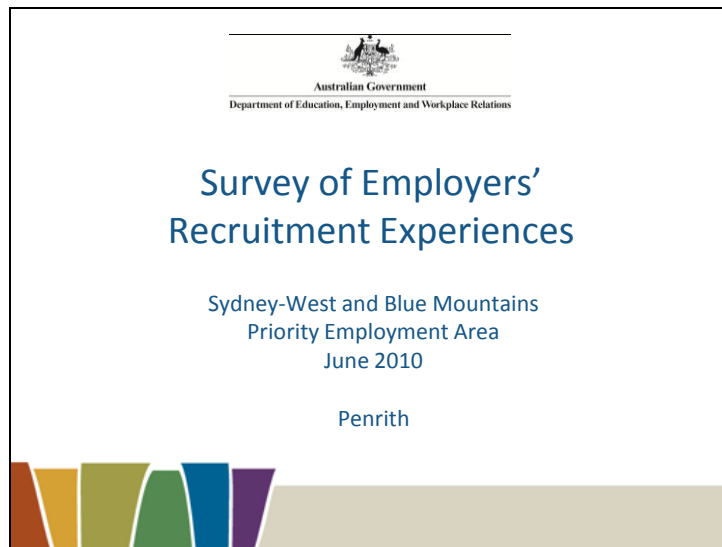
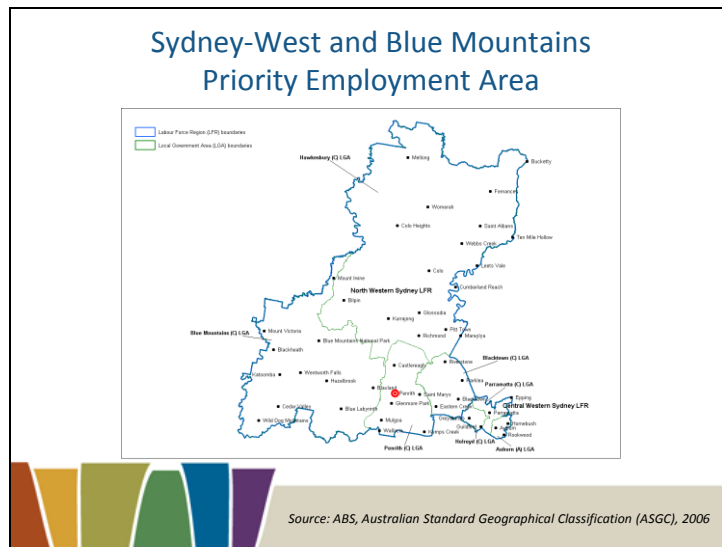


Slide 1



**Australian Government
Department of Education, Employment and Workplace Relations
Survey of Employers' Recruitment Experiences**

**Sydney-West and Blue Mountains
Priority Employment Area
June 2010
Penrith**



Sydney-West and Blue Mountains Priority Employment Area

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

This map shows the Sydney-West and Blue Mountains Priority Employment Area which covers the North Western Sydney and Central Western Sydney Labour Force Regions (LFRs).

The LGAs in each LFR are:

North Western Sydney

- Hawkesbury (C)
- Blue Mountains (C)
- Blacktown (C)
- Penrith (C) - (Presentation in this LGA)

Central Western Sydney

- Parramatta (C)
- Holroyd (C)
- Auburn (A)

Slide 3

	North Western Sydney	Central Western Sydney	Total Priority Employment Area	NSW	Australia
Adult population (2010)	493 100	273 400	766 600	5 893 100	18 163 300
Population growth (2005-2010)	9%	10%	9%	9%	11%
Median Age (2006)	33	33	33	37	37
Proportion Indigenous (2006)	2%	1%	2%	2%	2%
Proportion born in OTMESC (2006)	19%	42%	27%	18%	15%
Labour Force (2010)	342 700	167 700	510 400	3 733 700	11 881 900
Working Age Participation Rate - (2010)	76.9%	70.4%	74.6%	74.4%	76.3%

Source: ABS, Labour Force, Australia, Sep 2010; ABS, Census of Population and Housing, 2006

Profile

Source: ABS, Labour Force, Australia, Sep 2010, cat. no. 6202.0; ABS, Census of Population and Housing, 2006.

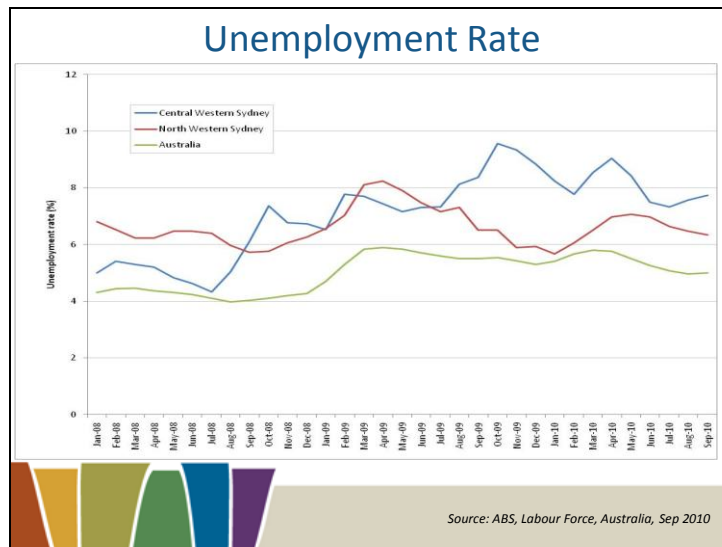
North Western Sydney

- Similar population growth compared with NSW
- Low median age

Central Western Sydney

- Strong population growth compared with NSW and Australia
- Low median age compared with Australia
- High proportion of residents born in Other Than Main English Speaking Countries
- Low working age participation rate

