



Australian Government

Department of Education, Employment and Workplace Relations

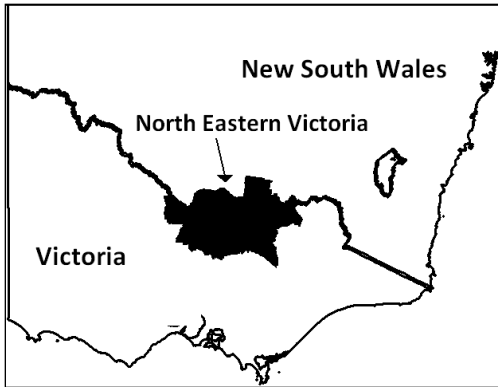
Survey of Employers' Recruitment Experiences

August 2010

North Eastern Victoria Priority Employment Area



North Eastern Victoria Priority Employment Area

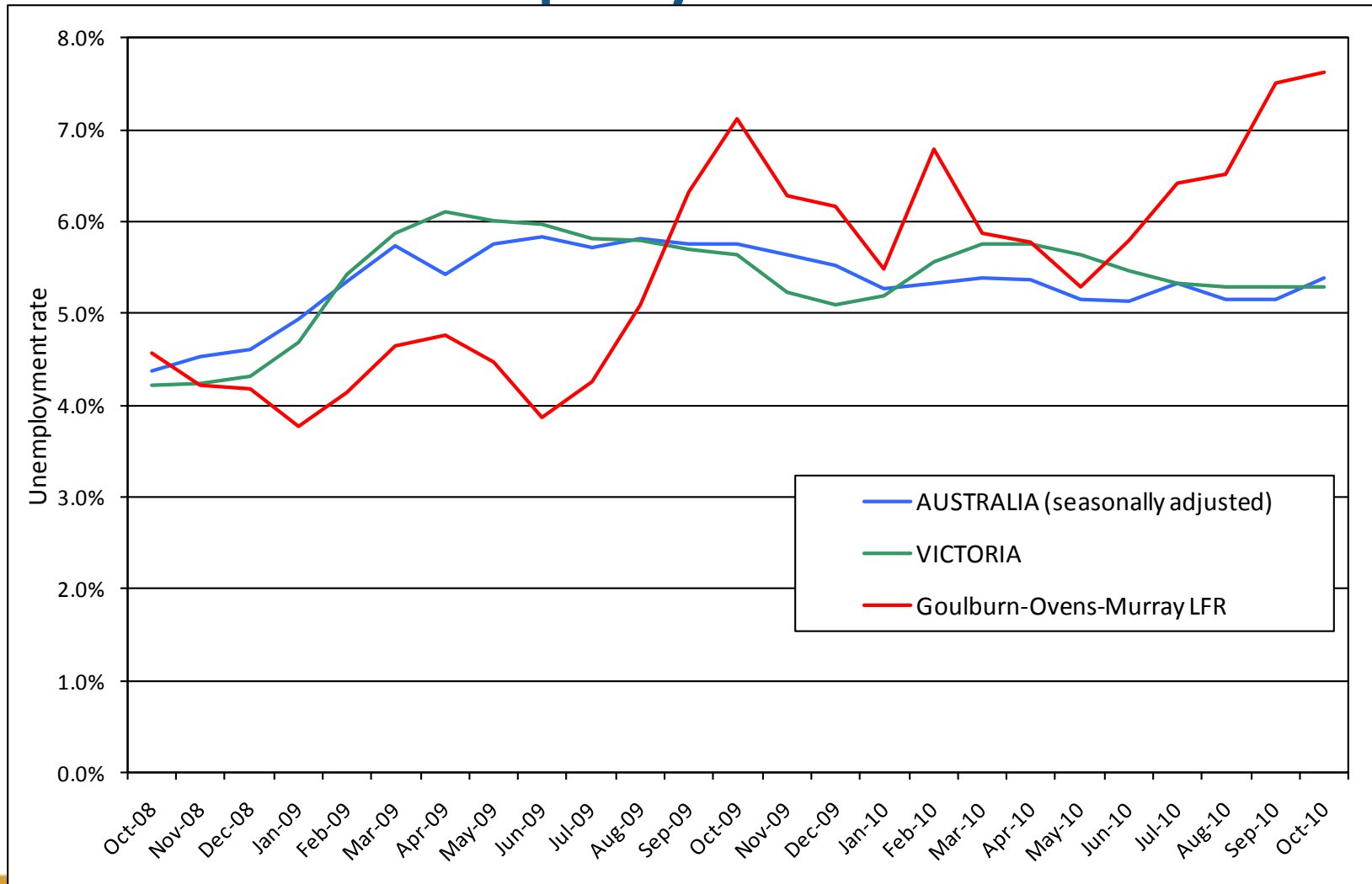


North Eastern Victoria profile

Region	Adult population (15+) (2009)	Adult population growth (2004 to 2009)	Proportion of the adult population aged 65 and over (2009)	Participation Rate (2006)	Median Age (2006)
Wangaratta	23,247	9%	22%	66%	41
Albury	40,879	10%	17%	60%	36
Benalla	11,631	5%	24%	60%	44
Campaspe	30,965	8%	22%	62%	40
Corowa Shire	9,603	8%	28%	58%	44
Gr Shepparton	49,153	8%	18%	65%	36
Indigo	12,816	8%	19%	65%	42
Moira	23,639	10%	25%	59%	42
Strathbogie	8,414	7%	28%	59%	47
Wodonga	28,192	7%	14%	64%	34
NE Victoria PEA	238,539	8%	20%	64%	n.a.
Victoria	4,437,151	11%	17%	64%	37
Australia	17,766,042	10%	16%	65%	37

