


Slide 1



The slide features the Australian Government logo at the top center, with the text "Australian Government" and "Department of Education, Employment and Workplace Relations" below it. The main title is "Survey of Employers' Recruitment Experiences in the North Western Melbourne Priority Employment Area" in a large, blue, sans-serif font. Below the title is a decorative horizontal bar with six colored segments: brown, yellow, olive green, green, blue, and purple. At the bottom, a dark blue gradient box contains the presenter's name and title in white text.

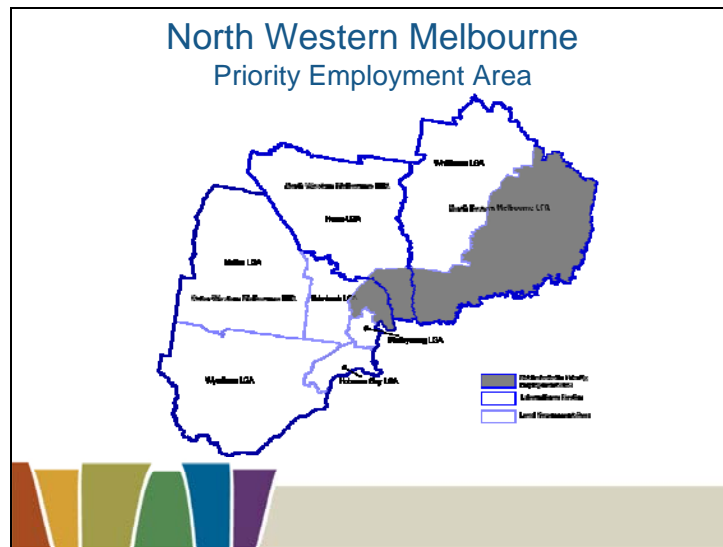
Australian Government
Department of Education, Employment and Workplace Relations

Survey of Employers' Recruitment Experiences in the North Western Melbourne Priority Employment Area

**Presenter: Ivan Neville
Branch Manager, Labour Market Skills Branch**

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Map of North Western Melbourne Priority Employment Area

Source: ABS, 2006 LGA and SLA boundaries

The map shows the North Western Melbourne Priority Employment Area. The Priority Employment Area consists of seven Local Government Area's. Nearly half (48 per cent) of the North Western Melbourne labour force is covered by the North Western Melbourne Priority Employment Area. Three quarters (74 per cent) of the Outer Western Melbourne labour force is covered by the North Western Melbourne Priority Employment Area.

The Whittlesea LGA was not included in the May 2009 survey due to an embargo on the area following the bushfires, but was included in the February 2010 survey.

North Western Melbourne Priority Employment Area

- Brimbank
- Hobsons Bay
- Hume
- Maribyrnong
- Melton
- Whittlesea
- Wyndham

North Western Melbourne Profile

Region	Adult population (June 2008)	Adult population growth (2003 to 2008)	Proportion of adult population aged 25 - 44 (June 2008)	Proportion of adult population aged 65 and over (June 2008)	Working Age Population Participation Rate (Census 2006)	Proportion of WAP that were born in an OTMESC
Brimbank	145 500	7%	37%	13%	68%	49%
Hobsons Bay	69 800	3%	38%	17%	74%	25%
Hume	124 000	15%	39%	11%	69%	32%
Maribyrnong	58 400	11%	46%	14%	74%	42%
Melton	69 900	43%	46%	8%	75%	25%
Whittlesea	110 000	15%	39%	12%	71%	35%
Wyndham	101 000	38%	45%	8%	76%	22%
North Western Melbourne Priority Employment Area	688 000	17%	41%	12%	72%	34%
Australia	17 306 000	9%	35%	16%	75%	17%

Source: ABS Estimated Residential Population as at June 2008; ABS 2006 Census of Population and Housing

North Western Melbourne Priority Employment Area Profile


Source: ABS, Estimated Residential Population as at June 2008 / ABS 2006 Census of Population and Housing.

The LGAs of Melton and Wyndham have experienced a boom in adult population growth over the five years to 2008, increasing by 43 per cent and 38 per cent respectively. Most of this growth can be attributed to a large increase in the 25-44 age group.

The North Western Melbourne Priority Employment Area has a high proportion of those born in an other than main English speaking country (34 per cent compared with 17 per cent for Australia). The Brimbank LGA in particular has a diverse population, with almost half of the working age population being born in an other than main English speaking country (OTMESC).

Why is North Western Melbourne a Priority Employment Area?

- Pockets of high unemployment and disadvantage
- High teenage full-time unemployment
- High industry concentration in Retail Trade, Construction and Manufacturing



Why is North Western Melbourne a Priority Employment Area?

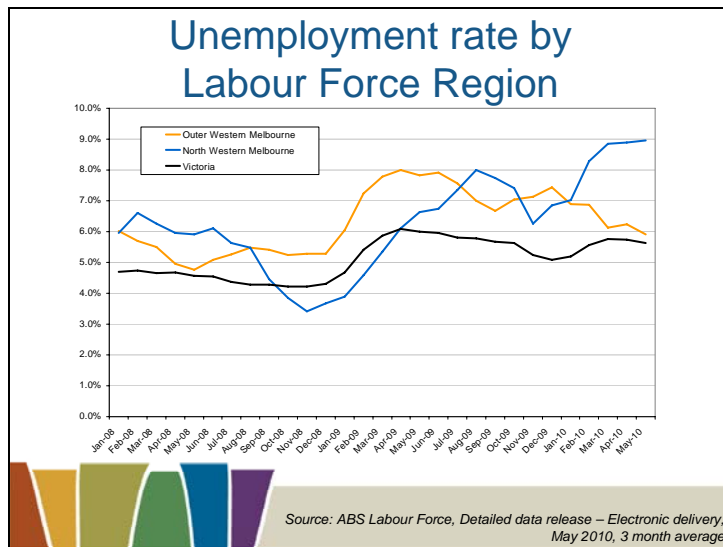
The Australian Government has identified 20 Priority Employment Areas which are considered likely to be impacted by the effects of an economic downturn.

