West and North West Tasmania

22 September 2014

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Branch Manager
Labour Market Research and Analysis Branch

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The region of Tasmania surveyed consists of the Launceston Employment Service Area and West and North West Employment Service Area.

The West and North West ESA is made up of the following Local Government Areas (LGAs):

- Burnie (C)
- Central Coast (M)
- Circular Head (M)
- Devonport (C)
- Kentish (M)
- King Island (M)
- Latrobe (M)
- Waratah/Wynyard (M)
- West Coast (M)

The West and North West ESA fits wholly within and comprises 100 per cent of the West and North West Statistical Area Level 4.
### Slide 3 Population profile

<table>
<thead>
<tr>
<th>Region</th>
<th>Adult Population (15 years+)</th>
<th>Adult Population Growth (2007 to 2012)</th>
<th>Median Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Launceston</td>
<td>117,200</td>
<td>4%</td>
<td>41</td>
</tr>
<tr>
<td>West and North West</td>
<td>92,300</td>
<td>4%</td>
<td>41</td>
</tr>
<tr>
<td>Tasmania</td>
<td>417,000</td>
<td>5%</td>
<td>40</td>
</tr>
<tr>
<td>Australia</td>
<td>18,419,600</td>
<td>10%</td>
<td>37</td>
</tr>
</tbody>
</table>

**Notes**


The adult population growth in West and North West was 4 per cent, less than half that for Australia (10 per cent). The median age for West and North West (41) was above Australia (37).
West and North West has an aging population. Over the period from 2002 to 2012:

The proportion of the population aged 30-39 years has decreased

The proportion of the population aged 55-74 years has increased
Slide 5 Ageing Population

<table>
<thead>
<tr>
<th>Age</th>
<th>2007</th>
<th>2012</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-14 years</td>
<td>22,400</td>
<td>21,800</td>
<td>-3%</td>
</tr>
<tr>
<td>15-29 years</td>
<td>19,100</td>
<td>20,000</td>
<td>5%</td>
</tr>
<tr>
<td>30-49 years</td>
<td>30,100</td>
<td>28,200</td>
<td>-6%</td>
</tr>
<tr>
<td>50 years and over</td>
<td>39,200</td>
<td>44,100</td>
<td>13%</td>
</tr>
<tr>
<td>Total</td>
<td>110,800</td>
<td>114,100</td>
<td>3%</td>
</tr>
</tbody>
</table>

Notes

*Source: ABS, Estimated Residential Population, 2012 & 2007*

Between 2007 and 2012, the population of West and North West has aged:

- The proportion of the population aged 0-14 years decreased by 3 per cent.
- The proportion of the population aged 15-29 years increased by 5 per cent.
- The proportion of the population aged 30-49 years decreased by 6 per cent.
- The proportion of the population aged 50 years and over increased by 13 per cent.
A shift from full-time employment to part-time employment has occurred from September 2008 to August 2014. Over this period, full-time employment decreased by 3,000 while part-time employment increased by 2,400.


Notes
Slide 7 Females finding part-time employment leading the way – West and North West

<table>
<thead>
<tr>
<th>Time period</th>
<th>Employed full-time</th>
<th>Employed part-time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Males</td>
<td>Females</td>
</tr>
<tr>
<td>GFC – August 2014</td>
<td>-1900</td>
<td>-1100</td>
</tr>
</tbody>
</table>

Notes


From September 2008 to August 2014, the number of females working part-time in West and North West increased by 2,300, while the number of females and males working full-time decreased.
As shown in the graph, the unemployment rate for West and North West and Tasmania as a whole has been increasing since the Global Financial Crisis in 2008. Since August 2011, the unemployment rates for West and North West and Tasmania have increased at a faster rate than that for Australia.
### Slide 9 Duration of unemployment

<table>
<thead>
<tr>
<th>Region</th>
<th>Long-term unemployed (52 weeks or more)</th>
<th>Average duration of unemployment (weeks)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Persons</td>
<td>Proportion of all unemployed</td>
</tr>
<tr>
<td>Launceston</td>
<td>2,100</td>
<td>38%</td>
</tr>
<tr>
<td>West and North West</td>
<td>1,500</td>
<td>34%</td>
</tr>
<tr>
<td>Australia</td>
<td>157,600</td>
<td>22%</td>
</tr>
</tbody>
</table>

**Notes**

*Source: ABS, Labour Force Survey, August 2014, 12 month averages of original data*

The average duration of unemployment for people in West and North West (60 weeks) was higher than that for Australia (40 weeks).