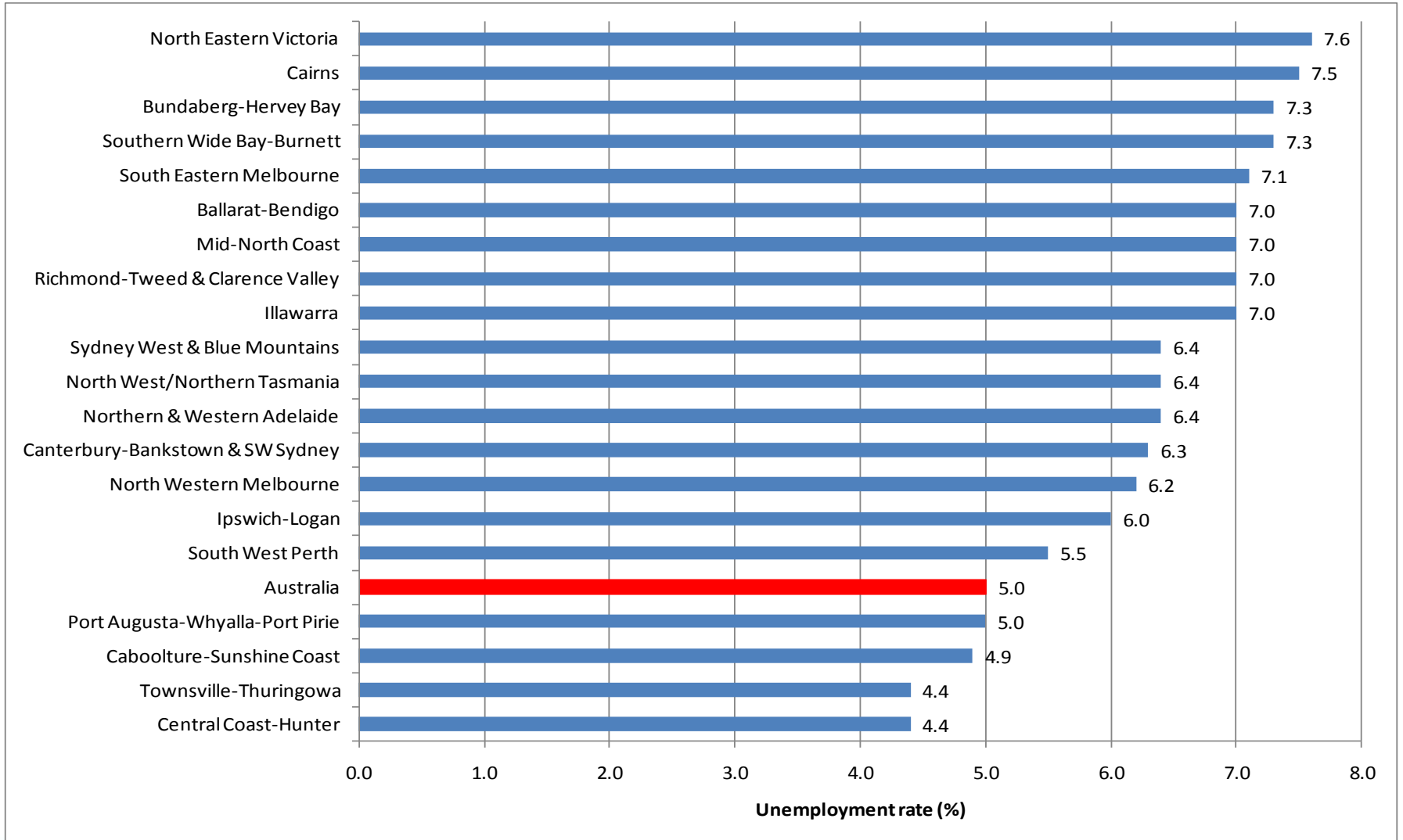
Source: ABS estimated resident population data, ABS 2006 Census of Population and Housing

Unemployment Rate



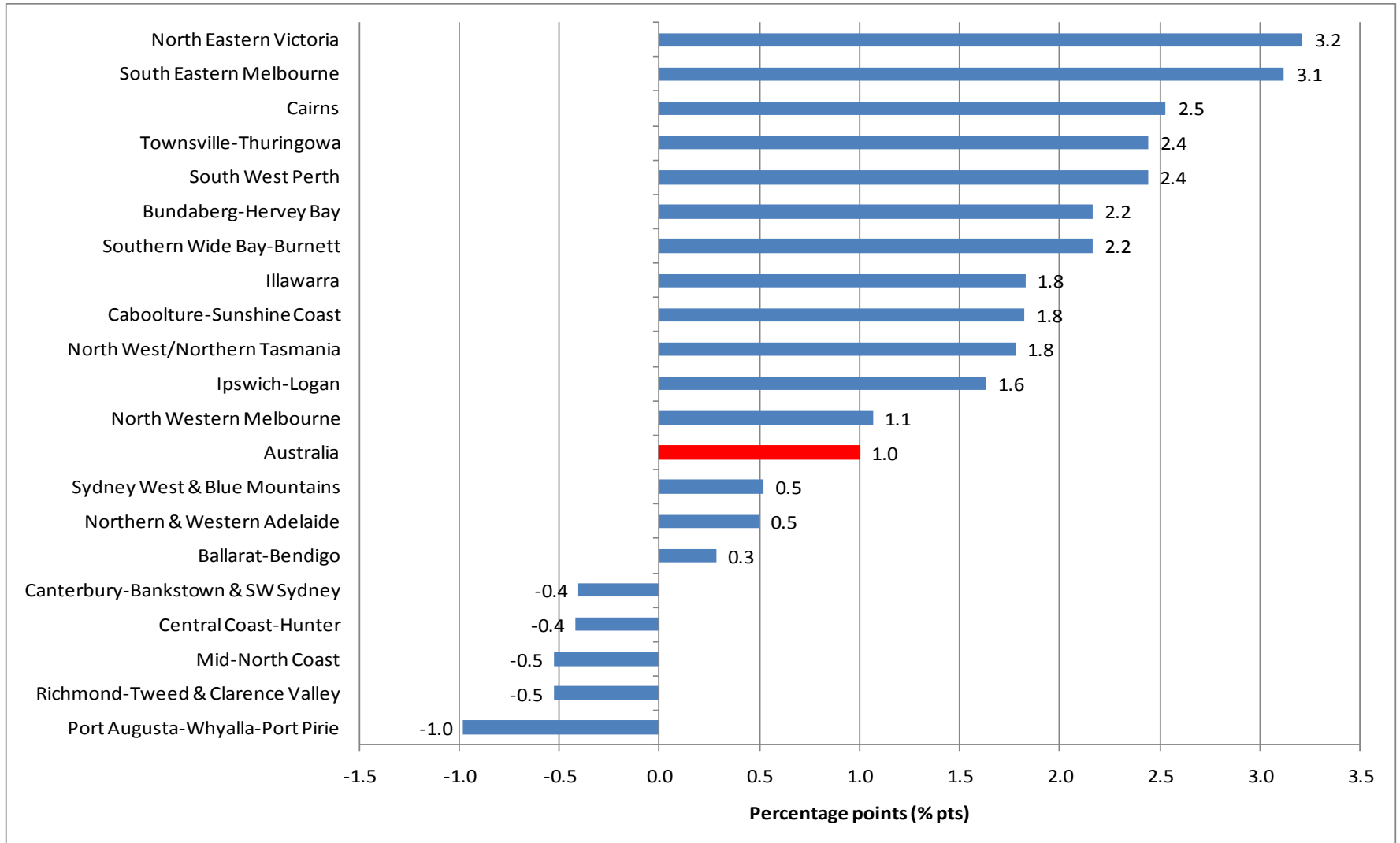
Source: ABS, Labour Force Survey data, Goulburn-Ovens-Murray LFR and Victoria (original data, 3 month moving average) and Australia (seasonally adjusted)