There were many factors that were considered when identifying the Priority Employment Areas.

Some of the factors that stand out in North Western Melbourne include:

- Pockets of high unemployment and disadvantage
- High teenage full time unemployment; and
- A high industry concentration in Retail Trade, Construction and Manufacturing

The next few slides look briefly at each of these characteristics in turn.



Unemployment rate by Labour Force Region

Source: ABS Labour Force Survey data, Outer Western Melbourne and North Western Melbourne (original data) May 2010, 3 months average

Over the year to May 2010 the unemployment rate (using a 3 month moving average) in the Outer Western Melbourne LFR has decreased (7.8 per cent to 5.9 per cent), while the unemployment rate in North Western Melbourne LFR has risen (6.6 per cent to 9.0 per cent).

Averaging the two Labour Force Regions, the unemployment rate in the North Western Melbourne Priority Employment Area has fallen over the year to May 2010, from 7.5 per cent to 6.8 per cent. This is above the equivalent rate for Victoria which stood at 5.6 per cent.

Unemployment Rate by SLA

Statistical Local Area (SLA)	Mar-09	Mar-10	Change
			(Percentage Points)
Brimbank (C) - Keilor	5.8%	6.8%	1.0
Brimbank (C) - Sunshine	9.7%	11.3%	1.6
Hobsons Bay (C) - Altona	6.4%	7.4%	1.0
Hobsons Bay (C) - Williamstown	3.6%	4.1%	0.5
Hume (C) - Broadmeadows	10.5%	14.9%	4.4
Hume (C) - Craigieburn	4.5%	7.7%	3.2
Hume (C) - Sunbury	2.5%	3.8%	1.3
Maribyrnong (C)	7.5%	8.1%	0.6
Melton (S) - East	5.4%	6.9%	1.5
Melton (S) Balance	7.3%	9.2%	1.9
Whittlesea (C) - North	2.9%	4.0%	1.1
Whittlesea (C) - South-East	3.1%	3.7%	0.6
Whittlesea (C) - South-West	6.9%	7.9%	1.0
Wyndham (C) - North	5.4%	7.0%	1.6
Wyndham (C) - South	5.9%	7.4%	1.5
Wyndham (C) - West	5.6%	7.4%	1.8
North Western Melbourne Priority Employment Area	6.2%	7.7%	1.5
Australia	4.6%	5.6%	1.0

Source: DEEWR Small Area Labour Markets, March 2010

Unemployment Rate by Statistical Local Area

Source: DEEWR Small Area Labour Markets, March 2010

At the Statistical Local Area (SLA) level we can see large variations in the unemployment rate within a LGA. For example, the LGA of Hume has both the highest and one of the lowest unemployment rate at its SLA level. Hume-Broadmeadows has the highest unemployment rate in the Priority Employment Area at 14.9 per cent, while Hume-Sunbury has a very low unemployment rate of 3.8 per cent).

Long-Term Unemployment

Region	Long-term unemployed (52 weeks and under 104 weeks)		Very long-term unemployed (104 weeks and over)		Average Weeks Unemployed
	May-10	May-09	May-10	May-09	May-10
	North Western Melbourne LFR	11%	9%	12%	12%
Outer Western Melbourne LFR	10%	10%	9%	13%	36
Australia	11%	8%	8%	7%	34

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

Long-Term Unemployment

Source: ABS Labour Force, Detailed data release – Electronic delivery, May 2010, Outer Western Melbourne and North Western Melbourne LFRs, 12 month moving average

Long-term unemployed are those who have been unemployed and looking for work for more than 52 weeks to under 104 weeks.

Very long-term unemployed are those who have been unemployed and looking for work for more than 104 weeks.

The proportion of unemployed who are long-term unemployed in the North Western Melbourne Priority Employment Area is in line with State and national levels. The proportion of long-term unemployed in the North Western Melbourne Labour Force Region has increased over the year to May 2010 (from 9 per cent to 11 per cent).

The proportion of unemployed who are very long-term unemployed in the North Western Melbourne Priority Employment Area is higher compared with State and national levels.

It is a concern that with the increasing levels of unemployment in the Priority Employment Area over the past year these job seekers may flow through to become long-term unemployed.

The Teenage Labour Market

Region	Teenage full-time unemployment rate (15 – 19 years)		
	May-09	May-10	Percentage point change
North Western Melbourne LFR	N/A	50.3%	N/A
Outer Western Melbourne LFR	27.3%	34.6%	7.3
North Western Melbourne Priority Employment Area	N/A	39.9%	N/A
Victoria	21.2%	29.3%	8.1
Australia	19.9%	24.5%	4.6

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

The teenage labour market

Source: ABS Labour Force, Detailed data release – Electronic delivery, May 2010, Outer Western Melbourne and North Western Melbourne LFRs, 12 month moving average

Due to their lack of skills and experience, teenagers in the full-time labour market can be particularly vulnerable during a labour market downturn.

For the 12 months to May 2010, the North Western Melbourne LFR had the 3rd highest teenage full-time UE rate for any LFR in Australia (Outer Western Melbourne LFR was 14th).