Slide 4



Unemployment Rate

Source: ABS, Labour Force, Australia, Detailed – Electronic Delivery, Sep 2010 (cat. no. 6291.0.55.001), 3 month averages

This graph shows the unemployment rate in the Sydney-West and Blue Mountains region which has historically been higher than the rate for NSW and Australia:

- The unemployment rate in North Western Sydney has remained steady compared with last year, currently standing at 6.3%, although it troughed at 5.7 % in Jan-2010.
- Within the region, the Central Western Sydney LFR currently has the highest unemployment rate
- The unemployment rate in Central Western Sydney stands at 7.7%, lower than last year (8.4%)
- The September seasonally adjusted unemployment rate for Australia was 5.1 per cent and for NSW was 5.2 per cent.

Unemployment Rate by SLA

Statistical Local Area (SLA)	Jun-09	Jun-10	Change (percentage points)
Blacktown (C) - North	4.2	4.1	-0.1
Blacktown (C) - South-East	7.3	7.1	-0.2
Blacktown (C) - South-West	14.5	12.8	-1.7
Blue Mountains (C)	5.3	5.0	-0.3
Hawkesbury (C)	4.7	4.6	-0.1
Penrith (C) - East	7.2	6.8	-0.4
Penrith (C) - West	5.2	4.9	-0.3
Auburn (A)	9.9	11.6	1.7
Holroyd (C)	7.4	8.9	1.5
Parramatta (C) - Inner	5.5	6.6	1.1
Parramatta (C) - North-East	3.7	4.6	0.9
Parramatta (C) - North-West	3.5	4.5	1
Parramatta (C) - South	11.9	13.7	1.8
New South Wales	6.5	5.2	-1.3
Australia	5.8	5.1	-0.7

Source: DEEWR, Small Area Labour Markets, Australia, June 2010;
ABS, Labour Force, Australia, Sep 2010

Unemployment Rate by SLAs

Source: DEEWR, Small Area Labour Markets, Australia, June 2010;

ABS, Labour Force, Australia, Sep 2010, cat. no. 6202

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

North Western Sydney

- Highest unemployment rate in Blacktown (C) – South West
- Lowest unemployment rate in Blacktown (C) – North

Central Western Sydney

- Highest unemployment rate in Parramatta (C) – South
- Lowest unemployment rate in Parramatta (C) – North-West

Long-Term Unemployment

	Long-term unemployed (52 weeks and under 104 weeks)		Very long-term unemployed (104 weeks and over)	
	September 2009	September 2010	September 2009	September 2010
North Western Sydney	2 300	2 900	2 300	1 500
Central Western Sydney	1 500	1 600	700	800
Australia	47 200	65 600	39 600	45 900

Source: ABS, Labour Force, Australia, Sep 2010

Long-Term Unemployment

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

The number of people who have been unemployed for 52 - 104 weeks in Central Western and North Western Sydney has increased over the past year.

Long-term unemployed (52 weeks and under 104 weeks) Very long-term unemployed (104 weeks and over)

	Sep 2009	Sep 2010	Sep 2009	Sep 2010
North Western Sydney	2300	2900	2300	1500
Central Western Sydney	1500	1600	700	800
Australia	47200	65600	39600	45900

Average Duration of Unemployment

<i>Average Weeks Unemployed</i>	September 2010	September 2009
North Western Sydney	31.9	45.3
Central Western Sydney	37.0	31.4
Total Priority Employment Area	33.8	40.6
New South Wales	39.1	38.6
Australia	34.4	31.6

Source: ABS, Labour Force, Australia, Sep 2010

Average Duration of Unemployment

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

The average duration of unemployment for Sydney-West and Blue Mountains was similar (33.8) compared with Australia (34.4) but lower compared with New South Wales (39.1).

Average Duration of Unemployment (Weeks)

<i>Region</i>	September 2010	September 2009
North Western Sydney	31.9	45.3
Central Western Sydney	37.0	31.4
Total Priority Employment Area	33.8	40.6
New South Wales 39.1	38.6	
Australia	34.4	31.6

Teenage Unemployment		
	<i>September 2010</i>	
	Teenage full-time unemployment rate	% of teens looking for full-time work
North Western Sydney	27.3%	5.8%
Central Western Sydney	22.0%	2.7%
Total Priority Employment Area	26.3%	4.9%
New South Wales	25.0%	4.5%
Australia	21.3%	4.0%

Source: ABS, Labour Force, Australia, Sep 2010

Teenage Full-Time Unemployment

Source: ABS, Labour Force, Australia, Sep 2010, cat. no. 6202.0, 12 months average
 Current Teenage Full-Time Unemployment Rate September 2010 stands at 26.3% for the total Priority Employment Area.

Teenage Full-Time Unemployment Rate

- North Western Sydney has a high teenage full-time unemployment rate (27.3%) compared with New South Wales (25.0%) and Australia (21.3%).

Teenage Full-Time Unemployment to Population Ratio

- 5.8% of teenagers in North Western Sydney are looking for full time work, compared with 4.0% in Australia. This indicates that fewer teenagers in the region are either employed, or engaged in education.