PEA Unemployment Rates



Source: ABS, Labour Force data

Change in PEA Unemployment Rates



Source: ABS, Labour Force data

Unemployment Rate

	September 2009	September 2010	Annual change
Wangaratta	4.7%	6.0%	1.3%pts
Albury	6.2%	7.5%	1.3%pts
Benalla	5.5%	7.4%	1.9%pts
Campaspe	4.3%	6.1%	1.8%pts
Corowa Shire	3.6%	4.6%	1.0%pt
Gr Shepparton	6.3%	8.3%	2.0%pts
Indigo	3.6%	4.4%	0.8%pts
Moira	4.9%	6.1%	1.2%pts
Strathbogie	3.8%	4.9%	1.1%pts
Wodonga	4.7%	6.3%	1.6%pts
NE Victoria PEA	5.2%	6.7%	1.5%pts
Australia	5.3%	5.3%	0.0%pts

Source: DEEWR Small Area Labour Markets.

The teenage labour market

Region	Teenage full-time unemployment rate		
	October 2008	October 2009	October 2010
Goulburn-Ovens-Murray LFR	18.8%	32.4%	33.3%
Victoria	16.9%	28.6%	27.8%
Australia	17.1%	23.1%	24.0%



Source: ABS Labour Force, Detailed data release – Electronic delivery, October 2010, 12 month average

Long-term unemployment

	Long-term unemployed (52 weeks or more)			Average duration of unemployment (weeks)		
	October 2008	October 2009	October 2010	October 2008	October 2009	October 2010
Goulburn- Ovens- Murray LFR	1 100	1 500	2 100	37	38	51
Victoria	17 000	23 500	29 600	31	32	36
Australia	71 500	88 900	113 700	33	32	35

Source: ABS Labour Force Data,
12 month averages of original data, October
2010

Recipients of Centrelink benefits

	Proportion of the working age population (WAP) on a Centrelink benefit (September 2010)	Proportion of the WAP on an unemployment benefit - Newstart Allowance or Youth Allowance (Other)	Growth in unemployment benefit recipients, two years ago (Sep 2008-Sep 2010)
Wangaratta	19%	5%	7%
Albury	20%	5%	22%
Benalla	24%	5%	8%
Campaspe	22%	5%	31%
Corowa Shire	18%	4%	27%
Gr Shepparton	25%	6%	18%
Indigo	15%	3%	12%
Moira	24%	5%	12%
Strathbogie	20%	4%	27%
Wodonga	20%	5%	35%
NE Victoria PEA	21%	5%	20%
Victoria	17%	4%	27%
Australia	17%	4%	30%

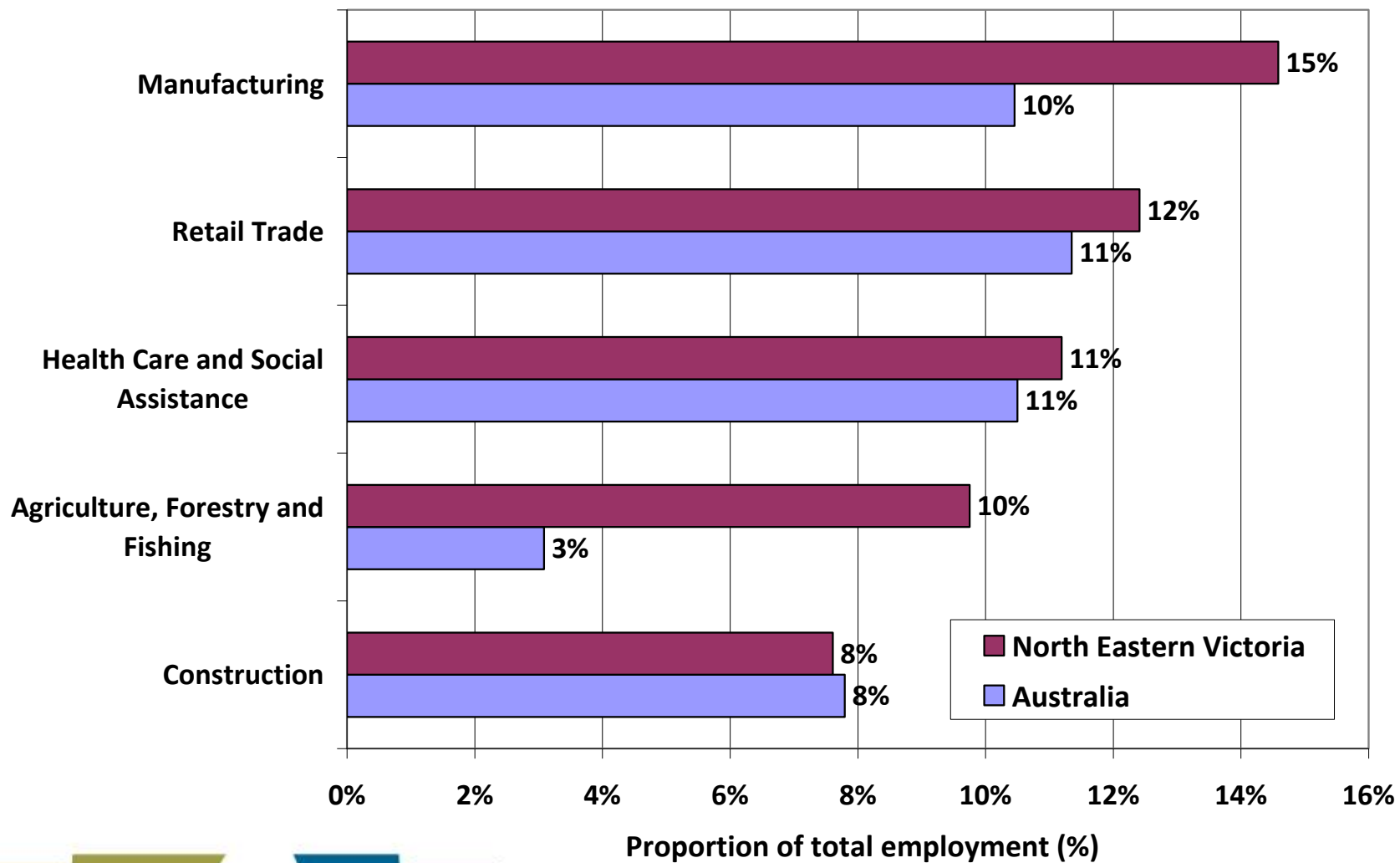
Source: DEEWR administrative data, September 2010; ABS Estimated Resident Population 2009.