Outer Western Melbourne LFR had a higher teenage full time unemployment rate to the state and national level in the 12 months to May 2009. Over the year to May 2010 the teenage full time unemployment rate increased by 7.3 percentage points to now sit well above the national rate.

Recipients of Centrelink Benefits by LGA				
Region	Proportion of working age population on a Centrelink Benefit	Annual Growth (persons)	Proportion of working age population on an unemployment benefit (NSA or YA other)	Annual Growth (persons)
Brimbank	25%	5%	7%	16%
Brimbank – Sunshine SLA	29%	6%	8%	18%
Hobsons Bay	18%	3%	5%	10%
Hume	26%	8%	7%	16%
Hume – Broadmeadows SLA	36%	4%	9%	12%
Maribyrnong	21%	4%	7%	9%
Melton	22%	11%	6%	25%
Whittlesea	21%	7%	4%	20%
Wyndham	18%	13%	5%	24%
North Western Melbourne Priority Employment Area	22%	7%	6%	17%
Victoria	17%	5%	4%	14%
Australia	18%	5%	5%	15%

Source: DEEWR administrative data, March 2010; ABS Estimated Residential Population as at June 2008.

Recipients of Centrelink benefits

Source: DEEWR Administrative Data, March 2010.

As at March 2010, the proportion of the working age population receiving a Centrelink benefit in the North Western Melbourne Priority Employment Area (22 per cent) was above the average for Victoria (17 per cent) and the national average (18 per cent).

A quarter of the working age population in Brimbank and Hume are in receipt of a Centrelink benefit. The proportion of the North Western Melbourne working age population on an unemployment benefit is in line with the state and national levels.

Interestingly, the LGAs of Melton and Wyndham (who have had high population growth) have experienced a high annual growth of persons in receipt of a Centrelink benefit, including a high increase in the number of people on an unemployment benefit.

The following SLAs have very high proportions of their working age population on Centrelink benefits

- Brimbank (C) - Sunshine
- Hume (C) - Broadmeadows
- Melton (S) Bal
- Whittlesea (C) - South-West

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

➤ In the North Western Melbourne Priority Employment Area, 6 per cent of the working age population is in receipt of Disability Support Pension compared with 5 per cent for Australia

Victoria	Persons with a disability that restricts their employment or schooling	Persons without a reported disability
Unemployment rate	12.0%	4.8%
Participation rate	47.4%	81.0%

Source: DEEWR Administrative Data, ABS Survey of Disability, Ageing and Carers: Summary of findings, 2003, cat. no. 4430.0

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, Victoria 2003. Includes only persons living in households

In 2003, 556 200 people in Victoria reported having a disability (17 per cent of the 2003 working age Victorian population). Of these, 459 600 people reported having a disability with specific limitations or restrictions (14 per cent of the Victorian population), these included both ‘core-activity limitations’* (372 300 or 11 per cent of the population) and ‘schooling or employment restrictions only’* (394 200 or 12 per cent of the Victorian population).

Persons with a disability that restricts their employment or schooling have poorer labour market outcomes compared with persons without a disability. This issue is relevant to the North Western Melbourne Priority Employment Areas as 6 per cent of the working age population is in receipt of a Disability Support Pension (DSP), compared with 5 per cent for Australia.

*Total may be less than the sum of the components as persons may have both a core-activity limitation and a schooling or employment restriction.

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: 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 unemployment rate is substantially higher for Indigenous persons compared with non-Indigenous persons in both Victoria and Australia. Furthermore, the participation rate for those identifying as Indigenous is much lower compared with those who are non-Indigenous in both Victoria and Australia.

Victoria

- Indigenous persons have an unemployment rate of 17.1 per cent and a participation rate of 55.7 per cent
- Non-Indigenous persons have an unemployment rate of 5.7 per cent and a participation rate of 76.1 per cent

Australia

- Indigenous persons have an unemployment rate of 18.1 per cent and a participation rate of 58.1 per cent
- Non-Indigenous persons have an unemployment rate of 5.5 per cent and a participation rate of 76.7 per cent

Jobless Families by LGA

Region	Total number of jobless families (with children)	Proportion of all families (with children) who are jobless	Proportion of couple families (with children) who are jobless	Proportion of lone parent families who are jobless
Brimbank	9,657	30%	19%	59%
Brimbank – Sunshine SLA	5,560	37%	24%	64%
Hobsons Bay	3,273	23%	13%	51%
Hume	7,084	25%	16%	52%
Hume – Broadmeadows SLA	4,516	39%	29%	62%
Maribyrnong	2,976	32%	18%	60%
Melton	2,560	17%	8%	48%
Whittlesea	5,524	22%	15%	50%
Wyndham	3,375	16%	7%	45%
North Western Melbourne Priority Employment Area	34 449	24%	14%	53%
Victoria	152 219	19%	10%	47%
Australia	596 295	19%	9%	47%

Source: ABS, 2006 Census of Population and Housing

Household characteristics – jobless families

Source: ABS, 2006 Census of Population and Housing

This slide illustrates that the North Western Melbourne Priority Employment Area has a high proportion of families (with children) who are jobless (24 per cent of all North Western Melbourne PEA families are jobless compared with 19 per cent for Victoria and Australia).