In addition, both Launceston (38 per cent) and West and North West (34 per cent) have higher proportions of long-term unemployed compared with Australia (22 per cent).
Exposure to unemployment starts at home – Families with children under the age of 15

**Notes**

*Source: ABS, Census of Population and Housing, 2011*

At the time of the 2011 Census:

- 20 per cent of families with children under the age of 15 (2,200 families) in the region were jobless.

- 52 per cent of one parent families with children under the age of 15 (1,600 families) in the region were jobless.

There were around 4,000 children (15 years and under) from jobless families.
### High youth unemployment...

<table>
<thead>
<tr>
<th>Region</th>
<th>Youth unemployment rate (15-24 years)</th>
<th>Participation rate (August 2014)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>August 2014</td>
<td>August 2013</td>
</tr>
<tr>
<td>Launceston</td>
<td>17.9%</td>
<td>18.2%</td>
</tr>
<tr>
<td>West and North West</td>
<td>17.7%</td>
<td>18.6%</td>
</tr>
<tr>
<td>Australia</td>
<td>12.9%</td>
<td>12.0%</td>
</tr>
</tbody>
</table>

Notes

Source: ABS, Labour Force Survey, August 2014, 12 month averages of original data

The youth (15-24 years) unemployment rates in West and North West and Launceston (17.7 per cent and 17.9 per cent respectively) were higher compared with Australia (12.9 per cent).
High levels of disengagement among young adults (20-24 year olds)

27% of Females (20-24 years) are not studying and either unemployed or not in the labour force.

Notes

Source: ABS, Census of Population and Housing, 2011

A larger proportion of females in West and North West were not studying and either unemployed or not in the labour force (27 per cent) compared with Australia (15 per cent).
Females aged 20-24 years are heavily reliant on income support payments:

<table>
<thead>
<tr>
<th>% on Income support payments</th>
<th>West and North West</th>
<th>Tasmania</th>
<th>Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>38%</td>
<td></td>
<td>37%</td>
<td>26%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>% on Unemployment benefits</th>
<th>West and North West</th>
<th>Tasmania</th>
<th>Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>12%</td>
<td></td>
<td>10%</td>
<td>6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>% on Disability payments</th>
<th>West and North West</th>
<th>Tasmania</th>
<th>Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>4%</td>
<td></td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>% on Parenting (PPS +PPP) payments</th>
<th>West and North West</th>
<th>Tasmania</th>
<th>Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>16%</td>
<td></td>
<td>13%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Notes

*Source: Department of Employment, administrative data, June 2014; ABS Estimated Resident Population, 2012*

In West and North West, females aged 20-24 years are heavily reliant on income support payments:

- 38 per cent are on income support payments (compared with 26 per cent for Australia).
- 12 per cent are on unemployment benefits (compared with 6 per cent for Australia).
- 4 per cent are on disability payments (compared with 2 per cent for Australia).
- 16 per cent are on parenting payments (compared with 7 per cent for Australia).
### Indigenous labour market outcomes

<table>
<thead>
<tr>
<th>Region</th>
<th>Proportion of WAP Indigenous</th>
<th>Unemployment Rate</th>
<th>Participation Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Indigenous</td>
<td>Non-Indigenous</td>
</tr>
<tr>
<td>Launceston</td>
<td>3%</td>
<td>15.0%</td>
<td>6.7%</td>
</tr>
<tr>
<td>West and North West</td>
<td>6%</td>
<td>11.5%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Tasmania</td>
<td>4%</td>
<td>12.6%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Australia</td>
<td>2%</td>
<td>17.2%</td>
<td>5.5%</td>
</tr>
</tbody>
</table>