Labour Market Outcomes for Persons (aged 15-74) with a Disability, 2009

	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*

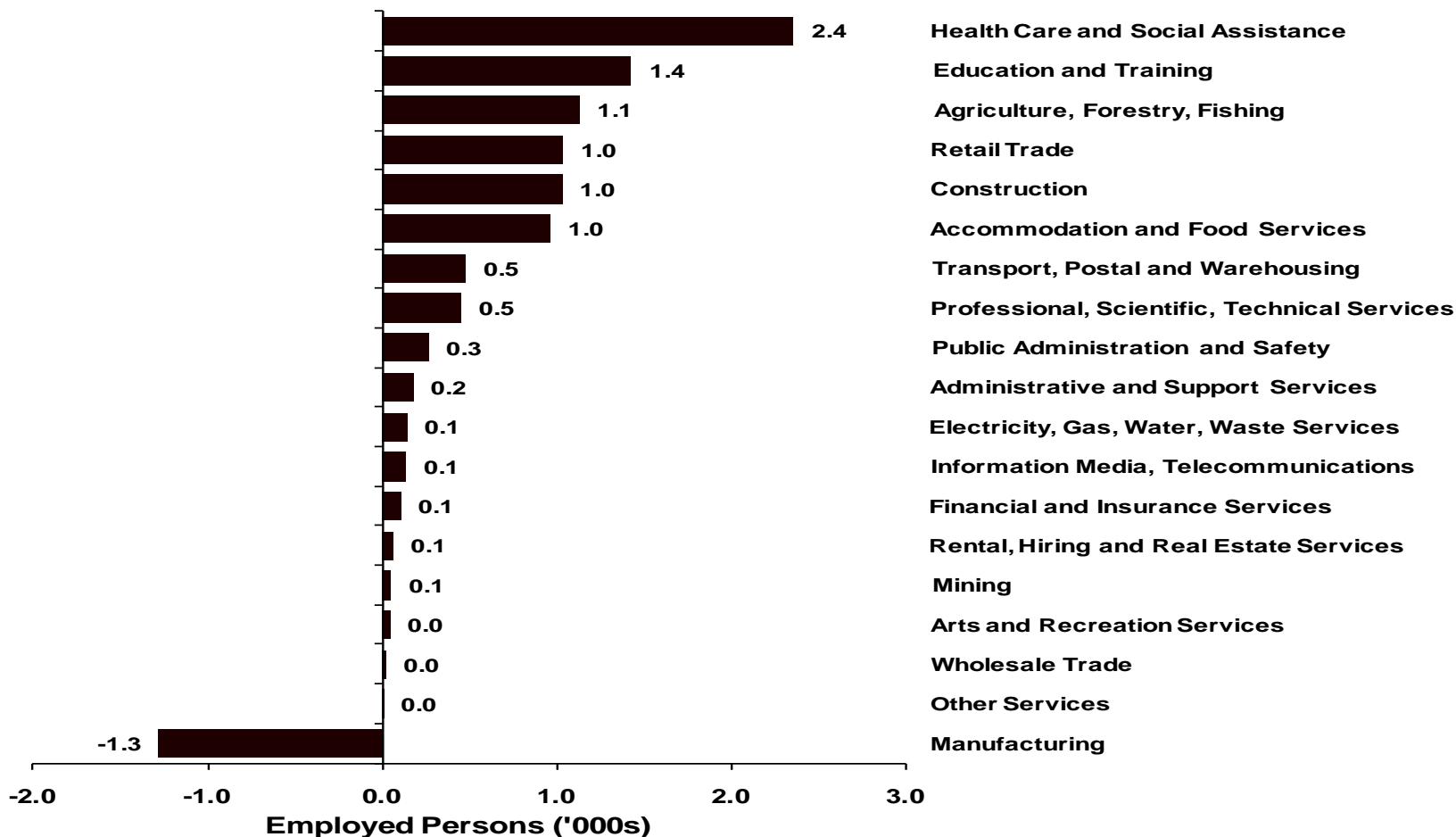
Employment by industry



Source: ABS 2006, Census of Population and Housing

Projected Change in Employment by Industry

Projected Employment Growth by Industry, Five Years to 2014-15
- Goulburn-Ovens-Murray



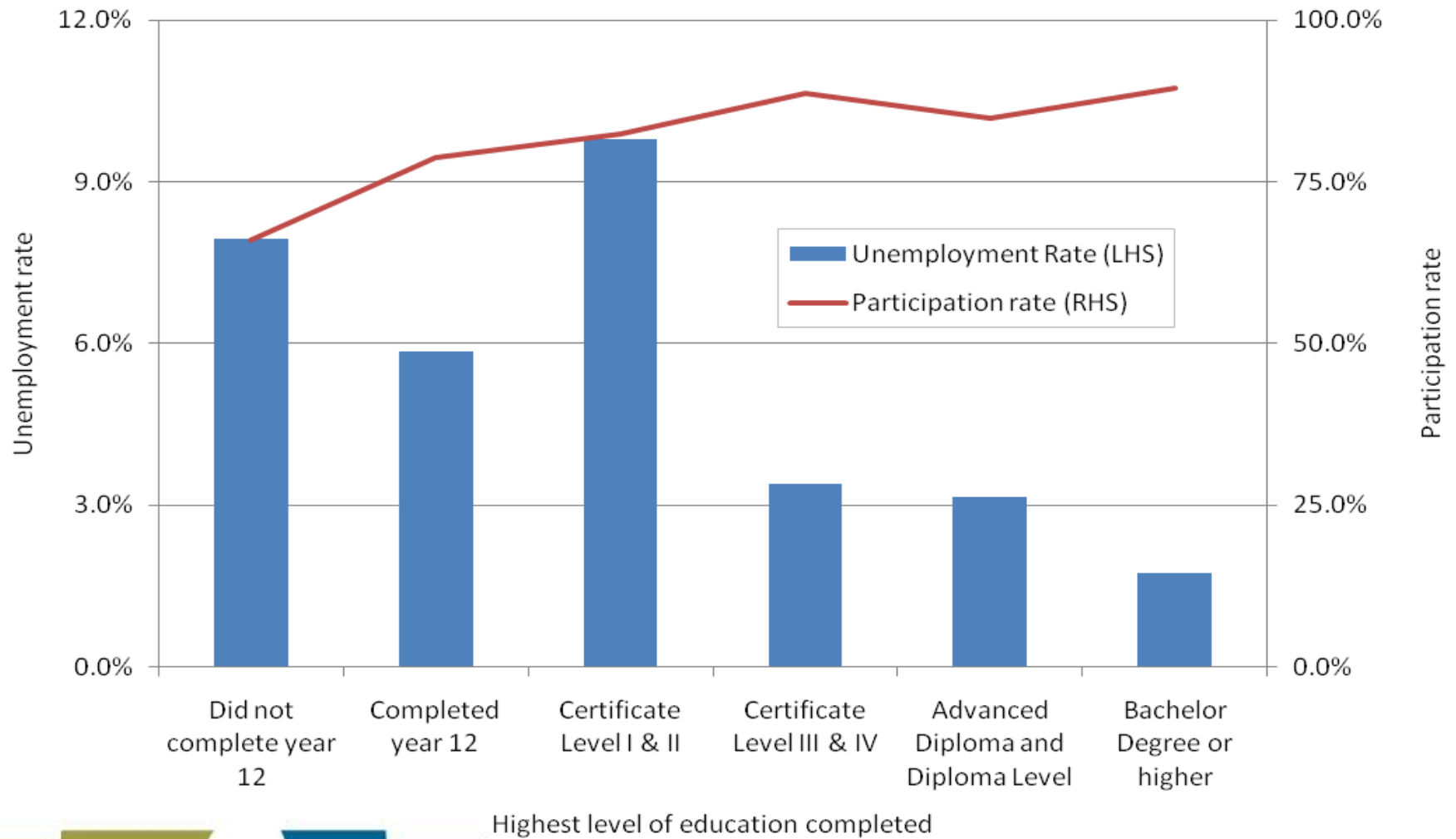
Source: DEEWR, Regional Employment Projections, Goulbourn-Ovens-Murray Labour Force Region, 2010