<i>Sep 2010</i>	Teenage full-time unemployment rate	% of teens looking for full-time work
North Western Sydney	27.3%	5.8%
Central Western Sydney	22.0%	2.7%
Total Priority Employment Area	26.3%	4.9%
New South Wales	25.0%	4.5%
Australia	21.3%	4.0%

Labour Market Outcomes for People Born in Non-English Speaking Countries				
% of population aged 15-64				
Main Language Spoken in Country of Birth	English		Other than English	
	Unemployment Rate	Participation Rate	Unemployment Rate	Participation Rate
North Western Sydney	5.6%	76.2%	6.7%	71.0%
Central Western Sydney	5.3%	74.0%	9.5%	65.0%
Australia	5.5%	75.6%	8.1%	67.9%

Source: ABS, Census of Population and Housing, 2006

Labour Force Outcomes of People Born in Non-English Speaking Countries

Source: ABS, Census of Population and Housing, 2006

People from North Western Sydney born in countries where the main language spoken is other than English:

- Have a higher unemployment rate of 6.7% compared with 5.6% for people born in English speaking countries
- Have a lower participation rate of 71.0% compared with 76.2% for people born in English speaking countries

Indigenous Population Aged 15-64				
	Civilian population aged 15 to 64 years	Unemployment rate	Participation rate	Employment to population ratio
	'000	%	%	%
New South Wales				
Indigenous	98.6	20.9	57.1	45.1
Non-Indigenous	4,674.9	6.0	75.3	70.8
Total	4,773.5	6.3	74.9	70.2
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 (ABS cat. no. 6287.0), Estimates from the Labour Force Survey, 2009

Indigenous Population Aged 15-64

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 the Indigenous group compared with non-Indigenous in both New South Wales and Australia. Furthermore the participation rate for the Indigenous is much lower compared with the participation rate for the non-Indigenous group in New South Wales and Australia.

•New South Wales:

- Indigenous – unemployment rate of 20.9% / participation rate of 57.1%.
- Non-Indigenous – unemployment rate of 6.0% / participation rate of 75.3%.

•Australia:

- Indigenous – unemployment rate of 18.1% / participation rate of 58.1%.
- Non-Indigenous – unemployment rate of 5.5% / participation rate of 76.7%.

Recipients of Centrelink Benefits

September 2010	% of Working Age Population on		% Change in Recipients over 12 Months	
	Centrelink Benefits	Unemployment Benefits	Centrelink Benefits	Unemployment Benefits
Blacktown (C) - North	12%	3%	1%	-5%
Blacktown (C) - South-East	19%	5%	1%	-4%
Blacktown (C) - South-West	29%	8%	1%	-2%
Blue Mountains (C)	16%	4%	0%	-1%
Hawkesbury (C)	14%	4%	0%	-5%
Penrith (C) - East	19%	5%	1%	-6%
Penrith (C) - West	14%	4%	0%	-3%
North Western Sydney	18%	5%	1%	-4%
New South Wales	18%	4%	1%	-3%
Australia	17%	4%	1%	-1%

Source: DEEWR, Administrative Data, Sep 2009 – Sep 2010

Recipients of Centrelink and Unemployment Benefits

Source: DEEWR, Administrative Data, Sep 2009 – Sep 2010

- The Blacktown (C) - South-West SLA has a relatively high proportion of the WAP in receipt of Centrelink benefits (29%) and unemployment benefits (8%).
- Overall, the proportion of the working age population in receipt of Centrelink benefits remained relatively stable compared with NSW and Australia.
- The decrease in the proportion of the working age population in receipt of unemployment benefits (NSA and YL(O)) (-3%) was similar to the decrease for NSW (-3%) and greater compared with Australia (-1%).

Proportion of WAP by Benefit Type

Statistical Local Area	DSP	Carers	Parenting Payment
Blacktown (C) - South-West	7%	3%	7%
Parramatta (C) - South	7%	3%	6%
Australia	5%	1%	3%

Disability and Labour Force Status (persons aged 15-74)			
Australia (persons aged 15 – 74)			
	Has a disability/health condition that restricts their employment or schooling	Has a disability/health condition that does NOT restrict their employment or schooling	Without a reported disability or health condition
Share of total employment (%)	Accounts for 10.4% of total employment	Accounts for 18.3% of total employment	Accounts for 71.3% of total employment
Key Labour Market Indicators			
Unemployment rate	10.1%	4.6%	5.5%
Participation rate*	54.4%	80.5%	81.9%

* Please note, data excludes persons aged 65-74 years who are not in or are not marginally attached to the labour force

Source: ABS, Survey of Education and Training, 2009

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

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

This slide shows the effect of having a disability on labour market outcomes.

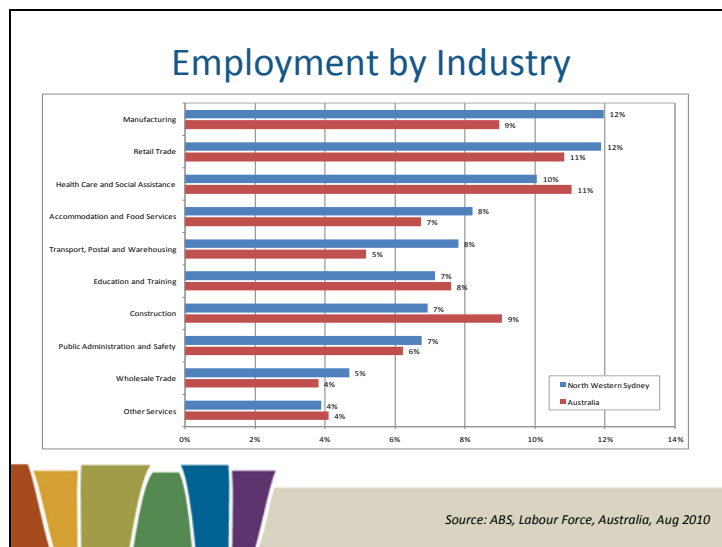
In 2009, over one in four (28.7 per cent) of employed persons aged 15-74 years reported having a disability.

- 10.4 per cent of employed persons (aged 15-74 years) reported having a disability that restricted their employment or schooling.