**Notes**

*Source: ABS, Census of Population and Housing, 2011*

At the time of the 2011 Census, West and North West had a larger proportion of the working age population (15-64) who were Indigenous (6 per cent) compared with Australia (2 per cent). The Indigenous unemployment rate was well above the non-Indigenous rate (11.5 per cent compared to 6.9 per cent).
Slide 15 Lower educational attainment – persons aged 25-34 years

<table>
<thead>
<tr>
<th>Region</th>
<th>Completed Year 12</th>
<th>Attained Advanced Diploma, Diploma or Certificate III &amp; IV Level</th>
<th>Attained Bachelor Degree or Higher</th>
</tr>
</thead>
<tbody>
<tr>
<td>Launceston</td>
<td>56%</td>
<td>33%</td>
<td>21%</td>
</tr>
<tr>
<td>West and North West</td>
<td>45%</td>
<td>36%</td>
<td>15%</td>
</tr>
<tr>
<td>Tasmania</td>
<td>59%</td>
<td>32%</td>
<td>24%</td>
</tr>
<tr>
<td>Australia</td>
<td>75%</td>
<td>30%</td>
<td>35%</td>
</tr>
</tbody>
</table>

**Notes**

*Source: ABS, Census of Population and Housing, 2011*

At the time of the 2011 Census, a lower proportion of 25 to 34 year olds in West and North West had completed Year 12 (45 per cent) compared with Tasmania (59 per cent) and Australia (75 per cent).

The proportion of those who had attained an Advanced Diploma, Diploma or Certificate III and IV level in West and North West (36 per cent) was slightly higher compared with Australia (30 per cent).
This graph shows that at the time of the 2011 Census, West and North West had a smaller proportion of 25-34 year olds who completed Year 12 or equivalent (45 per cent) compared with Australia (75 per cent), and a larger proportion whose highest level of schooling was Year 11 or Year 10.
There is a strong relationship between educational attainment and employment outcomes. For those aged 25 to 34 years in West and North West, there were high unemployment rates for those who had completed Certificate I & II (13.7 per cent) and those who did not complete Year 12 without any further post school qualification (12.5 per cent).
The largest employing industries in West and North West are Health Care and Social Assistance (13 per cent of total employment), Retail Trade (12 per cent) and Manufacturing (11 per cent).

West and North West also has a larger proportion of people employed in Agriculture, Forestry and Fishing and Mining (7 per cent and 5 per cent respectively) compared with Australia (3 per cent and 2 per cent respectively).
Over the past 5 years, the largest employment growth has occurred in the Health Care and Social Assistance industry (900 employed persons), and the largest decline in employment has occurred in the Agriculture, Forestry and Fishing (-2600) and Manufacturing (-700) industries.

Notes

West and North West recorded an increase in people employed in the Mining industry from August 2011 to February 2013 by 1,000. After February 2013 the number of people employed in Mining dropped by 400 people.
Projected employment growth is greatest over the next five years for the Health Care and Social Assistance (730 employed persons).

The greatest declines are expected to occur for the Mining (-370), Agriculture, Forestry and Fishing (-310) and Manufacturing (-280) industries.
Slide 22 Recruitment activity - West and North West

*Source: Department of Employment, Survey of Employers’ Recruitment Experiences, Tasmania, May 2014*

- Softening of the wider region’s labour market.
- The recruitment rate in the region (12 vacancies per 100 staff) was below the average for all regions (16).
  - The recruitment rate for the Accommodation and Food Services industry was high (25.8 vacancies per 100 staff).
- Most positions in the West and North West ESA were filled (0.6% unfill rate).
- 24 per cent of employers had difficulty recruiting.
Notes

Source: Department of Employment, Survey of Employers’ Recruitment Experiences, Tasmania, May 2014

In the West and North West there was an average of six applicants per vacancy of which two were interviewed and one was rated suitable.