Educational attainment

Region	Proportion of 25 to 34 year olds		
	Finished Year 12 or equivalent	Attained Advanced Diploma, Diploma or Certificate Level	Attained Bachelor degree or higher
Wangaratta	58%	40%	18%
Albury	59%	37%	22%
Benalla	54%	35%	15%
Campaspe	54%	36%	17%
Corowa Shire	46%	42%	12%
Gr Shepparton	55%	33%	18%
Indigo	57%	42%	21%
Moira	50%	38%	13%
Strathbogie	54%	41%	13%
Wodonga	56%	40%	17%
NE Victoria	56%	37%	18%
Victoria	73%	30%	33%
Australia	69%	32%	29%

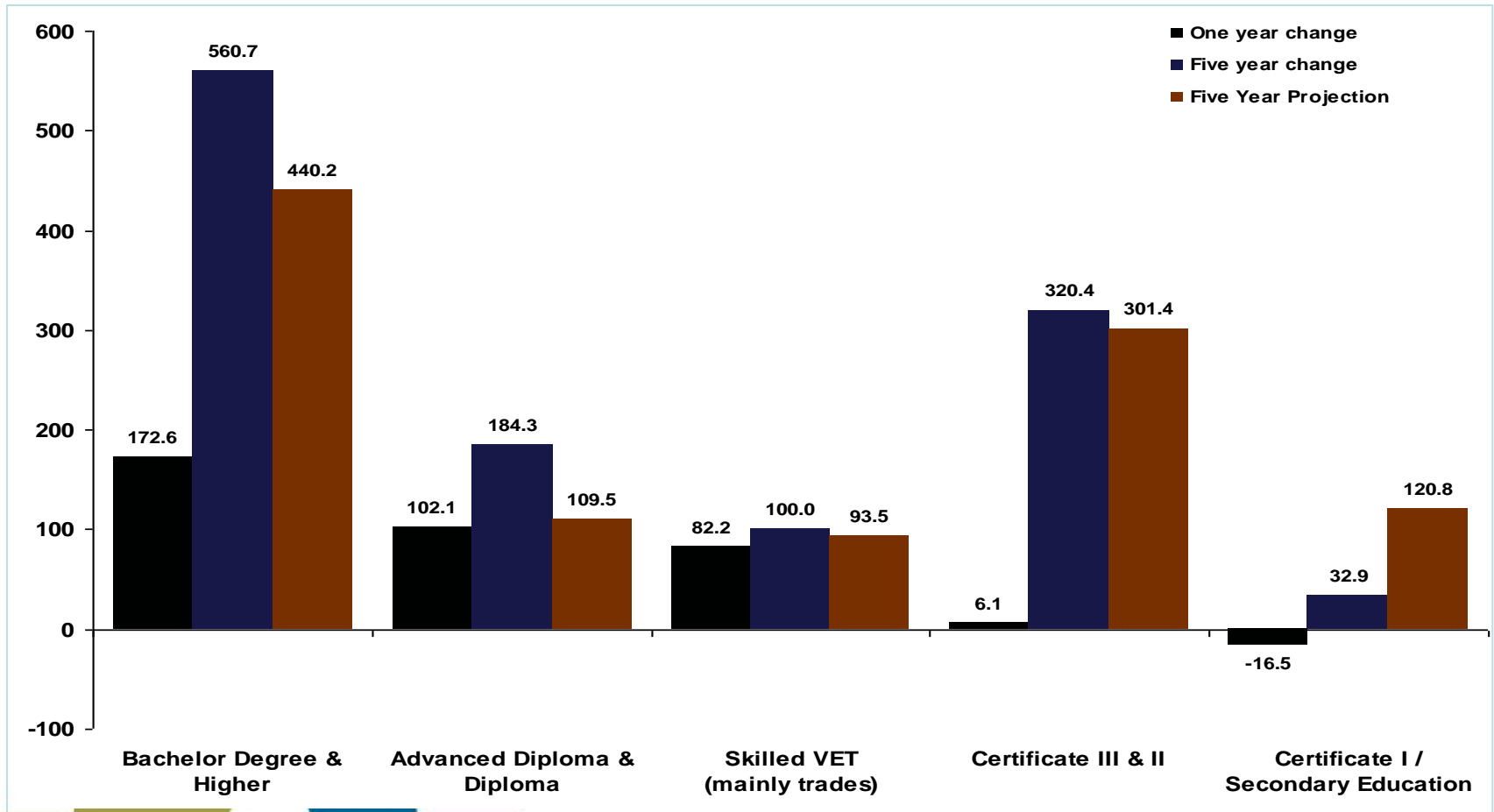
Source: ABS 2006 Census of Population and Housing

