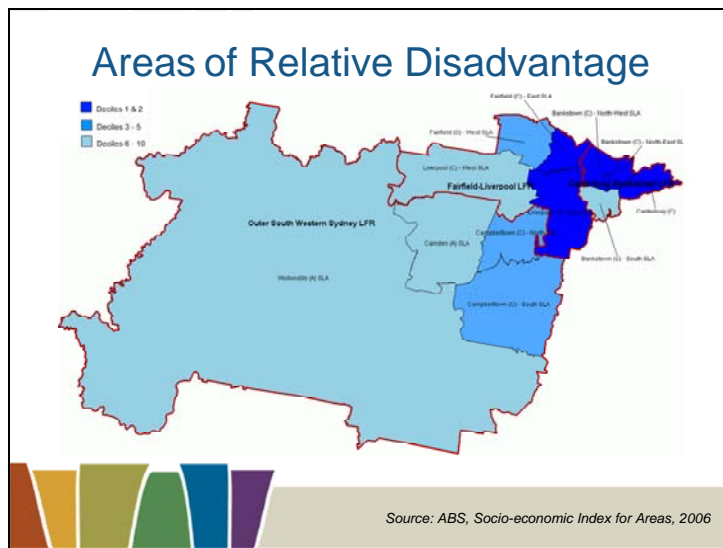
- The level of educational attainment is strongly linked with labour market performance and the ability of a region (or its population) to respond flexibly to an economic shock. Accordingly, regions with relatively low levels of educational attainment tend, on average, to be less flexible in the face 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.
- This table shows the lower levels of educational attainment in the Canterbury-Bankstown, Fairfield-Liverpool and Outer South Western Sydney LFRs, compared with NSW and Australia.
- There is a higher level of educational attainment in the Canterbury-Bankstown LFR than in the other LFRs in the Priority Employment Area. However, in comparison to NSW and Australia, although there is a higher level of year 12 completion rates in the Canterbury-Bankstown LFR, a lower proportion have attained a Bachelor degree or higher.



### **Educational attainment by labour force status**

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

- There is a strong relationship between educational attainment and employment outcomes. For those of working age (15-64) who did not complete year 12 in Outer South Western Sydney, the unemployment rate 9.3% at the time of the 2006 Census, while for those who had a Bachelor degree or higher, the unemployment rate was 2.8%.
- 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 4.1% compared with 9.3% for those who did not complete year 12. In addition the participation rate was 88% for those who completed a Certificate level qualification compared with 63% for those who did not complete year 12.
- Around three quarters of jobs growth is in jobs which require education and training (DEEWR, New Jobs – Employment trends and prospects for Australian industries, November 2008) – this is a global trend.



**Areas of Relative Disadvantage**

Source: Socio-economic Indexes for Areas (SEIFA), 2006, Table. 3 Statistical Local Area (SLA) Index of Relative Socio-economic Disadvantage (ABS cat. no. 2033.0.55.001)

- The Socio-Economic Indexes for Areas (SEIFA) summarise aspects of the socio-economic conditions of people living in an area. This map shows the index of disadvantage in the Canterbury-Bankstown and Outer South Western Sydney Priority Employment Area. This index is derived from Census data related to disadvantage, such as low income, low educational attainment, unemployment and dwellings with no car, among other things.
- The light areas are those areas with the lowest levels of disadvantage in the Canterbury-Bankstown and Outer South Western Sydney Priority Employment Area (ranking within Australia). The areas in dark blue are those areas which recorded the highest levels of disadvantage (the bottom 20 per cent). What this map shows is that there is a range of different levels of disadvantage across the area including some pockets of low disadvantage.