In contrast, almost one in three (32.9 per cent) of the total population aged 15-74 years reported having a disability in 2009.

- 15.5 per cent of the population (aged 15-74 years) reported having a disability that restricted their employment or schooling.
- The unemployment rate was much higher and the participation rate was much lower for people with a disability that restrict their employment/schooling.

Please note: data excludes persons aged 65-74 years who are not in or marginally attached to the labour force.



Employment by Industry

Source: ABS, Labour Force, Australia, Detailed, Quarterly, Aug 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 North 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 (12%), Health Care and Social Assistance (10%) and Accommodation and Food Services (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 Change by Industry

	August 2009 – August 2010				
	North Western Sydney	Central Western Sydney	Total Priority Employment Area	New South Wales	Australia
Manufacturing	1%	-7%	-1%	-1%	-2%
Retail Trade	7%	-3%	3%	-4%	-1%
Health Care and Social Assistance	8%	-2%	5%	8%	4%
Accommodation and Food Services	27%	-17%	12%	0%	3%
Total	1%	-4%	0%	2%	2%

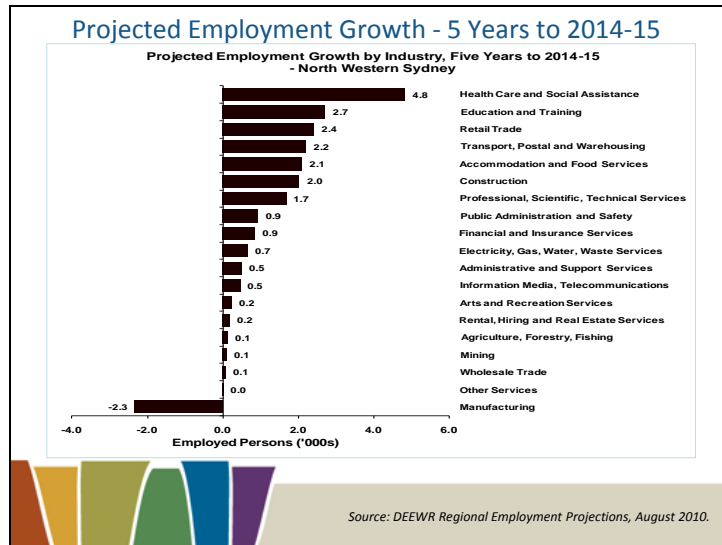
Source: ABS, Labour Force, Australia, Aug 2010

Employment change by Industry

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

This table shows the change in employment for the largest employing industries in the Sydney-West and Blue Mountains Priority Employment Area over the 12 months to August 2010.

- In North Western Sydney there has been:
 - A considerable rise in the proportion of people employed in the Accommodation and Food Services industry (27%);
 - A rise in the proportion of people employed in the Retail Trade industry (7%)
- In Central Western Sydney there has been:
 - A fall in employment in all the largest employing industries

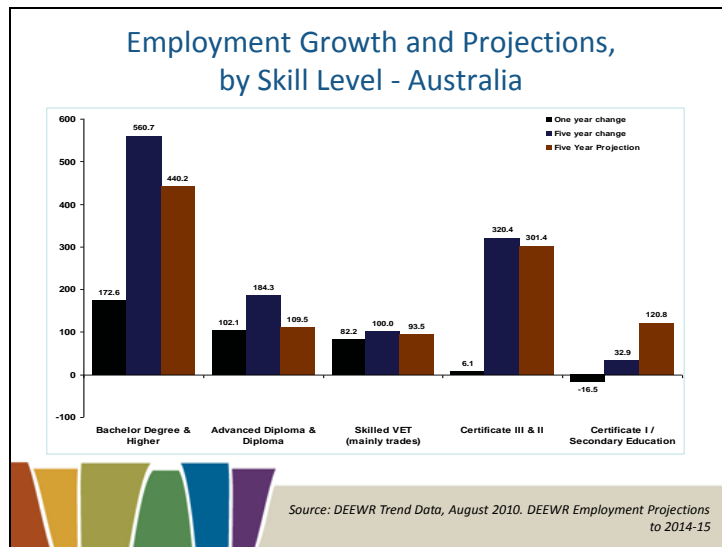


Projected Employment Growth, 5 Years to 2014-15

Source: DEEWR Regional Employment Projections, 2014-15

This slide gives the projected employment growth in the North Western Sydney LFR over the 5 years to 2014-15.

- Employment in Health Care and Social Assistance is projected to increase by 4 800 jobs over the 5 years to 2014-15
- Employment is expected to decline in Manufacturing by 2 300 jobs over the 5 years to 2014-15



Employment Growth and Projections, by Skill Level – Australia

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

- As mentioned previously, the level of educational attainment is strongly linked with labour market performance and the ability of a population to respond flexibly to an economic shock. Post school qualifications, for instance, allow 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.
- The largest increase in the number of jobs in the last five years has been in those suitable for workers with a Bachelor Degree or higher. This trend is projected to continue for the next five years.
- There is also strong employment growth projected over the next five years for jobs that require a Certificate II or III.