Most common reasons why applicants didn’t get an interview were:

Lack of relevant experience

Insufficient qualifications or training

Poorly written/presentation application

Lack of soft skills

Applicant not available for required work hours
Slide 24 Reasons applicants didn’t get an interview – for vacancies advertised in the Newspaper or on the Internet – West and North West

The majority of applicants for vacancies advertised in the Newspaper or on the Internet in West and North West didn’t get an interview (74 per cent). The most common reasons mentioned by employers were:

- Lack of relevant experience (58 per cent)
- Poorly written/presented application (32 per cent)
- Insufficient qualifications or training (21 per cent)
- Lack of soft skills (21 per cent)
- Applicant not available for required work hours (16 per cent)
- Applicant located overseas/interstate/out of area (16 per cent)
- Other reasons (11 per cent)

Notes

Source: Department of Employment, Survey of Employers’ Recruitment Experiences, Tasmania, May 2014
Personality traits and employability skills employers in West and North West viewed as essential

Employers in West and North West viewed the following employability skills and personality traits as essential:

**Employability skills:** Interpersonal/Social Skills, Communication, Teamwork

**Personality traits:** Reliability, Honesty and Work Ethic, Enthusiasm/positive attitude, Presentation

Notes

*Source: Department of Employment, Survey of Employers’ Recruitment Experiences, Tasmania, May 2014*

Employers in West and North West viewed the following employability skills and personality traits as essential:

Employability skills: Interpersonal/Social Skills, Communication, Teamwork

Personality traits: Reliability, Honesty and Work Ethic, Enthusiasm/positive attitude, Presentation
Slide 26 Majority of employers do not formally advertise vacancies in West and North West

Notes

*Source: Department of Employment, Survey of Employers’ Recruitment Experiences, Tasmania, May 2014*

More than half of recruiting employers (58 per cent) used informal methods ONLY to advertise for vacancies (i.e. Word of Mouth, Approached by job seeker)

A smaller proportion (42 per cent) of employers used formal methods to recruit (i.e. Internet, Newspaper)
Future opportunities

Notes

*Source: Department of Employment, Survey of Employers’ Recruitment Experiences, Tasmania, May 2014; all regions surveyed to March 2014*

Future outlook for West and North West was subdued compared with all regions surveyed. Some 31 per cent of employers said that they would recruit in the year following the survey (38 per cent compared to all regions) and only 15 per cent would recruit to increase their staff numbers (19 per cent compared to all regions).
Occupations likely to present opportunities – West and North West

Sales Assistants (General)    Truck drivers
Bar Attendants and Baristas    Housekeepers
Motor mechanics    Structural Steel and Welding Trades Workers
Waiters

Notes
Source: Department of Employment, Survey of Employers’ Recruitment Experiences, Tasmania, May 2014

Employers in West and North West considered the following occupations as likely to present opportunities for job seekers:

Sales Assistants
Truck Drivers
Bar Attendants and Baristas
Housekeepers
Motor mechanics
Structural Steel and Welding Trades Workers
Waiters
Over half of employers (57 per cent) in West and North West reported the economy as the single greatest concern for the future.

Other concerns were:

- Recruitment or retention difficulty: 7%
- Wages/costs/cash flow: 7%
- Competition (including high Australian dollar): 3%
- Paperwork, regulations and red tape: 3%
- Other: 7%
- No concerns: 16%
Slide 30 Conclusion

Labour market conditions remain soft

- Unemployment rate has increased; recruitment slowing

Challenges

- Disengaged groups: youth, jobless families, less educated and long term unemployed
- Many people receiving income support
- Declining male employment
- Ageing population and future labour supply
- Transitioning to the Services sector

Opportunities

- Future recruitment encouraging
- Growth industries such as Health Care and Social Assistance
- Niche industries
- Broad range of occupations likely to be available

Job seekers need to have...

- Employability skills
- Higher levels of education and training
- Broader job search techniques

Ongoing collaboration with key stakeholders essential
Slide 31 Further Information

More information on labour market conditions and other research on small areas can be found on these websites:

www.employment.gov.au/regionalreports

www.lmip.gov.au


www.employment.gov.au/australianjobs

www.joboutlook.gov.au
If you have any questions about the presentation please contact the Recruitment Analysis and Employer Surveys sections on 1800 059 439 or email recruitmentsurveys@employment.gov.au