SLAs by SEIFA decile (low score indicates highest levels of disadvantage)

SLA	Decile	LGA	LFR
Fairfield East	1	Fairfield	Fairfield-Liverpool
Liverpool East	2	Liverpool	Fairfield-Liverpool
Bankstown North-East	2	Bankstown	Canterbury-Bankstown
Bankstown North-West	2	Bankstown	Canterbury-Bankstown
Canterbury	2	Canterbury	Canterbury-Bankstown
Fairfield West	3	Fairfield	Fairfield-Liverpool
Campbelltown North	3	Campbelltown	Outer South-Western Sydney
Campbelltown South	3	Campbelltown	Outer South-Western Sydney
Bankstown South	6	Bankstown	Canterbury-Bankstown
Liverpool West	6	Liverpool	Fairfield-Liverpool
Wollondilly	8	Wollondilly	Outer South-Western Sydney
Camden	9	Camden	Outer South-Western Sydney

### Internet Vacancy Index (IVI)

<i>New South Wales</i>	Annual Change March 2009 – March 2010		Number of Vacancies March 2010
	Per cent	Number	
Managers	1.9	178	9 433
Professionals	-6.1	-1 272	19 711
Technicians and Trades Workers	12.0	849	7 952
Community and Personal Service Workers	-0.7	-32	4 322
Clerical and Administrative Workers	7.8	916	12 734
Sales Workers	-6.5	-523	7 502
Machinery Operators and Drivers	1.3	33	2 541
Labourers	-9.6	-534	5 041
<b>All Occupations</b>	<b>-0.6</b>	<b>-385</b>	<b>69 237</b>

Source: DEEWR, Internet Vacancy Index, March 2010

### Internet Vacancy Index (IVI)

Source: DEEWR, Internet Vacancy Index, March 2010

- This table shows that during March 2010, there were 69,237 new job vacancies advertised on the internet in New South Wales.
- The number of job vacancies advertising for Technicians and Trades Workers increased by 12.0% over the 12 months to March 2010, while most other occupation groups have experienced a decline or remained steady in the number of advertised vacancies.
- 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.



Survey Results Recent Staff Changes					
	Outer South Western Sydney		Canterbury-Bankstown and Fairfield-Liverpool		Priority Employment Areas Surveyed 2009
	March 2010	July 2009	March 2010	July 2009	
<b>Change in staff numbers in preceding 3 months</b>					
Increase	20%	10%	18%	12%	14%
Decrease	13%	18%	13%	22%	14%
Remain the same	67%	71%	69%	66%	72%

Source: Survey of Employers' Recruitment Experiences – Canterbury-Bankstown and South Western Sydney – July 2009 and March 2010

### Survey Results Recent Staff Changes

Source: Survey of Employers' Recruitment Experiences – Canterbury-Bankstown and South Western Sydney – July 2009 and March 2010

Staffing levels remained relatively stable.

- Proportion of employers who increased staff numbers in the whole Priority Employment Area (19%) was higher compared with July 2009 (11%).
- The proportion of employers who decreased staff number in the whole priority Employment Area (13%) was lower compared with July 2009 (21%).

Recruitment Experiences 12 Months Preceding the Survey					
	Outer South Western Sydney		Canterbury-Bankstown and Fairfield-Liverpool		Priority Employment Areas Surveyed 2009
	March 2010	July 2009	March 2010	July 2009	
Employers who recruited	63%	51%	58%	58%	64%
- Growth	58%	46%	65%	63%	55%
- Staff Turnover	74%	69%	77%	76%	80%
Unfill rate	5.9%	3.4%	7.9%	6.3%	4.1%
Experienced difficulty	41%	49%	47%	57%	55%
Recruitment Rate	10.0%	11.9%	10.5%	12.7%	16.6%

Source: Survey of Employers' Recruitment Experiences – Canterbury-Bankstown and South Western Sydney – July 2009 and March 2010

## Survey Results

### Recruitment Experiences 12 Months Preceding the Survey

#### Outer South Western Sydney

- The proportion of employers who recruited (63%) was higher than in July 2009 (51%) but was similar compared with all Priority Employment Areas surveyed in 2009 (64%)
- More employers recruited due to growth (58%) compared with July 2009
- A higher proportion of vacancies remained unfilled (5.9%) compared with 2009 (3.4%), this unfill rate was also higher compared to all Priority Employment Areas surveyed in 2009 (4.3%)
- Unfill rates were very low for most of the larger industries (Manufacturing, Construction, Wholesale Trade, Retail Trade all 0.0% unfill rate)
- Health Care and Social Assistance had the highest unfill rate (21.1% compared with 5.9% for all industries)
- Lower proportion of employers reported difficulty (41%) compared with 2009 (49%)