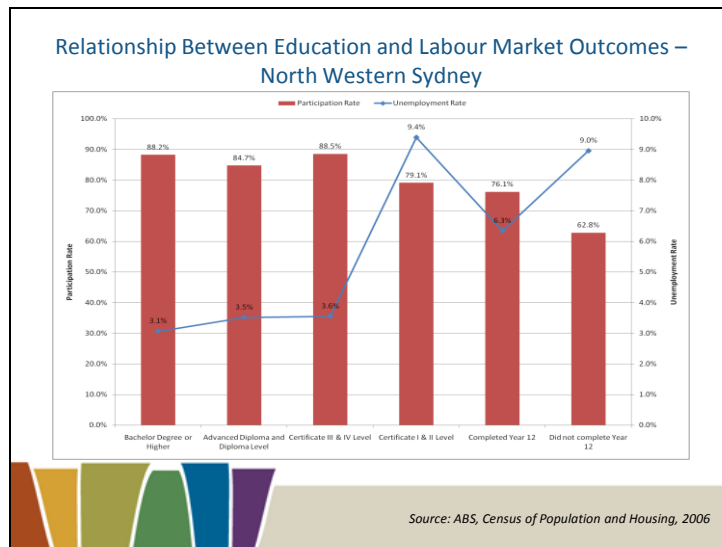
Educational Attainment					
	% of population aged 15-64				
	North Western Sydney	Central Western Sydney	Total Priority Employment Area	NSW	Australia
Finished year 12 or equivalent	46%	59%	50%	51%	51%
Attained Bachelor degree or higher	15%	23%	18%	21%	19%

Source: ABS, Census of Population and Housing, 2006

Educational Attainment

Source: ABS, Census of Population and Housing, 2006

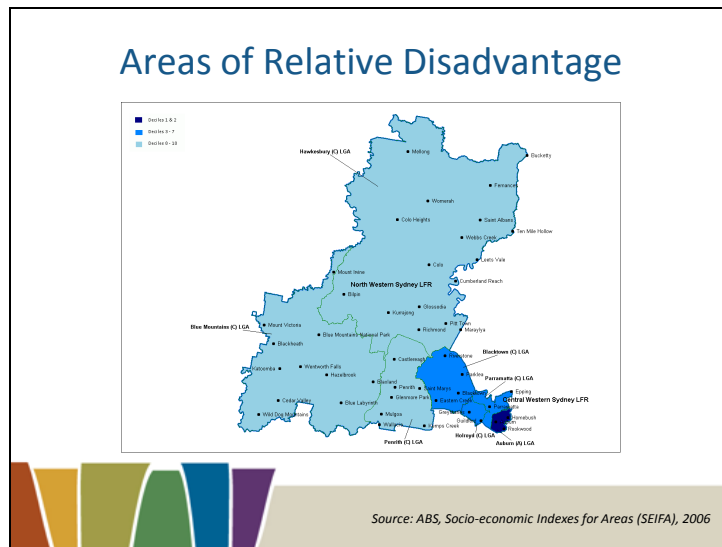
- The level of educational attainment is strongly linked with labour market performance and the ability of a region (or its population) to respond flexibly to an economic shock. Accordingly, regions with relatively low levels of educational attainment tend, on average, to be less flexible in the face 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 Priority Employment Area, compared with NSW and Australia.
- There is a higher level of educational attainment in the Central Western Sydney LFR compared with North Western Sydney.



Relationship Between Education and Unemployment – North Western Sydney

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 North Western Sydney, the unemployment rate was 9.0% at the time of the 2006 Census, while for those who had a Bachelor degree or higher, the unemployment rate was 3.1%.
- 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 III & IV level qualification was 3.6% compared with 9.0% for those who did not complete year 12. In addition the participation rate was 88.5% for those who completed a Certificate III & IV level qualification compared with 62.8% 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, 2010) – this is a global trend.



Areas of socio-economic 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) summarises aspects of the socio-economic conditions of people living in an area. This map shows the index of disadvantage in the Sydney-West and Blue Mountains 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 blue areas are those areas with the lowest levels of disadvantage in the Sydney-West and Blue Mountains 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.

Profile of Blacktown (C) - South-West

	Blacktown (C) - South-West	NSW	Australia
Unemployment Rate (June-2010)	12.8%	5.2%	5.1%
Participation Rate (June-2010)	60.7%	63.0%	65.3%
Jobless Families	31%	21%	20%
Public Housing	44%	16%	15%
Proportion of working age population on a parenting payment	7%	3%	3%
Proportion of people speak only English at home	60%	74%	79%
Proportion of people born overseas	34%	24%	22%
Year 9 govt school students who did not meet minimum standard for reading in 2009	12%	6%	6%
Year 9 govt school students who did not meet minimum standard for numeracy	7%	4%	4%

Source: DEEWR, Small Area Labour Markets, Australia, June 2010; ABS, Labour Force, Australia, Sep 2010; ABS, Census of Population and Housing, 2006; DEEWR, Administrative Data, Sep 2010; ACARA, MySchool.edu.au, 2009

Profile of Blacktown

Source: DEEWR, Small Area Labour Markets, Australia, June 2010;

ABS, Labour Force, Australia, Sep 2010;

ABS, Census of Population and Housing, 2006;

DEEWR, Administrative Data, Sep 2010;

ACARA, MySchool.edu.au, 2010

Possible reasons for the high disadvantage of Blacktown (C) - South-West:

- High unemployment rate (12.8%) (see SALM slide) compared with 5.1% for Australia
- Lower participation rate (60.7%) compared with Australia (65.3%)
- High proportion of families that are jobless (31%) compared with 20% for Australia
- High proportion of rented dwellings are public housing (44%) compared with 15% Australia
- Low proportion of people speak only English at home (59.5%) compared with 78.5% for Australia
- High proportion of people born overseas (34.2%) compared with 22.2% for Australia
- High proportion of Year 9 students in government secondary schools in the Blacktown LGA did not meet minimum requirements for reading and numeracy, compared with Australia.