Educational attainment and labour market outcomes



Source: ABS 2006 Census of Population and Housing

Employment Growth and Projections, by Skill Level - Australia



Source: DEEWR Trend Data, August 2010. DEEWR Employment Projections to 2014-15

Migrant Profile

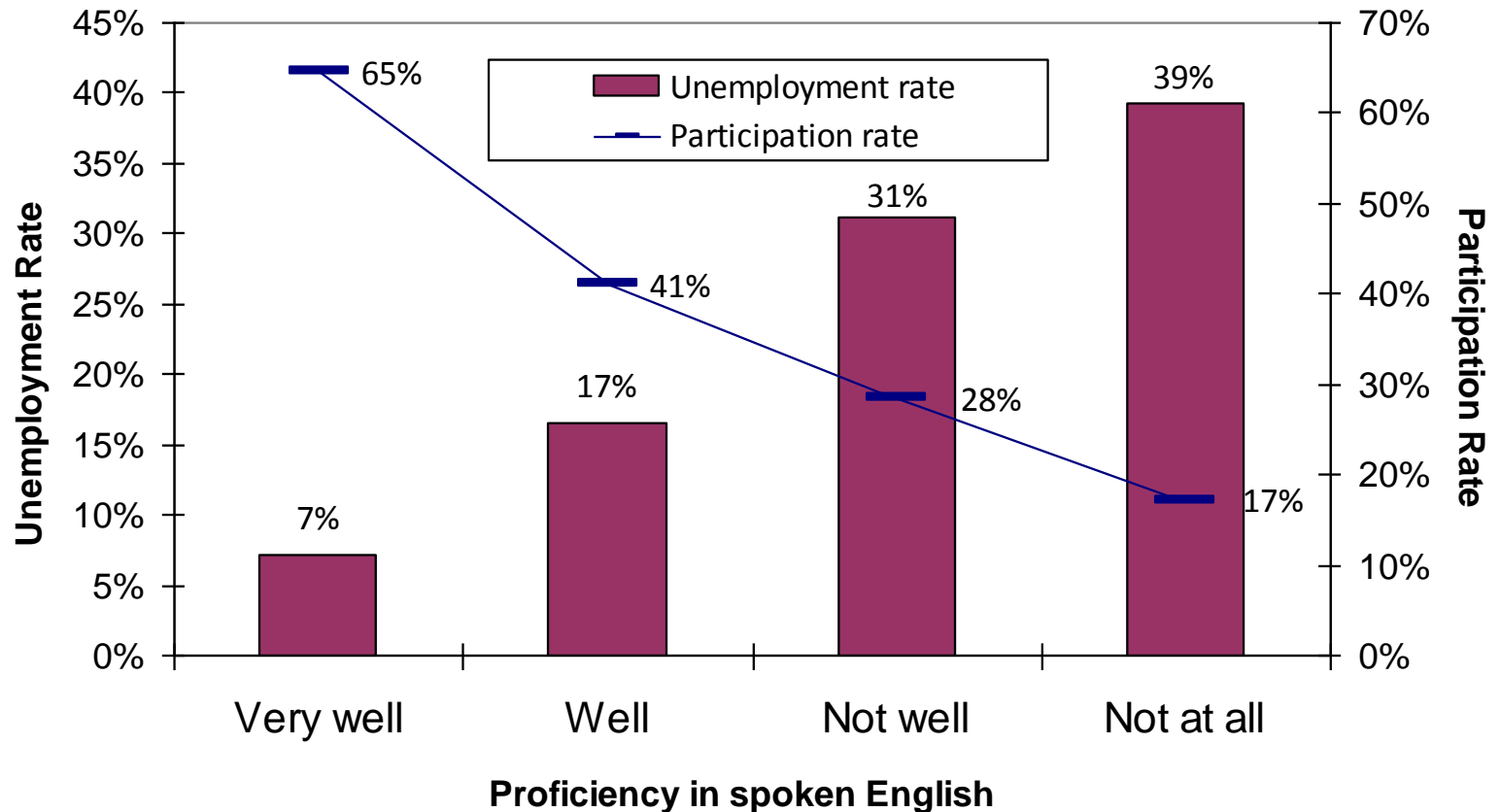
	Arrived in last 5 years (to November 2010)	
	Number of migrants who arrived in the last 5 years	Proportion of migrants who were humanitarian entrants
North Eastern Victoria	3,232	27%
Gr. Shepparton	1,527	37%
Victoria	209,126	9%
Australia	828,838	8%



Source: DIAC Immigration Statistics (<http://www.immi.gov.au/settlement/>)

Key labour market indicators by English language ability - Greater Shepparton

(includes only persons (15+) who speak a language other than English at home)



Source: ABS 2006 Census of Population and Housing

Internet Vacancy Index (IVI)

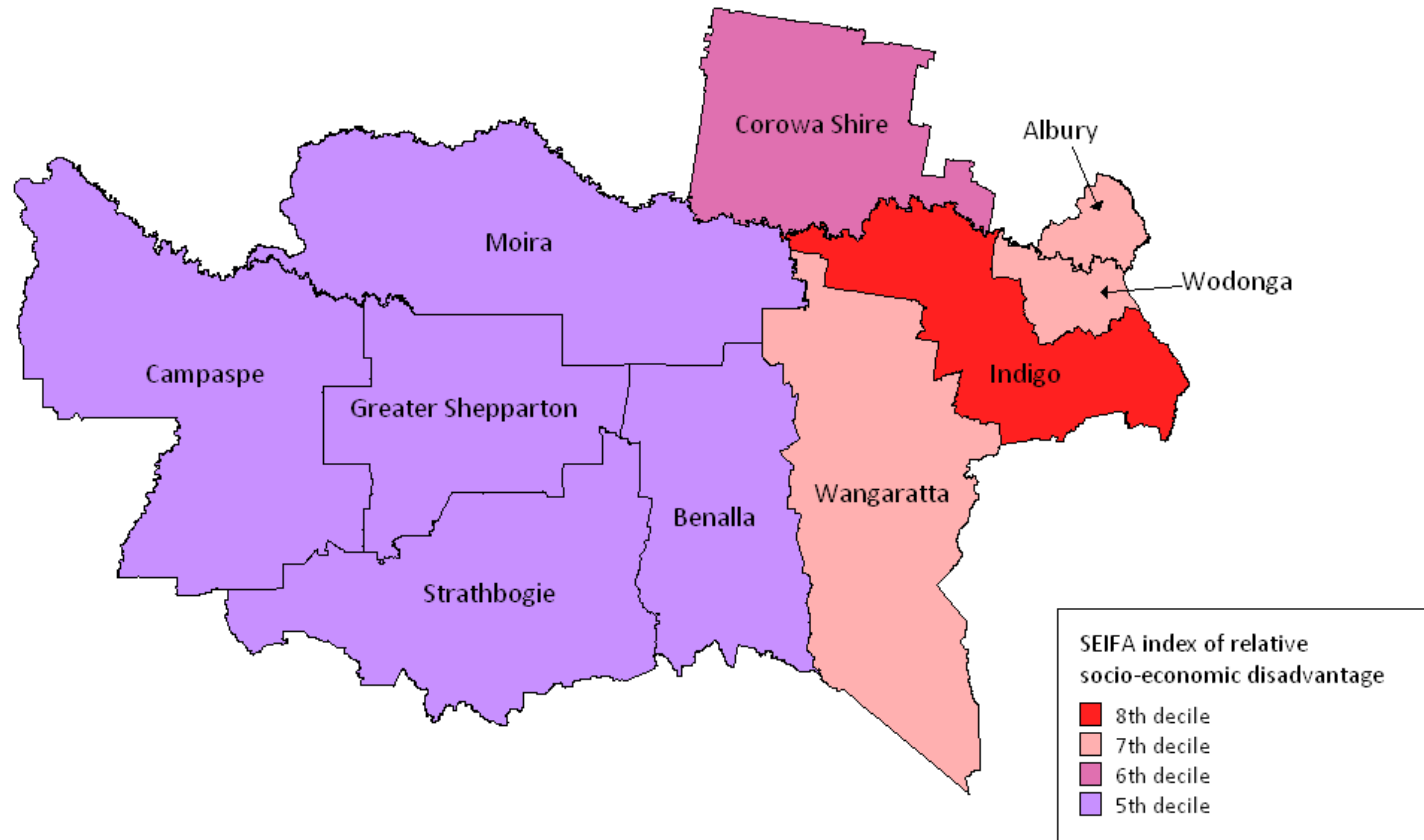
VIC - Regional IVI - 2010	Index (May 2010 = 100)	Per cent change		Number of vacancies Oct 2010
		From Sept 2010	From May 2010	
Bendigo & High Country	131.6	11.6	31.6	1 869
Ballarat & Central Highlands	160.5	32.0	60.5	419
Geelong & Surf Coast	152.6	29.0	52.6	1 766
Gippsland	176.3	15.6	76.3	1 109
Wimmera & Western	131.8	12.0	31.8	1 185
Melbourne	121.4	0.6	21.4	54 920