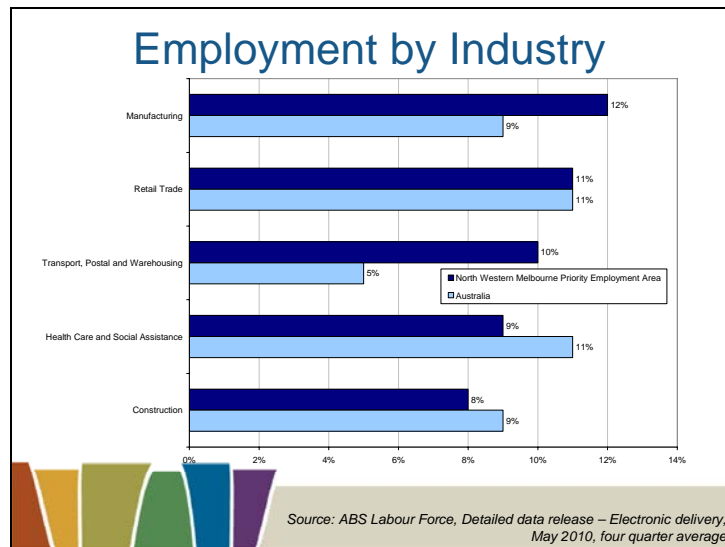
The proportion of jobless families is particularly high in Maribyrnong (32 per cent) and Brimbank (30 per cent). Melton and Wyndham, who both have younger populations, have a relatively low proportion of families who are jobless (17 per cent and 16 per cent respectively).

The following SLAs had very high proportions of jobless families

- Brimbank (C) - Sunshine
- Hobsons Bay (C) - Altona
- Hume (C) - Broadmeadows
- Maribyrnong (C)
- Whittlesea (C) - South-West

Hume – Broadmeadows (29 per cent), Brimbank – Sunshine (24 per cent) and Whittlesea - South-West (23 per cent) all have very high proportions of couple families who are jobless compared with Australia (9 per cent).

Brimbank – Sunshine (64 per cent) and Hume – Broadmeadows (62 per cent) also have very high proportions of lone parent families who are jobless compared with Australia (47 per cent).



Employment by Industry

Source: ABS Labour Force, Detailed data release – Electronic delivery, May 2010, four quarter average

Another 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. Employment in North Western Melbourne is reliant on these industries, accounting for almost one third of total employment (31 per cent).

This chart compares the North Western Melbourne Priority Employment Area and Australia. The chart shows a noticeably high concentration of employment in Transport, Postal and Warehousing in North Western Melbourne due to the airport in the region (in the Hume – Craigieburn SLA). North Western Melbourne also has a higher proportion of employment in the Manufacturing industry (12 per cent compared with 9 per cent for Australia).

It is notable that 9 per cent of employment is in the Health Care and Social Assistance industry. Across Australia this industry has grown strongly in recent years and is expected to continue to grow, producing opportunities for job seekers.

Educational Attainment

Region	Proportion of working age population (aged 15 - 64)	
	Finished Year 12 or equivalent	Attained a Bachelor degree or higher
Brimbank	45%	11%
<i>Brimbank – Sunshine SLA</i>	44%	11%
Hobsons Bay	48%	19%
Hume	40%	9%
<i>Hume – Broadmeadows SLA</i>	37%	7%
Maribyrnong	59%	25%
Melton	42%	11%
Whittlesea	44%	10%
Wyndham	43%	13%
North Western Melbourne Priority Employment Area	45%	13%
Victoria	49%	19%
Australia	47%	17%

Source: ABS, 2006 Census of Population and Housing

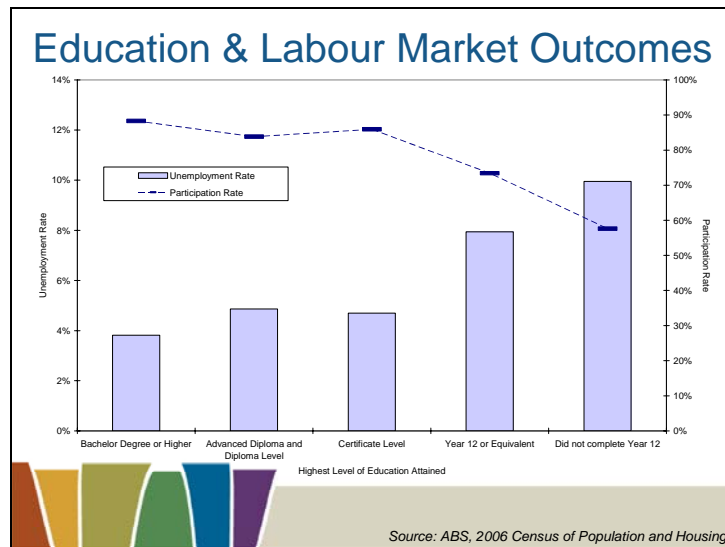
Educational Attainment

Source: ABS, 2006 Census of Population and Housing

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. High levels of education attainment, for instance, allows people to gain employment in higher skilled occupations, such as Professional, Manager and Technician and Trades Worker occupations, which tend to be more stable, more in demand and higher paid.

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.

Overall, 45 per cent of the working age population in North Western Melbourne have finished year 12 or equivalent compared with 47 per cent in Australia. Maribyrnong has a high proportion of their working age population who have completed year 12 or equivalent (59 per cent compared with 47 per cent for Australia). A quarter of Maribyrnong’s working age population have obtained a bachelor degree or higher, well above the 13 per cent average for the Priority Employment Area.



Education & Labour Market Outcomes

Source: ABS, 2006 Census of Population and Housing.

As can be seen in this chart, those people in the North Western Melbourne Priority Employment Area with higher levels of education perform better in the labour market, with higher labour force participation rates and lower unemployment rates. This reflects the pattern seen across Australia and emphasises the importance of continuing education to help job seekers obtain employment and participate in the labour market.