	Year 9 govt school students who did not meet minimum standard for reading in 2009	Year 9 govt school students who did not meet minimum standard for numeracy
School 1	12%	7%
School 2	31%	6%
School 3	16%	9%
NSW	6%	4%
Australia	6%	4%

Internet Vacancy Index (IVI)

	Annual Change September 2009 – September 2010		Number of Vacancies September 2010
	Per cent	Number	
<i>New South Wales</i>			
Managers	13.6	1,300	10,881
Professionals	22.1	4,553	25,112
Technicians and Trades Workers	32.0	2,351	9,701
Community and Personal Service Workers	15.8	668	4,911
Clerical and Administrative Workers	36.6	4,196	15,676
Sales Workers	2.6	216	8,428
Machinery Operators and Drivers	26.4	645	3,086
Labourers	17.0	839	5,764
All Occupations	21.1	14,769	83,559

Source: DEEWR, Internet Vacancy Index, Oct 2010

Internet Vacancy Index (IVI)

Source: DEEWR, Internet Vacancy Index, October 2010

- This table shows that during September 2010, there were 83,559 new job vacancies advertised on the internet in New South Wales.
- 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 Preceding the Survey					
	North Western Sydney		Central Western Sydney		All Regions (12 months to June 2010)
	June 2010	Sept 2009	June 2010	Sept 2009	
Recruited	60%	62%	75%	67%	65%
-Increase	49%	55%	57%	49%	56%
-Replace	81%	72%	78%	81%	81%
Average vacancies per 100 employees	22.1	12.6	13.2	5.2	16.2
Difficulty	47%	49%	53%	42%	51%
Unfilled vacancies	5.8%	2.6%	7.0%	3.7%	4.8%

Source: Survey of Employers' Recruitment Experiences – Sydney-West and Blue Mountains – Sept 2009 and June 2010

Recruitment Experiences - 12 Months Preceding the Survey

Source: Survey of Employers' Recruitment Experiences – Sydney-West and Blue Mountains – Sept 2009 and June 2010

North Western Sydney

- Similar proportion of employers recruited (60%) compared with last year (62%) and all regions surveyed in the 12 months to June 2010 (65%).
- High average number of vacancies per 100 employees (22.1) compared with last year (12.6) and all regions surveyed in the 12 months to June 2010 (16.2).
- Higher proportion of unfilled vacancies (5.8%) compared with last year (2.6%) and all regions surveyed in the 12 months to June 2010 (4.8%).

Central Western Sydney

- Higher proportion of employers recruited (75%) compared with last year (67%) and all regions surveyed in the 12 months to June 2010 (65%).
- Higher level of recruitment difficulty (53%) compared with last year (42%) but lower compared with all regions surveyed in the 12 months to June 2010 (56%).
- High average number of vacancies per 100 employees (13.2) compared with last year (5.2) but still lower compared with all regions surveyed in the 12 months to June 2010 (16.2).
- Higher proportion of unfilled vacancies (7.0%) compared with last year (3.7%) and all regions surveyed in the 12 months to June 2010 (4.8%).

Survey Results - Recent Staff Changes					
	North Western Sydney		Central Western Sydney		All Regions (12 months to June 2010)
	June 2010	Sept 2009	June 2010	Sept 2009	
Change in staff numbers in preceding 3 months					
Increased	11%	15%	22%	10%	15%
Decreased	11%	10%	11%	19%	13%
Remained the same	78%	75%	66%	70%	72%

Source: Survey of Employers' Recruitment Experiences – Sydney-West and Blue Mountains – Sept 2009 and June 2010

Survey Results Recent Staff Changes

Source: Survey of Employers' Recruitment Experiences – Sydney-West and Blue Mountains – Sept 2009 and June 2010

North Western Sydney

- Staff numbers remained relatively stable in the three months preceding the survey compared with last year and all regions surveyed in the 12 months to June 2010 .

Central Western Sydney

- A larger proportion of employers increased staff numbers in the three months preceding the survey (22%) compared with both 2009 (10%) and all regions surveyed in the 12 months to June 2010 (15%).
- A smaller proportion of employers decreased staff numbers (11%) compared with 2009 (19%).

Most Recent Recruitment Activity					
	North Western Sydney		Central Western Sydney		All Regions (12 months to June 2010)
	June 2010	Sept 2009	June 2010	Sept 2009	
Vacancies not filled	6.0%	2.6%	4.8%	2.9%	5.2%
Vacancies filled with suitable applicants	80%	82%	79%	86%	81%
Vacancies filled with job seekers who require development	14%	6%	16%	10%	14%
Recruitment difficulty	38%	38%	40%	30%	39%

Source: Survey of Employers' Recruitment Experiences – Sydney-West and Blue Mountains – Sept 2009 and June 2010

Most Recent Recruitment Activity

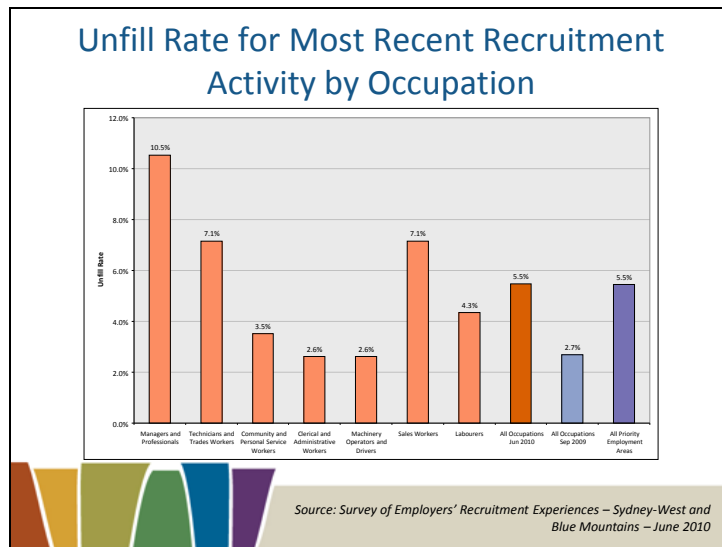
Source: Survey of Employers' Recruitment Experiences – Sydney-West and Blue Mountains – Sept 2009 and June 2010

North Western Sydney

- The proportion of vacancies remaining unfilled (6.0%) was higher compared with 2009 (2.6%) and slightly higher compared with all regions surveyed in the 12 months to June 2010 (5.2%).
- Higher proportion of vacancies filled with staff that require development (14%) compared with 2009 (6%).
- Similar level of recruitment difficulty compared with 2009 (both 38%).