#### Canterbury-Bankstown Fairfield-Liverpool

- The proportion of employers who recruited was the same as in July 2009 (58%) but was lower compared with all Priority Employment Areas surveyed in 2009 (64%)
- A higher proportion of vacancies remained unfilled (7.9%) compared with 2009 (6.3%), this unfill rate was also higher compared to all Priority Employment Areas surveyed in 2009 (4.3%)
- Lower proportion of employers reported difficulty (47%) compared with 2009 (57%)

### Most Recent Recruitment Activity

	Outer South Western Sydney		Canterbury-Bankstown and Fairfield-Liverpool		Priority Employment Areas Surveyed 2009
	March 2010	July 2009	March 2010	July 2009	
Vacancies not filled	3.7%	6.5%	12.2%	9.9%	5.0%
Vacancies filled with job seekers who require development	11%	16%	8%	10%	11%
Vacancies filled with suitable applicants	78%	69%	77%	78%	81%
Recruitment difficulty	30%	44%	34%	53%	42%

Source: Survey of Employers' Recruitment Experiences – Canterbury-Bankstown and South Western Sydney – July 2009 and March 2010

### Most Recent Recruitment Activity

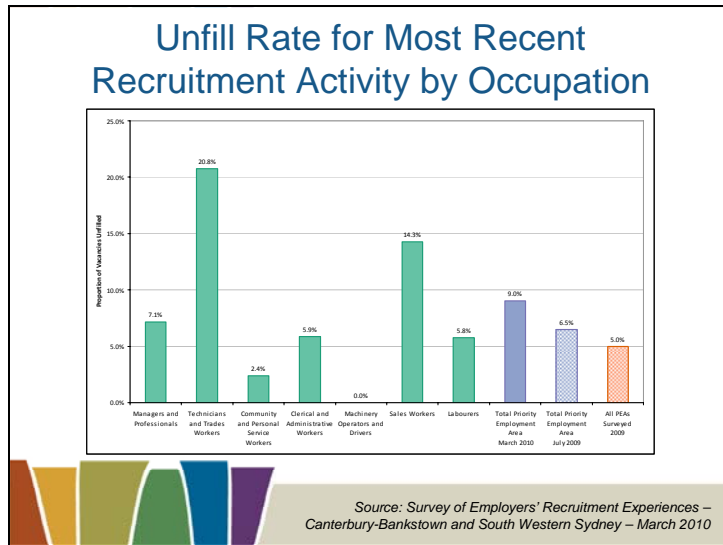
*Note: Columns do not sum to 100% per cent because some employers were not asked the staff development questions or were unsure about the development requirements of new staff members.*

#### Outer South Western Sydney:

- Lower proportion of vacancies remained unfilled (3.7%) compared with both July 2009 (6.5%) and all Priority Employment Areas surveyed in 2009 (5.0%);
- Large proportion of vacancies were filled with suitable applicants (78%) compared with July 2009 (69%);
- As a result, fewer vacancies were filled with staff that required further development (11%);
- A lower proportion of employers reported experiencing difficulty (30%) compared those surveyed in 2009 (44%).

#### Canterbury-Bankstown and Fairfield-Liverpool:

- A higher proportion of vacancies remained unfilled (12.2%) compared with both July 2009 (9.9%) and all Priority Employment Areas surveyed in 2009 (5.0%);
- A lower proportion of employers reported experiencing difficulty (34%) compared those surveyed in 2009 (53%).