OTMESC by LGA

Region	Born in an other than main English speaking country		
	Proportion of Working Age Population	Unemployment Rate	Participation Rate
Brimbank	49%	11.1%	62%
<i>Brimbank – Sunshine SLA</i>	55%	12.8%	61%
Hobsons Bay	25%	8.2%	64%
Hume	32%	10.1%	58%
<i>Hume – Broadmeadows SLA</i>	44%	13.5%	50%
Maribyrnong	42%	13.4%	65%
Melton	25%	6.7%	71%
Whittlesea	35%	7.3%	62%
Wyndham	22%	6.9%	71%
North Western Melbourne Priority Employment Area	34%	9.5%	63%
Victoria	21%	8.5%	66%
Australia	17%	7.6%	67%

Source: ABS, 2006 Census of Population and Housing

Born in an Other than Main English Speaking Country (OTMESC) by LGA

Source: ABS, 2006 Census of Population and Housing

All Local Government Areas in North Western Melbourne have above state and national proportions of those who were born in an other than main English-speaking country. Almost half (49 per cent) of Brimbank LGAs working age population (15-64) was born in a country where English was not the main language spoken.

This chart compares unemployment rates and participation rates for the OTMESC population in North Western Melbourne compared to unemployment rates and participation rates for OTMESC persons at the state and national level.

Overall, those born in a country where English was not main language have a slightly higher unemployment rate (9.5 per cent) in North Western Melbourne Priority Employment Area than state and national levels (8.5 per cent and 7.6 per cent).

Looking closer, there are pockets of high OTMESC unemployment within North Western Melbourne. Maribyrnong (13.4 per cent), Brimbank (11.1 per cent) and Hume (10.0 per cent) all experienced very high unemployment rates for their OTMESC population. These LGAs are where some of the highest proportions of OTMESC live.

Country of Birth, Education and Occupation by LGA

Region	Working Age Population (15 to 64 years) with a Bachelor Degree or Higher					
	Sales Workers		Machinery Operators and Drivers		Labourers	
	English	Other than English	English	Other than English	English	Other than English
Brimbank	46%	54%	11%	89%	16%	84%
Hobsons Bay	67%	33%	38%	63%	37%	63%
Hume	66%	34%	18%	82%	28%	72%
Maribyrnong	39%	61%	22%	78%	16%	84%
Melton	58%	42%	25%	75%	17%	83%
Whittlesea	59%	41%	15%	85%	26%	72%
Wyndham	62%	38%	27%	73%	23%	77%
North Western Melbourne Priority Employment Area	55%	45%	20%	80%	21%	79%
Victoria	68%	32%	34%	66%	41%	59%
Australia	67%	33%	39%	61%	43%	57%

Source: ABS, 2006 Census of Population and Housing

Country of Birth, Education and Occupation by LGA

Source: ABS, 2006 Census of Population and Housing

Of those people in the working age population who have a Bachelor Degree or higher and who are working in the lower skilled occupations of Machinery Operators and Drivers or Labourers, a larger proportion are from a country for which the main language spoken is not English. Notably, this pattern is not evident among Sales Workers where communication skills are important.

It could be that people with higher educational qualifications in North Western Melbourne Priority Employment Area are not using their qualifications due to language barriers or complications in recognising overseas qualifications.

English Proficiency

Region	Proportion of Working Age Population that speak a language other than English at home			
	Speaks English very well	Speaks English well	Speaks English Not well	Speaks English not at all
Brimbank	52%	28%	18%	2%
<i>Brimbank – Sunshine SLA</i>	47%	29%	21%	3%
Hobsons Bay	61%	26%	12%	1%
Hume	58%	26%	14%	2%
<i>Hume – Broadmeadows SLA</i>	52%	27%	18%	3%
Maribyrnong	50%	30%	18%	3%
Melton	68%	23%	8%	1%
Whittlesea	62%	24%	13%	1%
Wyndham	67%	24%	8%	1%
North Western Melbourne Priority Employment Area	58%	26%	14%	2%
Victoria	60%	26%	12%	1%
Australia	60%	27%	12%	1%

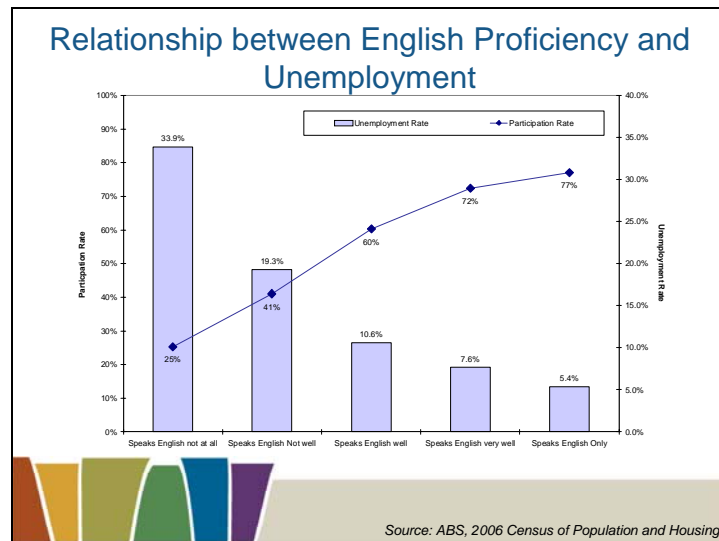
Source: ABS, 2006 Census of Population and Housing

English Proficiency

Source: ABS, 2006 Census of Population and Housing

Compared with Australia, a slightly lower proportion of those who speak a language other than English at home in North Western Melbourne speak English well or very well.