Central Western Sydney

- The proportion of vacancies remaining unfilled (4.8%) was higher compared with 2009 (2.9%) and slightly lower compared with all regions surveyed in the 12 months to June 2010 (5.2%).
- Higher proportion of vacancies filled with staff that required development (16%) compared with 2009 (10%).
- Very high level of recruitment difficulty (40%) compared with 2009 (30%).

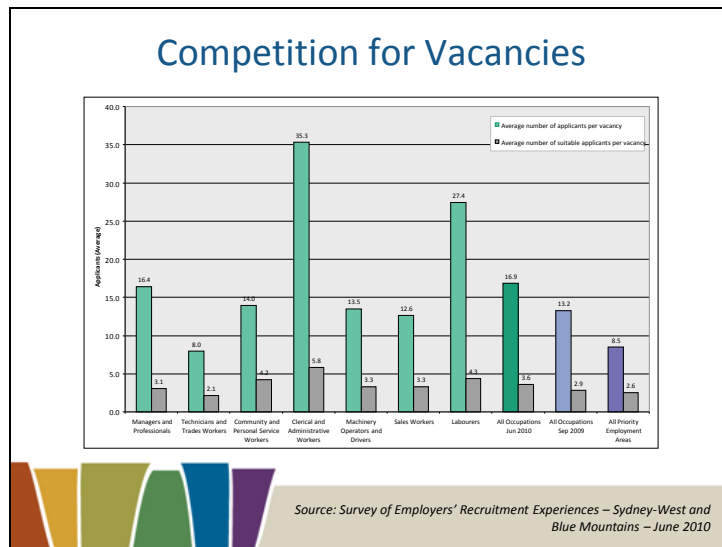


Unfill Rate by Occupation

Source: Survey of Employers' Recruitment Experiences – Sydney-West and Blue Mountains – June 2010

Most recent recruitment activity

- The occupations that had the highest unfill rates were those of Managers and Professionals (10.5%) followed by Technicians and Trades Workers and Sales Workers (both 7.1%).
- Overall the unfill rate for Sydney-West and Blue Mountains was the same compared with all Priority Employment Areas (5.5%), but higher compared with last year (2.7%).



Competition for Vacancies

Source: Survey of Employers' Recruitment Experiences – Sydney-West and Blue Mountains – June 2010

Results presented for the total Priority Employment Area

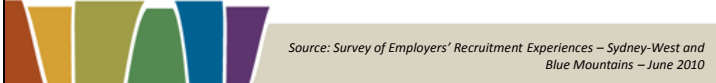
- The average number of applicants per vacancy (16.9) was very high compared with all Priority Employment Areas (8.5) and higher than in September 2009 (13.2).
- The average number of suitable applicants per vacancies (3.6) was higher compared with September 2009 (2.9) and all Priority Employment Areas (2.6).
- There was very strong competition for vacancies for Clerical and Administrative Workers, where there was an average of 35.3 applicants per vacancy and only an average of one in six of these were considered suitable for the position for which they applied.
- There was a low level of competition for vacancies for Technicians and Trades Workers, where there was an average of 8.0 applicants per vacancy. Very few of these applicants were considered suitable (an average of 2.1 per vacancy).

Reasons Applicants Unsuitable

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

- Insufficient experience (62%);
- Insufficient qualifications or training (42%);
- Lacked basic work readiness skills (10%).

Also, a significant proportion of applicants for lower skilled vacancies lacked English language skills



Source: Survey of Employers' Recruitment Experiences – Sydney-West and Blue Mountains – June 2010

Applicant Unsuitability

Source: Survey of Employers' Recruitment Experiences – Sydney-West and Blue Mountains – June 2010

Note: Results presented for the total Priority Employment Area

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Also, a significant proportion of applicants for lower skilled vacancies lacked English language skills (5%)



Basic Employability Skills

Source: Survey of Employers' Recruitment Experiences – Sydney-West and Blue Mountains – June 2010

Note: Results presented for the total Priority Employment Area

Most importance placed on:

- 35% personality traits and qualities only
- 29% technical skills only
- 35% both equally important

Personality traits and qualities jobseekers lacked:

- Enthusiasm (17%)
- Communication skills (16%)
- Motivation (13%)
- Confidence (12%)

Occupations Difficult to Fill

Sydney West and Blue Mountains		Broader Sydney Labour Market
Higher Skill, Qualification or Experience		
Advertising and Sales Managers	Motor Mechanics*	Production Managers
Financial Brokers	Plumbers	Metal Fitters and Machinists
Chefs	Electricians*	Human Resource Professionals
Airconditioning and Refrigeration Mechanics		
Lower Skill, Qualification or Experience		
General Clerks	Sales Representatives	Machine Operators
Receptionists	Sales Assistants*	Waiters
Gaming Workers	Child Carers*	Bar Attendants and Baristas
Kitchenhands	Truck Drivers*	Commercial Cleaners
		Factory Packers
*Indicates the occupation was also difficult to fill when surveyed in September 2009.		Factory Process Workers

Source: Survey of Employers' Recruitment Experiences – Sydney-West and Blue Mountains – June 2010

Occupations Difficult to Fill

Source: Survey of Employers' Recruitment Experiences – Sydney-West and Blue Mountains – June 2010

Source: DEEWR, Survey of Employers' Recruitment Experiences in Capital Cities, March 2010, Skill Shortage List May 2010

- This slide shows some of the occupations that employers commonly told us were difficult to fill.
- Close to half (49%) of workers living in North Western Sydney work outside this region, for example 15% of these people travel to work in the inner metropolitan Sydney (C) LGA.