Source: DEEWR, Internet Vacancies Index

Levels of socio-economic disadvantage

Socio-economic
Index of Relative
Disadvantage

*Lower score = higher
disadvantage*



*Source: ABS, Socio-economic Indexes for Areas (SEIFA),
2006, Index of Relative Socio-economic Disadvantage.*

Survey Results


Recruitment Experiences in the 12 months preceding the survey

	North Eastern Victoria (August 2010)	North Eastern Victoria (December 2009)	All Regions Surveyed (12 months to June 2010)
Employers who recruited	75%	71%	65%
- Growth	50%	59%	56%
- Staff turnover	83%	78%	81%
Unfill rate	3.0%	4.7%	4.8%
Experienced difficulty	51%	61%	51%

Source: DEEWR, Survey of Employers' Recruitment Experiences.

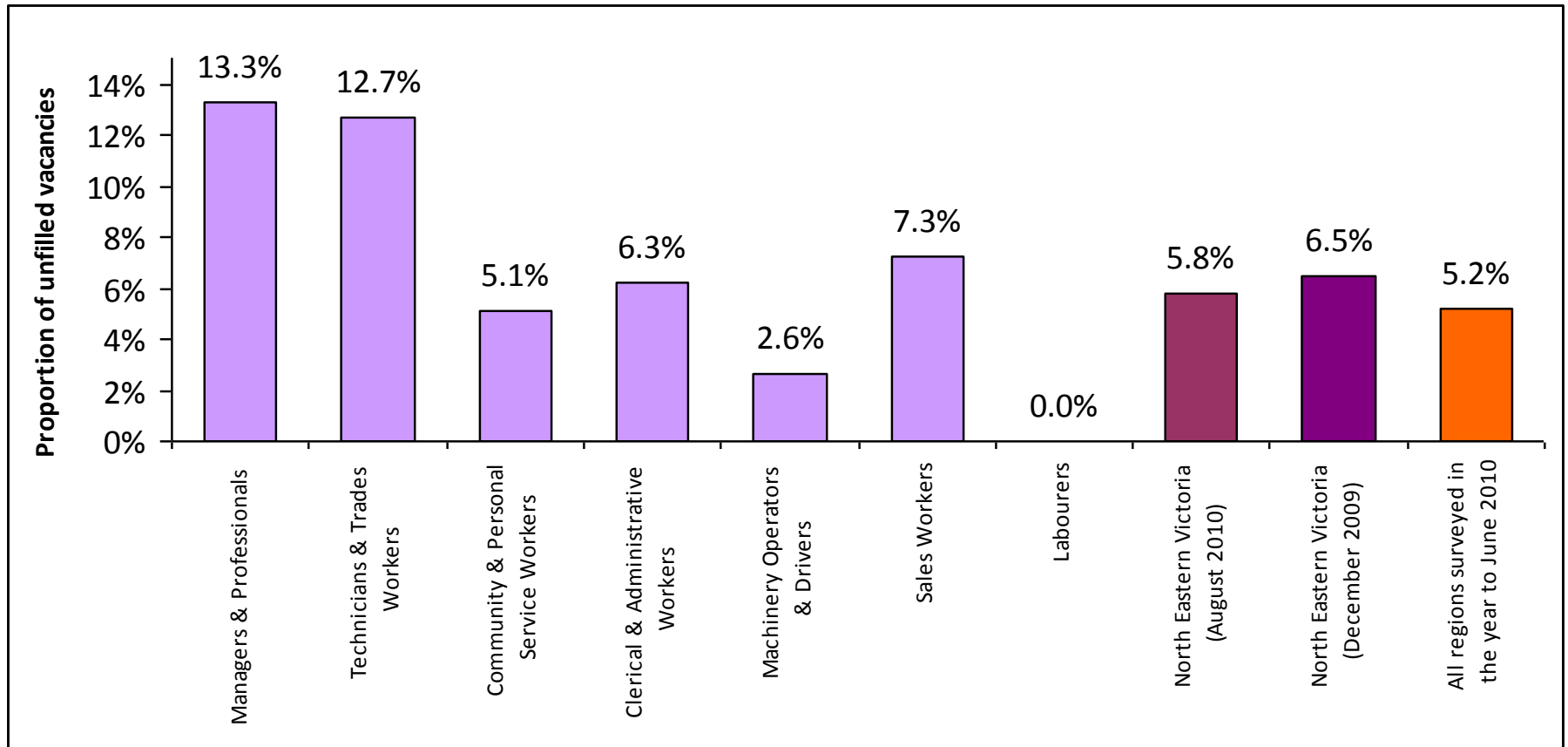
Most recent recruitment activity

	NE Victoria Priority Employment Area (August 2010)	NE Victoria Priority Employment Area (December 2009)	All regions surveyed (12 months to June 2010)
Vacancies unfilled	5.8%	6.5%	5.2%
Employers who recruited staff who required development	14%	15%	14%
Recruitment difficulty	39%	48%	39%



Source: DEEWR, Survey of Employers' Recruitment Experiences.