Compared with Australia, a slightly higher proportion of those who speak a language other than English at home in North Western Melbourne speak English not well or not at all.

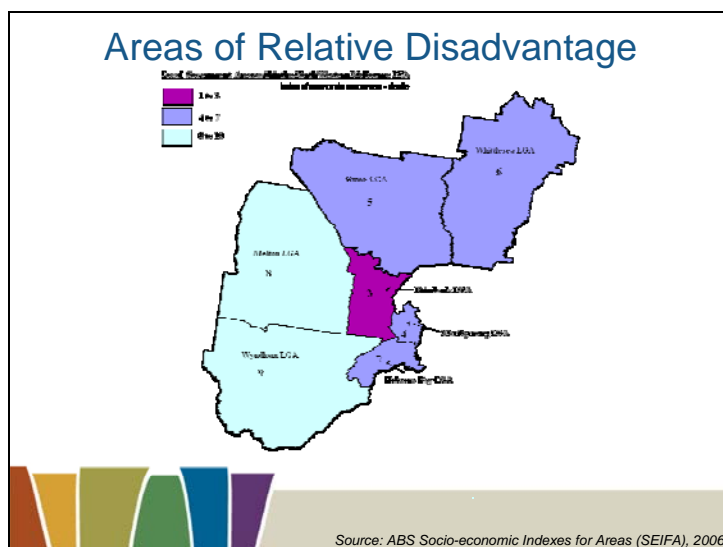


Relationship between English Proficiency and Unemployment

Source: ABS, 2006 Census of Population and Housing

This chart looks at the labour market outcomes of persons in North Western Melbourne Priority Employment Area by their spoken English language ability. This chart indicates that the better a person's English ability, the less likely they will be to experience unemployment and be more likely or participate in the labour market.

For example, for persons who speak English very well the unemployment rate in North Western Melbourne was 7.6 per cent and the participation rate was 72 per cent. In contrast, for persons who do not speak English at all the unemployment rate was 33.9 per cent and the participation rate was 25 per cent.



Areas of socio-economic disadvantage

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

This slide shows the areas of relative disadvantage within the North Western Melbourne Priority Employment Area. The slide uses the ABS Socio-Economic Indexes for Areas (SEIFA), which summarises aspects of the socio-economic conditions of people living in an 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.

A SEIFA score between 1 and 3 indicates an area is in the 30 per cent of most disadvantaged areas (in dark blue) in Australia. Brimbank LGA has the lowest SEIFA score in the Priority Employment Area, being in the bottom 30 per cent of LGAs in Australia.

SEIFA Score

LGA	Score
Brimbank (C)	3
Maribyrnong (C)	4
Hume (C)	5
Whittlesea (C)	6
Hobsons Bay (C)	7
Melton (S)	8
Wyndham (C)	9

Profile of Sunshine and Broadmeadows

Key indicators	Brimbank – Sunshine	Hume – Broadmeadows	Victoria
Individual median weekly income	\$324	\$310	\$456
Unemployment Rate (2006 Census) (Adult population)	10.7%	10.4%	5.4%
Jobless families	37%	39%	19%
<i>Couple jobless families</i>	24%	29%	10%
<i>Lone parent jobless families</i>	64%	62%	47%
Renters	22%	24%	24%
<i>Public housing</i>	12%	27%	12%
OTMESC population (WAP)	51%	40%	21%
<i>OTMESC Unemployment Rate</i>	12.8%	13.5%	8.5%
<i>OTMESC Participation Rate</i>	60.9%	50.1%	65.9%
Year 9 govt school students who did not meet minimum standard for reading in 2009	24%	23%	4%
- Who did not meet minimum standard for numeracy	6%	8%	2%

Source: ABS, 2006 Census of Population and Housing

Profile of Sunshine and Broadmeadows

Source: ABS, 2006 Census of Population and Housing

This slide illustrates that the LGAs of Brimbank – Sunshine and Hume – Broadmeadows are areas of disadvantage.

For instance, at the time of the 2006 Census, the individual median weekly income in Brimbank – Sunshine and Hume – Broadmeadows was substantially lower than the State average (\$324 and \$310 respectively compared with \$456 for Victoria).

Of concern is the proportion of Year 9 government students who did not meet the minimum standard for reading in 2009 was much higher in Sunshine and Broadmeadows (24 per cent and 23 per cent) when compared with Victoria (4 per cent).

Internet Vacancies Index

State / Occupation Group	Annual Change		Number of vacancies in April 2010
	Per cent	Number	
Victoria	8%	3613	50,053
Managers	13%	750	6502
Professionals	-2%	-301	12,959
Technicians and Trades Workers	21%	1046	6110
Community and Personal Service Workers	1%	39	3047
Clerical and Administrative Workers	25%	1886	9563
Sales Workers	6%	311	5727
Machinery Operators and Drivers	20%	370	2220
Labourers	-11%	-488	3925

Source: DEEWR, Internet Vacancies Index, April 2010

Internet Vacancies Index

Source: DEEWR, Internet Vacancies Index, April 2010

This table shows that during April 2010, there were 50,053 new job vacancies advertised on the internet in Victoria.

The number of job vacancies advertising for Clerical and Administrative Workers increased by 25 per cent, Technicians and Trades Workers by 21 per cent and Machinery Operators and Drivers by 20 per cent over the 12 months to April 2010. Meanwhile, most other occupation groups have experienced a smaller increase in the number of advertised vacancies. Labourers was the only occupation with a significant decline of -11 per cent.

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.