Occupation Number of Mentions as Difficult to Fill in Sydney-West and Blue Mountains

Child Carers*	10
Receptionists	6
Advertising and Sales Managers	5
Sales Assistants (General)*	5
Chefs	4
Motor Mechanics*	4
Gaming Workers	4
Financial Brokers	3
Airconditioning and Refrigeration Mechanics	3
Electricians*	3
Plumbers	3
Truck Drivers*	3
Sales Representatives	3
General Clerks	3
Kitchenhands	3

*Indicates the occupation was also difficult to fill when surveyed in September 2009.

Job Seekers from a Non-English Speaking Background		
	North Western Sydney	Central Western Sydney
Had applicants from non-English speaking backgrounds	49%	78%
-Filled positions with applicants from non-English speaking backgrounds	47%	49%
Barriers to employing people from non-English speaking backgrounds		
-Written English skills	45%	50%
-Spoken English skills	69%	81%
-Other Barriers	17%	23%
-No Barriers	28%	16%

Source: Survey of Employers' Recruitment Experiences – Sydney –West and Blue Mountains – June 2010

Job Seekers from a Non-English Speaking Background

Source: Survey of Employers' Recruitment Experiences – Sydney-West and Blue Mountains – June 2010

Note: Job Seekers from a non-English speaking background are those who were born, or whose parents were born in an Other Than Main English Speaking Country (OTMESC)

In North Western Sydney:

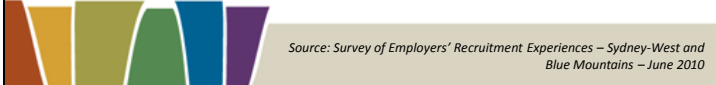
- A lower proportion of employers had applicants from NESB (49% compared with 78% for North Western Sydney);
- A lower proportion of employers found written and spoken English skills to be a barrier to employing people from NESB;
- Were more likely to report having *No Barriers* to employing people from NESB.

Some of the common other barriers to employing people from NESB in the North Western Sydney LFR included:

- Cultural differences (excluding language skills) (9%);
- Overseas qualification not being recognised (3%);
- Lack of Australian work experience (4%).

JSA Awareness North Western Sydney

- Half (48%) of employers surveyed had heard of Job Services Australia
- Of those, there was overall low usage (16%) of JSA, but high satisfaction (80%)
- Most common reason for dissatisfaction was referral of unsuitable or poor quality applicants



Source: Survey of Employers' Recruitment Experiences – Sydney-West and Blue Mountains – June 2010

JSA Awareness - North Western Sydney

Source: Survey of Employers' Recruitment Experiences – Sydney-West and Blue Mountains – June 2010

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Future Recruitment Expectations					
	North Western Sydney		Central Western Sydney		All Priority Employment Areas
	June 2010	Sept 2009	June 2010	Sept 2009	
Will recruit	43%	37%	54%	47%	44%
Expects difficulty	32%	27%	32%	34%	36%
Uncertain about recruitment	17%	21%	16%	23%	n/a
Increase staff numbers	20%	21%	33%	31%	27%
Decrease staff numbers	4%	3%	2%	1%	3%

Source: Survey of Employers' Recruitment Experiences – Sydney-West and Blue Mountains – June 2010

Future Recruitment Expectations

Source: Survey of Employers' Recruitment Experiences – Sydney-West and Blue Mountains – June 2010

North Western Sydney


- A higher proportion of employers expect to recruit in the 12 months following the survey (43%) compared with 2009 (37%).
- A higher proportion of employers expect to experience recruitment difficulty (32%) compared with 2009 (27%).
- Employers were less likely to express uncertainty about future recruitment (17%) compared with 2009 (21%).

Central Western Sydney

- A higher proportion of employers expect to recruit in the 12 months following the survey (54%) compared with 2009 (47%).
- A similar proportion of employers expect to experience recruitment difficulty compared with 2009 (32% vs. 34%).
- Employers were less likely to express uncertainty about future recruitment (16%) compared with 2009 (23%).

Conclusion

- Labour market conditions in North Western Sydney subdued but improving
 - Unemployment rate still higher than national average
 - Pockets of significant disadvantage
 - Vulnerable groups: Jobless families / Long-term unemployed
- But some encouraging signs
 - Recruitment activity has increased since last year
 - More unfilled vacancies
- Target growth industries / occupations difficult to fill
 - Sales Workers
 - Technicians and Trades Workers (apprenticeships)
 - Health Care and Social Assistance
- Broader labour market
- Job seekers need to be job ready: work experience, training, employability skills, basic literacy and numeracy
- Further engagement with employers
- Work with the Local Employment Coordinator



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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
- 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.deewr.gov.au/LMIP
- www.deewr.gov.au/SkillShortages
- www.deewr.gov.au/RegionalReports
- www.deewr.gov.au/australianjobs
- www.skillsinfo.gov.au
- www.joboutlook.gov.au
- www.keepaustraliaworking.gov.au

A report on the survey findings for the Sydney-West and Blue Mountains Priority Employment Area will be placed on the regional reports section of the DEEWR web site.
Thank you.



Australian Government
Department of Education, Employment and Workplace Relations