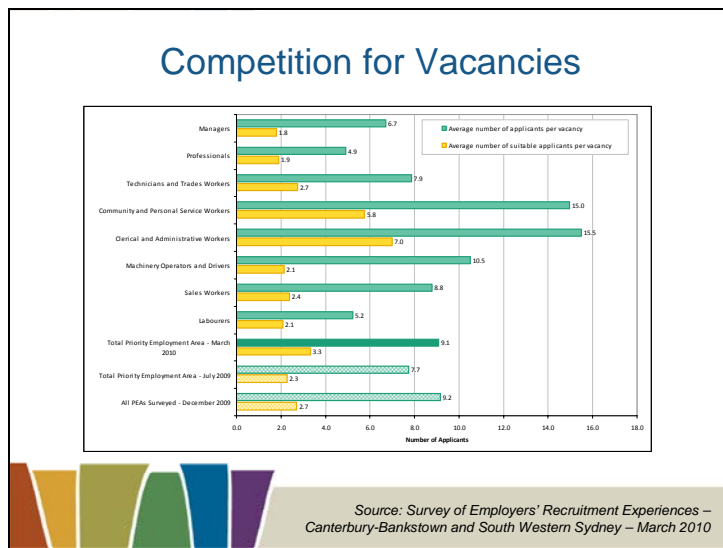
### Unfill Rate by Occupation

Most recent recruitment activity

- The occupations that had the highest unfill rates were those of Technicians and Trades Workers (20.8%) and Sales Workers (14.3%).
- Overall the unfill rate for Canterbury-Bankstown and South Western Sydney Priority Employment Area (9.0%) was higher compared with all Priority Employment Areas surveyed in 2009 (5.0%).

The unfill rate for the most recent recruitment activity varied significantly between the LFRs in the Priority Employment Area:

- In Outer South Western Sydney positions remained unfilled for only Professionals (12.0%) and Technicians and Trades Workers (9.1%) (total of 4 vacancies)
- In Canterbury-Bankstown and Fairfield-Liverpool the highest proportion of positions for Sales Workers remained unfilled (29.4%) followed by Technicians and Trades Workers (23.8%).



## Competition for Vacancies

### Results presented for the total Priority Employment Area

- The average number of applicants per vacancy (9.1) was higher compared with total Priority Employment Area surveyed in 2009 (7.7) and similar to the average received for all Priority Employment Areas surveyed in 2009 (8.0).
- The average number of suitable applicants per vacancies (3.3) was higher compared with the whole Priority Employment Area surveyed in 2009 (2.3) and all Priority Employment Areas surveyed in 2009 (2.5).


## Opportunities for Job Seekers

- Opportunities for job seekers in lower skilled occupations appear to be limited, with low unfill rates indicating that demand for many lower skilled occupations is being met. However, opportunities may exist in the Sales Workers occupation group with a high proportion of vacancies remaining unfilled (14.3 per cent) and lower than average numbers of suitable applicants (2.4).
- Opportunities also exist for job seekers to up-skill exist in the Technicians and Trade Workers occupation group with 20.8% of vacancies remaining unfilled and over half (51 per cent) of employers recruiting for this occupation reporting difficulty.

### Reasons Applicants Unsuitable

The main reasons that applicants were considered unsuitable for the positions for which they applied were:

- Insufficient experience (66%);
- Insufficient qualifications or training (41%);
- Inadequate soft skills (communication, team work skills) (12%).



Source: Survey of Employers' Recruitment Experiences – Canterbury-Bankstown and South Western Sydney – March 2010

### **Applicant Unsuitability**

The main reasons that applicants were considered unsuitable for the positions for which they applied were:

- Insufficient experience (66%);
- Insufficient qualifications or training (41%);
- Inadequate soft skills (communication, team work skills) (12%).



### **Basic Employability Skills**

*Note: Results presented for the total Priority Employment Area.*

Most importance placed on:

- 27% personality traits and qualities only
- 25% technical skills only
- 47% both equally important

Personality traits and qualities employers wanted:

- Communication skills (25%)
- Enthusiasm (18%)
- Motivation (15%)
- Confidence (13%)

Occupations Difficult to Fill	
Higher Skill, Qualification or Experience	
Advertising and Sales Managers*	Actors, Dancers and Other Entertainers
Chefs	Registered Nurses
Carpenters and Joiners	Metal Fitters and Machinists
Lower Skill, Qualification or Experience	
Bank Workers	Truck Drivers*
Child Carers*	Sales Assistants (General)*

\*Indicates that the occupation was also listed as difficult to fill when surveyed in July 2009.