Recruitment Experiences 12 months prior to being surveyed					
Industry / Region	Employers who recruited	Recruited to increase staff numbers	Recruited to replace staff	Unfill rate	Had difficulty recruiting
Brimbank LGA	71%	71%	71%	3.9%	59%
Manufacturing	63%	63%	75%	10.4%	47%
Construction	64%	79%	71%	5.4%	43%
Wholesale Trade	82%	61%	78%	0.0%	50%
Retail	57%	75%	83%	2.3%	25%
Transport, Postal and Warehousing	76%	64%	86%	4.4%	50%
Health Care and Social Assistance	62%	71%	83%	3.0%	54%
North Western Melbourne Priority Employment Area (February 2010)	67%	65%	78%	4.9%	46%
North Western Melbourne Priority Employment Area (May 2009)	59%	63%	79%	2.6%	61%
All Priority Employment Areas Surveyed in the 12 months to March 2010	65%	56%	80%	4.6%	53%

Source: DEEWR, Survey of Employers' Recruitment Experiences.

Recruitment Experiences – 12 months prior to being surveyed

A survey of employers to gather information on current recruitment and labour market conditions was conducted in the Priority Employment Area of North Western Melbourne in February 2010.

The results reflect the responses from 293 employers in the North Western Melbourne Priority Employment Area.

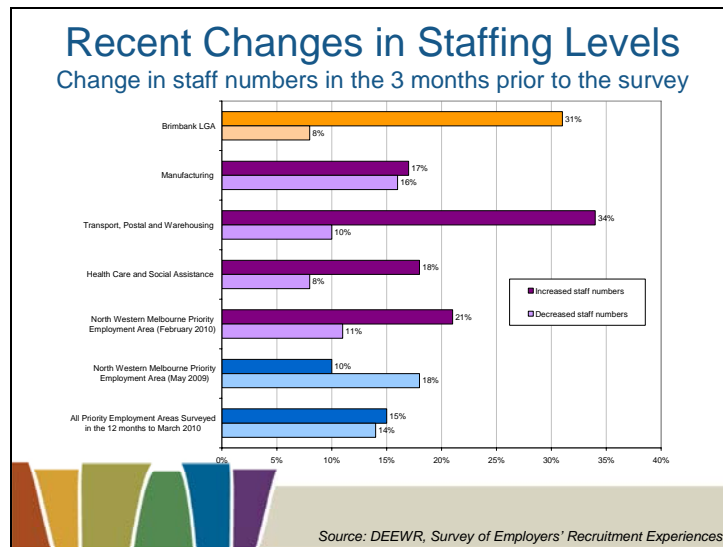
67 per cent of employers in North Western Melbourne recruited in the 12 months preceding the survey. This was higher when compared to the same region surveyed in May 2009 (59 per cent). Recruitment activity was particularly high in the Wholesale Trade and Transport, Postal and Warehousing industries.

The proportion of vacancies that remained unfilled, although comparable to other regions, was almost double that of last time the region was surveyed (4.9 per cent for February 2010 compared with 2.6 per cent for May 2009).

Employers in the Manufacturing industry reported the highest unfill rate (10.4 per cent). Even though Wholesale Trade had the most recruitment (82 per cent), they filled all their vacancies.

Employers in Brimbank LGA reported a high amount of recruitment (71 per cent of employers reported recruiting in the 12 months preceding the survey).

Brimbank employers reported a lower rate of unfilled vacancies compared with the Priority Employment Area as a whole (3.9 per cent compared with 4.9 per cent).



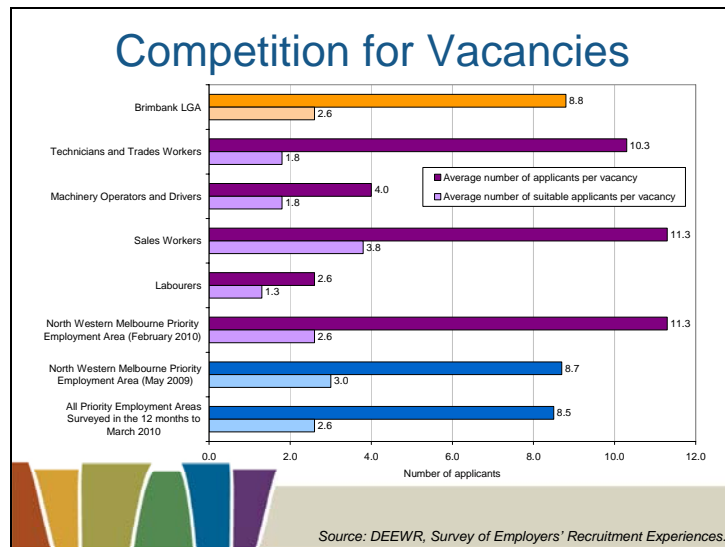
Recent Changes in Staffing Levels – Changes in staff numbers 3 months prior to the survey

Employers in North Western Melbourne were specifically asked about their staffing levels over the 3 months prior to being surveyed.

In North Western Melbourne, 21 per cent of all employers reported an overall increase in staff numbers. Only 11 per cent reported staff levels decreasing in the 3 months prior to being surveyed. Compared to the results from May 2009, a higher proportion of employers reported increasing staff (15 per cent compared with 10 per cent) and a lower proportion of employers reported decreasing staff numbers (14 per cent compared with 18 per cent).

A high 34 per cent of employers in the Transport, Postal and Warehousing industry had increased staff numbers in the 3 months prior to being surveyed.

The results for all PEA surveyed in the 12 months to March 2010 show 15 per cent of employers increased their staffing levels while 14 per cent decreased.