Unfill Rate for Most Recent Recruitment Activity by Occupation



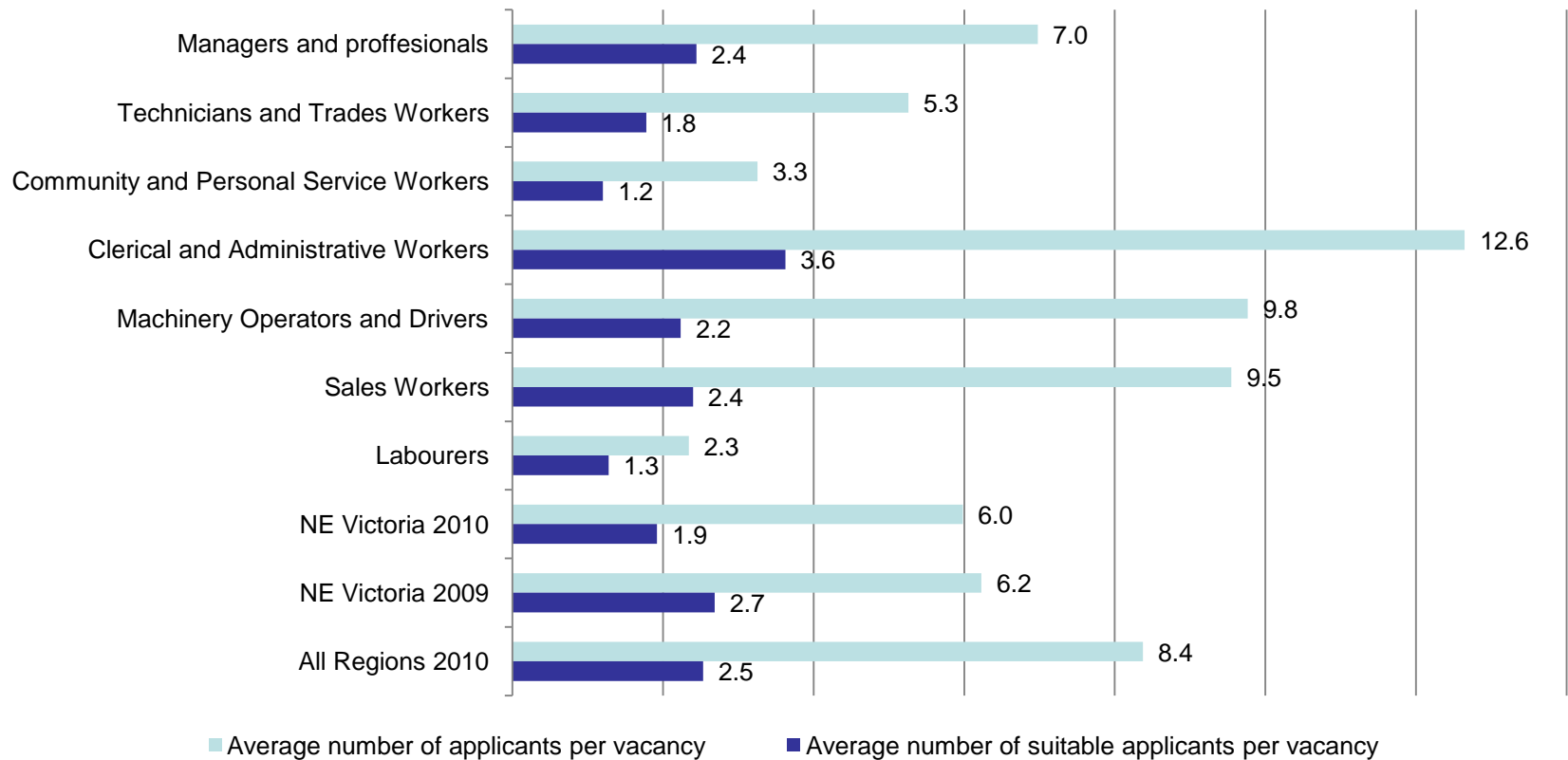
Source: DEEWR, Survey of Employers' Recruitment Experiences.

Occupations difficult to fill

Bachelor degree & Higher VET qualifications	
*Accountants	Carpenters and Joiners
*Chefs	*Structural Steel and Welding Trades Workers
*Motor Mechanics	Registered Nurses
Other VET qualifications and lower skilled occupations	
*Sales Assistants (General)	*General Clerks
*Waiters	*Truck Drivers
Child Carers	

Source: DEEWR, Survey of Employers' Recruitment Experiences.

Competition for vacancies — North Eastern Victoria Priority Employment Area




Source: DEEWR, Survey of Employers' Recruitment Experiences.

Reasons applicants unsuitable

68 per cent of all applicants were considered unsuitable.

Reasons for unsuitability include:

- Insufficient experience to perform job duties
- Insufficient qualifications or training
- Limited interest in the job
- Employability skills



Source: DEEWR, Survey of Employers' Recruitment Experiences.


Basic employability skills

Most importance placed on:

- 33% personal traits and qualities
- 23% technical skills
- 44% both equally important

Personal traits and qualities employers wanted:

- Enthusiasm
- Communication
- Confidence
- Motivation



Source: DEEWR, Survey of Employers' Recruitment Experiences.

Apprentices, Trainees and Staff Training

- 36% of businesses employed a least one Apprentice or Trainee;
 - 68% of these employers reported they had experienced challenges;
 - The challenges most commonly reported were Apprentice and Trainees lacked soft skills (29%) and work readiness (24%)
- 27% of businesses expected to recruit at least one Apprentice or Trainee in the 12 months following the survey;
- 17% of businesses expected to increase the number of Apprentices or Trainees employed;
- 44% of businesses had employees undertake recognised training.

JSA in the North Eastern Victoria PEA

- 58% of employers had heard of JSA or Job Network:
 - 29% of employers who had heard of JSA or Job Network had used the service;
 - 39% of employers who had used the service were not satisfied; and
 - The most common reason for dissatisfaction was referral of applicants whose technical skills did not match the job description.

Future recruitment expectations

Recruitment expectations for the year ahead	North Eastern Victoria PEA	All regions surveyed (12 months to June 2010)
Expects to recruit	46%	43%
- Due to Growth	69%	60%
- Due to Turnover	68%	63%
Expects difficulty	35%	37%
Will decrease staff	3%	3%

Source: DEEWR, Survey of Employers' Recruitment Experiences.

Conclusion

- Labour market conditions have softened
- Disadvantaged groups
 - Long-term unemployed; Lower educated
 - OTMESC; Teenagers
- Target growth industries / occupations difficult to fill
- Job seekers need to be job ready
 - Work experience / training / apprenticeships
 - Employability skills
- Further engagement with employers
- Work with the Local Employment Coordinator



Further Information

- www.deewr.gov.au/lmip
- www.deewr.gov.au/SkillShortages including new publication [Skill Shortages, Australia](#)
- www.deewr.gov.au/regionalreports
- www.deewr.gov.au/australianjobs
- www.skillsinfo.gov.au including [New Jobs 2010](#)
- www.joboutlook.gov.au