Source: Survey of Employers' Recruitment Experiences – Canterbury-Bankstown and South Western Sydney – March 2010

### Occupations Difficult to Fill

*\*Indicates that the occupation was also listed as difficult to fill when surveyed in July 2009.*

*Note: Results presented for the total Priority Employment Area.*

- Occupations difficult to fill fall across a range of skill levels and a range of industries.
- A number of jobs require a higher level of education (either higher VET (Cert III/IV) or Bachelor Degree or higher).
- However some also occupations mentioned as difficult to fill are medium to lower skill level jobs.
- The most common reasons for difficulty filling the vacancy were:
  - the technical skill requirements of the job (54%);
  - difficulty finding people with the necessary soft skills for the job (such as communication and teamwork skills) (36%).
- A higher proportion of employers recruiting for Technicians and Trades Workers stated that they had difficulty filling the most recent vacancies compared with all employers surveyed (51% compared with 33%).



Future Recruitment Expectations					
	Outer South Western Sydney		Canterbury-Bankstown and Fairfield-Liverpool		Priority Employment Areas Surveyed 2009
	March 2010	July 2009	March 2010	July 2009	
Will recruit	39%	38%	45%	45%	43%
Expects difficulty	32%	28%	37%	26%	35%
Uncertain about recruitment	16%	12%	18%	18%	17%
Increase staff numbers	26%	21%	30%	29%	27%
Decrease staff numbers	4%	3%	2%	5%	3%

Source: Survey of Employers' Recruitment Experiences – Canterbury-Bankstown and South Western Sydney – March 2010

## Future Recruitment Expectations

Expectations of the next 12 months

### Outer South Western Sydney


- Similar proportion of employers expected to recruit in the 12 months following the survey (39 %) compared with those surveyed in July 2009 (38%).
- A slightly higher proportion of employers were uncertain about future recruitment (16%) compared with July 2009 (12%).

### Canterbury-Bankstown and Fairfield-Liverpool

- The same proportion of employers expected to recruit in the 12 months following the survey compared with those surveyed in July 2009 (both 45%).
- More employers expected to experience recruitment difficulty (37%) compared with those surveyed in July 2009 (26%).
- A very small proportion of employers expected to decrease staff numbers compared with both this Priority Employment Area in July 2009 (5%) and all other Priority Employment Areas surveyed in 2009 (3%).

## Conclusion

- Labour market conditions in Campbelltown are challenging
  - High unemployment rate
  - Significant increase in unemployment rate over the last year
- Vulnerable groups: teenagers, long-term unemployed, people with disabilities
- Vacancies still being advertised
- Target growth industries (e.g. Health Care and Social Assistance)
- High unfill rates/occupations difficult to fill
  - Sales Workers
  - Technicians and Trades Workers
- Job seekers facing strong competition: skills mismatch
- Need to be job ready: work experience, training, employability skills
- Consider opportunities in the broader labour market (metropolitan Sydney)
- Further engagement with employers regarding their needs/expectations
- Work with the Local Employment Coordinator



## Conclusions

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## Further Information

- [www.workplace.gov.au/lmip](http://www.workplace.gov.au/lmip)
- [www.workplace.gov.au/skillsindemand](http://www.workplace.gov.au/skillsindemand)
- [www.workplace.gov.au/regionalreports](http://www.workplace.gov.au/regionalreports)
- [www.keepaustraliaworking.gov.au](http://www.keepaustraliaworking.gov.au)



### **Further information**

More information on labour market conditions and other research on small areas can be found on these web sites

- [www.workplace.gov.au/lmip](http://www.workplace.gov.au/lmip)
- [www.workplace.gov.au/skillsindemand](http://www.workplace.gov.au/skillsindemand)
- [www.workplace.gov.au/regionalreports](http://www.workplace.gov.au/regionalreports)
- [www.keepaustraliaworking.gov.au](http://www.keepaustraliaworking.gov.au)

A report on the survey findings for the Canterbury-Bankstown and South Western Sydney Priority Employment Area will be placed on the regional reports section of the Workplace web site.

Thank you.

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**Australian Government**  
**Department of Education, Employment and Workplace Relations**