Competition for Vacancies

The survey asked employers about the levels of applicants and suitable applicants they received for recent vacancies.

North Western Melbourne had a high degree of competition for vacancies, with an average of 11.3 applicants per vacancy. This is higher than what was recorded in the previous survey for the region (an average of 8.7 applicants per vacancy). Despite more applicants, the average number of suitable applicants per vacancy was slightly lower than the result for May 2009 (2.6 compared with 3.0).


Results for vacancies in the Labourers occupation group showed a low number of applicants and a low number of suitable applicants (an average of 2.6 applicants per vacancy, with an average of 1.3 suitable applicants per vacancy).

Reasons Applicants Unsuitable

➤ 62% of employers received applications from job seekers who they regarded as unsuitable

Reasons applicants were considered unsuitable include:

- Insufficient experience to perform job duties
- Insufficient qualifications or training
- Employability skills



Source: DEEWR, Survey of Employers' Recruitment Experiences.

Reasons Applicants Unsuitable

62 per cent of employers in the North Western Melbourne Priority Employment Area had one or more unsuitable applicants during their most recent recruitment round.

Employers were asked the reasons why job seekers were considered unsuitable. A lack of work experience was a common reason for applicant unsuitability, as was a lack of qualifications or training, inadequate communication or teamwork skills and poor written or personal presentation.



Basic Employability Skills

Employers in the North Western Melbourne Priority Employment Area were asked when recruiting whether they placed more importance on the applicant's personal traits and qualities or on their technical skills and experience.

Almost half (46 per cent) of employers surveyed in the North Western Melbourne Priority Employment Area thought that both technical skills and experience and basic employability skills (such as personal traits and qualities) were equally important. A further quarter (27 per cent) of employers considered personal traits and qualities were more important while the other quarter (25 per cent) 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 employability skills.

Occupations Difficult to Fill

Bachelor Degree or Higher VET Qualifications	
Motor Mechanics*	Sheetmetal Trades Workers*
Structural Steel and Welding Trades Workers*	Cafe and Restaurant Managers
Registered Nurses*	Construction Managers
Other Occupations	
Truck Drivers*	Receptionists*
Child Carers	Sales Assistants (General)*
General Clerks*	Storepersons

Source: DEEWR, Survey of Employers' Recruitment Experiences.

Occupations Difficult to Fill

This slide shows the vacancies across North Western Melbourne Priority Employment Area that employers considered difficult to fill by occupation. As you can see, these occupations fall across a range of skill levels and a range of industries and included Sales Assistants, Registered Nurses and Structural Steel and Welding Trades Workers.

* Indicates the occupations that were listed as difficult to fill in the LGA of Brimbank.

Future Recruitment Expectations 12 months following the survey

Region	Employers who will recruit	Will recruit due to business growth	Will recruit due to staff turnover	Anticipates difficulty recruiting
Brimbank LGA	46%	68%	73%	50%
Manufacturing	42%	65%	62%	44%
Construction	45%	90%	40%	50%
Wholesale Trade	41%	78%	56%	33%
Retail	43%	78%	89%	0%
Transport, Postal and Warehousing	55%	75%	50%	38%
Health Care and Social Assistance	38%	73%	73%	53%
North Western Melbourne Priority Employment Area (February 2010)	43%	76%	61%	36%
North Western Melbourne Priority Employment Area (May 2009)	39%	61%	60%	32%

➢ 11 per cent of employers who did not have an apprentice or trainee expected to recruit one in the 12 months following the survey

Source: DEEWR, Survey of Employers' Recruitment Experiences.

Future Recruitment Expectations - 12 months following the survey


Employers were asked about their recruitment expectations in the 12 months following the survey.

Future recruitment expectations have improved since the region was last surveyed in May 2009. More employers plan to recruit in the 12 months following the survey (43 per cent compared with 39 per cent), with more than three quarters (76 per cent) of employers expecting to recruit to increase staff numbers.

Moreover, fewer employers expect to decrease staff over the 12 months following the survey (2 per cent compared with 6 per cent).

Conclusion

- Labour market conditions soft but signs are encouraging
- Vulnerable groups and pockets of disadvantage
 - Youth / jobless families / OTMESC / Indigenous / people with disabilities
- Still opportunities available
 - Employers continuing to recruit
 - Target growth industries / occupations difficult to fill
 - Broader labour market
- Job seekers need to be job ready
 - Work experience / training / apprenticeships
 - Employability skills
 - Literacy and numeracy and English proficiency
- Engage further with employers regarding their needs and expectations
- Work with the Local Employment Coordinator



Conclusion

Labour market conditions in North Western Melbourne are soft, as evidenced by the high unemployment rate, but signs are encouraging.

Relatively large proportions of employers in the Transport, Postal and Warehousing, Construction and Retail industries expecting to create positions in their business in the 12 months following the survey.

Job seekers need the skills to take advantage of these opportunities. They also need a positive attitude, basic work readiness and employability skills.

The results of the February 2010 survey suggest improvement since the region was last surveyed in May 2009.

Further Information

- www.deewr.gov.au/lmip
- www.workplace.gov.au/skillshortages
- www.deewr.gov.au/regionalreports
- www.joboutlook.gov.au
- www.skillsinfo.gov.au



Further Information

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.workplace.gov.au/skillshortages
- www.deewr.gov.au/regionalreports
- www.joboutlook.gov.au
- www.skillsinfo.gov.au

A report on the survey findings for the North Western Melbourne Priority Employment Area will be placed on the regional reports section of the Workplace web site.

Slide 32



Australian Government

Department of Education, Employment and Workplace Relations